

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

Order Instituting Rulemaking for Oversight of
Energy Efficiency Portfolios, Policies,
Programs, and Evaluation.

Rulemaking 25-04-010
(Filed April 24, 2025)



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**SOUTHERN CALIFORNIA GAS COMPANY (U 904 G)
ENERGY EFFICIENCY PROGRAMS 2024 ANNUAL REPORT**

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June 2, 2025

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Southern California Gas Company (SoCalGas) submits its 2024 Annual Report for energy efficiency programs and accomplishments. The Annual Report is prepared in accordance with the Administrative Law Judge’s Ruling Adopting Annual Reporting Requirements for Energy Efficiency and Addressing Related Reporting Issues (August 8, 2007),¹ and Decision (D.) 18-01-001 and 18-05-041. The Ruling requires “each utility to file its annual report on May 1 of the year following the end of a given program year.”²

On March 10, 2025, ALJ Kao granted SoCalGas’s February 18, 2025, Rule 11.6 Extension Request to File its Annual Energy Efficiency Report, setting the Annual Report to be filed and served no later than June 2, 2025.

Pursuant to Ordering Paragraph (OP) 8 of D.18-01-004, the dollar amounts of third-party contracts (provided in aggregate) are included in Appendix A, Table 10. As directed by the Commission, particular contract dollar amounts will be provided to the Commission. Additional detail regarding third-party programs and statewide programs directed by the Commission is

¹ Per the Ruling, issued in Rulemaking 06-04-010, filing and serving the Annual Report would apply to successor proceedings, which includes this docket. See Ruling at 4, OP 2.

² *Id.*

provided in Appendix A, Table 11.³ Pursuant to OP 11 of D.18-05-041, SoCalGas's progress towards metrics and indicators can be found on the Commission's Energy Efficiency Reporting website at <https://www.cpuc.ca.gov/industries-and-topics/electrical-energy/demand-side-management/energy-efficiency/energy-efficiency-reporting>.

The Annual Report is attached and will also be uploaded and available on SoCalGas's website at <https://www.socalgas.com/regulatory/efficiency>.

Respectfully submitted on behalf of SoCalGas,

By: /s/ Jeffrey B. Fohrer
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Dated: June 2, 2025

³ D.18-05-041, OP 17 directed the investor-owned utilities (IOUs) to track the number and proportion of third parties that forego the option of using utility account representatives. Conclusion of Law 19 directed the IOUs to develop an agreed-upon annual report to facilitate ongoing statewide program funding-level management.

Southern California Gas Company

Energy Efficiency Programs

Annual Report 2024 Results



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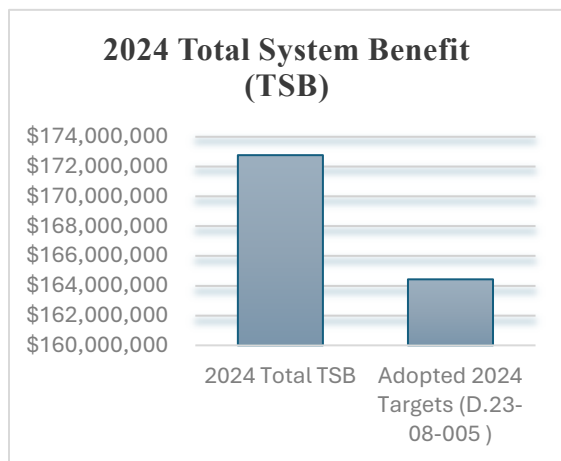
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Executive Summary

The 2024 program year marked a significant phase of progress and transformation for Southern California Gas Company (SoCalGas) as it continued to implement one of the nation's largest and most diverse portfolios of natural gas energy efficiency (EE) programs. In alignment with the 2024-2031 EE business plan, SoCalGas delivered core regulatory objectives while enhancing program accessibility, deepening equity strategies, and introducing new technologies across customer segments. All portfolio activities were conducted in compliance with relevant California Public Utilities Commission (CPUC) decisions, including Decision (D.) 23-06-055, which approved the current business plan and D.22-05-016, which established program goals and performance metrics.

SoCalGas continued to comply with CPUC directives, including D.18-001-004 and D.23-02-002, which requires at least 60% of the EE portfolio budget to be designed and implemented by third-party implementers. SoCalGas continued to expand its portfolio through continued collaboration with a range of third-party implementers, fostering long-term partnerships while also introducing new perspectives and technologies. To further support this model, SoCalGas has launched the Innovative Designs for Energy Efficiency Application (IDEEA), also known as IDEEA365. An innovative platform designed to streamline program development, encourage new market entrants, and accelerate the implementation of cutting-edge technology solutions. The focus is on testing new approaches in EE program delivery, advancing underutilized technologies, and supporting SoCalGas's EE portfolio. IDEEA365 leveraged the skill, experience, and creativity of the energy-related community, and facilitated multiple programs across different sectors, including 5 new programs. This initiative provides an opportunity for ongoing third-party solicitations of innovative ideas and technologies, with competitive solicitations offered several times per year. Contracts are typically three years or less in length and have budgets of less than \$2 million. IDEEA365 serves as an introduction to the competitive solicitation environment for innovative implementers, many of whom are participating in energy efficiency programs for the first time through this opportunity.

The objectives of the IDEEA program are outlined below, accompanied by examples that emerged from the IDEEA solicitation process: The market expansion goal is to reach new markets and engage more small and diverse business partners, exemplified by Williams Wall Furnace. In terms of innovation, the program aims to invest in developing cutting-edge energy efficiency programs, such as Cascade Decarbonization. Strategic partnerships are crucial, and the program continues to collaborate with other organizations to leverage shared strengths, with Okapi Public Schools as a prime example. Digital transformation is another focus, where the program uses digital tools to enhance energy efficiency and customer experience, demonstrated by California Home Energy Efficiency Rating Services (CHEERS) Workforce, Education & Training (WE&T). Lastly, sustainability initiatives are geared towards adopting sustainable practices to reduce environmental impact and attract eco-conscious consumers, as seen in the Eco-Entertainment proposal.



SoCalGas achieved several notable successes across its EE portfolio, reflecting strong performance, strategic expansion, and alignment with statewide policy objectives including portfolio cost caps and targets. The portfolio delivered over 50 million net therms in savings and generated approximately \$173 million in Total System Benefit (TSB) representing 105% of the goal. The portfolio maintained a strong Total Resource Cost (TRC) of 1.86, affirming the commitment to administering cost-effective portfolios. Additionally, program efforts resulted in more than 260,000 net metric tons of avoided carbon dioxide (CO₂) emissions.

Under the CPUC framework, SoCalGas administers programs across three primary categories: Resource Acquisition, Market Support, and Equity.

- Resource Acquisition programs focus on achieving immediate, measurable energy savings, and greenhouse gas (GHG) reductions, aligning closely with state's climate goals. In 2024, SoCalGas implemented 28 Resource Acquisition programs.
- Market Support initiatives aim to transform market behaviors over time, fostering sustained demand for energy-efficient technologies and practices. In 2024, SoCalGas implemented 9 Market support programs.
- Equity programs prioritize serving Hard to Reach (HTR) and Disadvantaged Communities (DACs), ensuring that the benefits of EE are accessible to all customer segments. In 2024, SoCalGas implemented 9 Equity programs.

In total, SoCalGas Implemented 46 programs across all customer sectors, reflecting its commitment to delivering comprehensive energy savings and customer value. This included both long-standing partnerships and new relationship established through the IDEEA365 platform, which has helped attract innovative firms, many participating in EE solicitations for the first time.

SoCalGas continued its role as a Lead Program Administrator (PA) for several statewide programs and contributed to initiatives governed by D.18-05-041, which outlines statewide program responsibilities and proportional benefit structures through the California Energy Data and Reporting System (CEDARS). The statewide programs include, California Food Service Instant Rebates Program, which achieved record setting therm savings and unit rebates while enrolling over 190 dealer locations. The Midstream Water Heating program expanded to more than 320 distributor locations and introduced new high-efficiency measures such as solar thermal and split system heat pump water heaters. The Gas Emerging Technologies (GET) program completed eleven Research & Development (R&D) projects. To highlight two successful projects: first, the market study on CleanO2's CarbinX technology demonstrated its dual functionality of enhancing gas heating appliance efficiency and capturing carbon emissions to produce potassium carbonate, which is used in soaps, detergents, and fertilizers. This study has led to ongoing field tests to verify its performance; second, the Ultra Low nitrogen oxide (NOx)

Burner Field Testing Project showcased the ClearSign Core™ ultra-low-NOx burner technology, which significantly reduces NOx emissions to below 2.5 ppm, improves combustion and appliance efficiency, and lowers gas and electrical consumption. These projects underscore the GET program's commitment to advancing innovative technologies for environmental sustainability and operational efficiency.

Statewide financing efforts were supported under D.13-09-044 and D.21-08-006, which authorized the development and continuation of the California Hub for Energy Efficiency (CHEEF) and associated GoGreen Financing pilots administered by the California Alternative Energy and Advanced Transportation Financing Authority (CAEATFA). In 2024, SoCalGas and the GoGreen programs achieved significant milestones in energy efficiency financing. SoCalGas offered loans up to \$5,000 through its Marketplace website, while GoGreen Home funded nearly \$60 million in purchases and reached \$160 million in total loan disbursements since inception. The GoGreen Business program financed over \$7 million, supporting small businesses with energy-efficient upgrades. Additionally, SoCalGas doubled its On-Bill Financing (OBF) loan activity compared to 2023.

Equity considerations were integrated across the SoCalGas EE portfolio in accordance with CPUC directives and the equity framework outline in the EE business plan. SoCalGas implemented targeted strategies to support increased participation among Disadvantaged Communities (DACs) and Hard-To-Reach (HTR) customers. Residential and commercial programs, including programs like Residential Advanced Clean Energy (Res ACE), WET&O-Educational Outreach Program, and the Small Business Savings Program exceeded participation goals. Strategies included multilingual outreach, targeted incentives, and tailored engagement approaches designed to address known participation barriers. SoCalGas also completed over 9,000 direct installations, conducted 2,500 property assessments, and engaged more than 2 million customers through monthly behavioral energy reports.

Additionally, over 30,000 students were reached through WET&O-Educational Outreach Program. Strategic partnerships with agencies such as Los Angeles Department of Water and Power (LADWP) and Pasadena Water and Power (PWP) further enabled delivery of no cost energy efficiency improvements, primarily in DAC areas.

To enhance program, reach and cost-effectiveness, SoCalGas has partnered with municipal electric utilities and water agencies, offering comprehensive demand-side management solutions. These collaborations minimize lost opportunities, enable deeper energy efficiency projects, and streamline the delivery of ratepayer-funded programs. These accomplishments were recognized at the national level. SoCalGas was honored for the second consecutive year with the **ENERGY STAR Partner of the Year Award** from the U.S. Environmental Protection Agency (EPA), reflecting its continued excellence in promoting high-efficiency ENERGY STAR-certified products and programs. Additionally, SoCalGas earned the **Organizational Leadership Award** from The Climate Registry in recognition of its ASPIRE 2045 Strategy and its measurable progress in reducing greenhouse gas emissions.

Collectively, these outcomes illustrate SoCalGas's ongoing commitment to delivering measurable EE impacts while supporting California's climate, affordability, and equity segment goals.

I. Customer Sectors

A. Residential Sector

The Residential energy efficiency sector programs offer and promote both specific and comprehensive energy solutions for residential customers. By encouraging adoption of economically viable energy efficiency technologies, practices, and services, these programs employ strategies and tactics to overcome market barriers while delivering services that aim to:

- Facilitate, sustain, and transform the long-term delivery and adoption of energy-efficient products and services for single and multi-family dwellings;
- Cultivate, promote, and sustain lasting energy-efficient behaviors by residential customers through a collaborative statewide education and outreach; and
- Meet customers' energy efficiency adoption preferences through a range of offerings including single-measure incentives and more comprehensive approaches.

B. Commercial Sector

The Commercial Sector Programs target integrated energy management solutions through strategic energy planning support; technical support services, such as facility audits, and calculation and design assistance; and financial support through rebates, incentives, and financing options. Targeted end users include all commercial sub-segments such as distribution warehouses, office buildings, hotels, motels, restaurants, healthcare, retail facilities, entertainment centers, and other smaller non-residential customers.

C. Industrial Sector

The Industrial Energy Efficiency Programs provide services to improve the energy efficiency of industrial facilities. The primary services offered to industrial customers include:

- Energy audits covering EE and demand management opportunities
- Technical assistance in measure specification, procurement, and project management
- Post-installation inspection and analysis to verify performance
- Continuous energy improvement consultation
- Financial incentives and project financing for installed measures

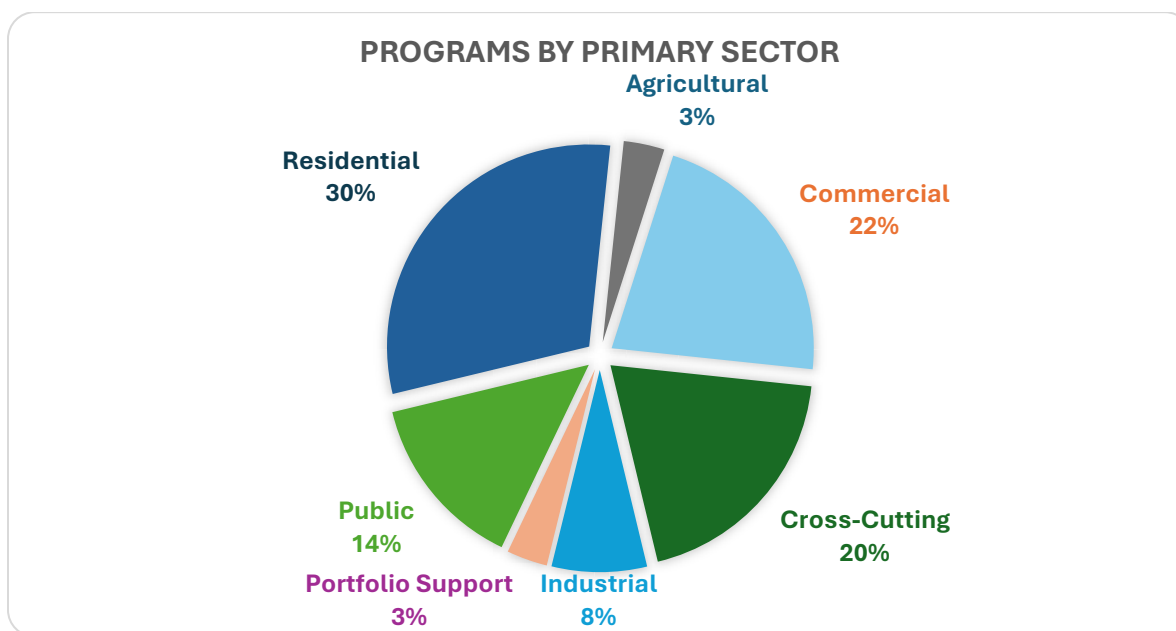
D. Agricultural Sector

The Agricultural Sector offerings facilitate the delivery of integrated energy management solutions to agricultural customers, including irrigated agricultural growers (crops, fruits,

vegetable, and nuts), greenhouses, post-harvest processors (ginners, nut hullers, and associated refrigerated warehouses), and dairies.

E. Public Sector

Public Sector programs are designed to serve and support local governments by increasing energy efficiency in municipal facilities and provide programs and services to local communities that can help them reduce both operating costs and greenhouse gas emission levels through energy-efficiency. SoCalGas supports partnerships in achieving their energy efficiency and climate goals and works with partners to engage them in the identification of challenges faced by local governments as well as include them in the development of Public Sector strategies.



II. Statewide Programs Led by SoCalGas

SoCalGas is the Lead PA for four statewide programs; Food Service Point of Sale Program, Midstream Commercial Water Heating, Gas Emerging Technologies, and New Finance Offerings, leading the efforts for program performance and ensuring compliance with decisions established by CPUC. These programs are designed to enhance energy efficiency across California, with specific budget allocations and performance metrics outlined in CPUC decision such as D.23-06-055 and D.18-05-041. Detailed information on the objectives, budget allocations, and implementation strategies for these programs are provided in the sections below.

SoCalGas also provides funding allocations to the Lead PAs of other statewide programs, as established in D.23-06-055 and receives proportional benefits associated with natural gas energy efficiency. Please refer to the Lead Program Administrators' 2024 Energy Efficiency Annual Report for the performance for the respective Statewide Program.

F. SCG SW FS - Statewide California Food Service Instant Rebates Program

Program Overview

The California Foodservice Instant Rebates Program provides Point of Sale (POS) rebates to non-residential customers of CA IOUs for the purchase of high efficiency Commercial foodservice (CFS) equipment. This program aims to influence stocking behaviors among dealers and manufacturers, driving the market toward higher-efficiency technologies. The program implementer, Energy Solutions, delivers turnkey implementation services on behalf of SoCalGas.

Program Strategies & Outcomes

The Program achieved record-setting performance in overall energy savings and number of rebated units driven by sustained engagement with market actors, including national chains and manufacturers, developed over the past three years. It successfully tracked TSB progress and DBE goals, supporting over 2,500 customers in DAC and HTR areas. New enrollments expanded the program's geographical coverage, enhancing customer reach across sales channels, with over 190 participating locations now enrolled. The 14 new enrolled participants in 2024 include primarily national market actors, several with significant 2024 participation. Outreach strategies included in-person visits, participation in industry conferences, and targeted advertising in industry publications. These strategies were designed to strengthen market relationships incorporate new high-efficiency equipment measures to expand the qualifying equipment list, and launch a redesigned, user-friendly program website to improve access to resources. These efforts led to the highest energy savings in Program history without the need for increased incentive levels or promotional campaigns resulting in over \$31M in TSB.

The program also addressed a significant market challenge by overcoming a 70% reduction in deemed energy savings for combination ovens under ENERGY STAR v3.0. Despite this reduction, customer interest in combination ovens remained strong, resulting in substantial overall energy savings.

G. SCG SW MCWH - Statewide Midstream Commercial Water Heating

Program Overview

The Statewide Midstream Commercial Water Heating program works with midstream market actors to offer POS rebates to contractors serving IOU end-use customers. All customers with a non-residential rate structure served by one of the four IOUs are eligible for POS rebates and the program is offered uniformly across all IOU territories.

The program offers deemed POS rebates to contractors serving customers and incentives to midstream market actors for facilitating and driving sales of high-efficiency natural gas and electric water heating equipment. Additionally, the program advocates for increased awareness and sales of high-efficiency equipment through a variety of outreach, training, advertising, and engagement activities.

Program Strategies & Outcomes

Program strategies in 2024 focused on operational efficiency, streamlined processes, and increased contractor engagement. The program expanded to over 320 distributor locations, with nearly all prior-year participants returning.

The program introduced two new measures: Solar Thermal Water Heating and Split Solar Thermal Water Heating Equipment, along with Split System Heat Pump Water Heaters. There was strong collaboration with distributors and manufacturers to align product offerings and support new technologies. An enhanced marketing and outreach campaign was launched to boost distributor participation. Additionally, the Demand Pump Control measure category was introduced, delivering therm and kWh savings. This measure was highly successful as the distributor transactions depleted the entire allocated budget. The program also expanded its DBE partnerships to support marketing, Quality Assurance (QA), and professional services.

The program outperformed forecasted goals and required a mid-year fund shift. The program had transactions in all climate zones based on vast distributor participation. Tankless water heating equipment contributed the most energy savings in 2024. The year end performance exceeded 85 million TSB. Distributor participation was expanded across 10 new networks.

H. SCG SW GET - Statewide Gas Emerging Technologies

Program Overview

The Statewide Gas Emerging Technologies (GET) aids the IOU EE programs in achieving the state's energy reduction goals by identifying and screening potential technologies, validating their performance and customer acceptance, conducting in-site demonstrations, and gathering actionable information for EE programs. Successful technologies are then recommended for inclusion in IOU customer education and rebate programs, promoting their widespread use by utility customers.

Program Strategies & Outcomes

The program successfully completed eleven projects in 2024 (Table 1), including two notable examples such as market study on CleanO2's CarbinX, an innovative product that enhances the efficiency of gas heating appliances while also serving as a carbon capture device. This device extracts carbon from flue gases to produce potassium carbonate, which CleanO2 later collects and uses to manufacture soaps, detergents, and fertilizers. The efficiency gains are achieved by utilizing the energy generated during the exothermic reaction, where preloaded potassium hydroxide combines with carbon from the flue gases to produce potassium carbonate. This heat can be transferred to a boiler's feedwater system, improving the appliance's operational efficiency. This market study has progressed to field studies to verify its performance.

Another significant project was the Ultra Low nitrogen oxide (NOx) Burner Field Testing Project. This project demonstrated the efficiency and emissions benefits of the ClearSign Core™ ultra-low-NOx burner technology compared to conventional mesh burner technologies. Comprehensive data was gathered on combustion efficiency, emissions, gas consumption, and electricity consumption. The results confirmed that the ClearSign Core™ technology

significantly reduces NOx emissions, operating below a NOx value of 2.5 parts per million (ppm) compared to 6 to 8 ppm for the baseline mesh burner. It also improves combustion efficiency, appliance efficiency, and reduces gas and electrical use compared to the baseline for commercial and industrial boiler applications. These findings support the feasibility of adopting this innovative technology to meet stringent environmental regulations while achieving efficiency gains.

GET's 2024 outreach efforts included ten virtual events and an in-person demo event for the world's lowest NOx burner, along with presentations at five conferences, showcasing various projects such as fuel-fired water heating, pool heating analysis, and dual fuel heating. The program also supported the Energy Transition Council annual conference with financial support, content, and guidance.

The program met its budget compliance targets, with project deliverables completed within 5% of the approved budget, and continues to meet DBE spending commitments. The program maintained high standards for data quality through ICF's quality control processes as well as distributing reports for review within SoCalGas's internal resources.

Table 1 Gas Emerging Technology Completed Projects 2024

Project Name	Year Initiated
Hospital End-Use Market Assessment	2023
Energy Modeling & Analysis of Dual Fuel Heating System, Single Family	2023
Ice Arena Vortex Water Treatment	2023
Ultra Low Nox Burner Field Testing	2023
Research Gas Absorption Heat Pump (GAHP) Screening Criteria & Design	2023
GAHP Performance Mapping	2023
High Efficiency Crematorium	2023
Satellite GHG Emissions Mapping	2023
Clean O2 Pilot	2023
Rogue ClearSign Boiler Burner Retrofit Technoeconomic Analysis (TEA)	2024
CFS Emissions and Fuel Costs	2024

I. SCG3737- Statewide New Financing Offerings

Program Overview

The statewide financing pilot program, authorized by CPUC Decision (D.) 13-09-044, was developed to leverage third-party capital products, increasing the availability of financing for underserved sectors and encouraging deeper energy savings. These pilots feature credit enhancements and an On-Bill Repayment (OBR) option to attract private capital for energy

improvement projects, targeting residential, multifamily, and small business sectors. Ratepayer-supported credit enhancements provide additional security to participating lenders, mitigating loan default risks and offering more attractive borrowing terms for customers.

The California Hub for Energy Efficiency Financing (CHEEF) is administered by the California Alternative Energy and Advanced Transportation Financing Authority (CAEATFA), a state agency within the California State Treasurer's Office. CAEATFA designs and develops program regulations for the Financing Pilots through a public rulemaking process, supported by the IOUs. GoGreen Financing is the statewide brand for energy efficiency, with GoGreen Home for residential customers launching in 2016, followed by GoGreen Business and GoGreen Multifamily pilots in 2019.

CPUC Decision (D.) 21-08-006 authorized CAEATFA to continue as the program administrator and for the IOUs to support the program through June 2027, with SoCalGas as the lead. SoCalGas and other IOUs continue to support CAEATFA in implementing and marketing the financing programs. D. 21-08-006 also authorized incremental funding of \$8 million for Marketing, Education, and Outreach of financing programs.

Program Strategies & Outcomes

SoCalGas continued offering financing for energy-efficient measures through its online Marketplace. The Marketplace loans are limited to under \$5,000 with loan terms of 60 months at an interest rate of 9.99%. The program consists of multiple initiatives: GoGreen Home and GoGreen Business.

GoGreen Home is a residential program that offers unsecured loans up to \$50,000 for the installation of energy-efficient equipment. It aims to support homeowners in adopting advanced energy-saving technologies, thereby reducing long-term energy costs and promoting sustainability.

In 2024, GoGreen Home had its strongest funding year in program history, financing close to \$60 million in energy efficiency projects. The program enrolled 9 participating lenders and over 800 contractors. Approximately 1,500 loans were disbursed for gas appliances, with 80% of the loans going to customers with credit scores under 700. Since its implementation, GoGreen Home has approached a \$160 million milestone in loan disbursement and enrolled close to 8,000 projects. It continues to reach underserved communities, with more than 50% of the loans made to properties in low to moderate income census tracts. Common measures utilized include Heating, Ventilation, and Air Conditioning (HVAC) equipment, windows, and cool roofs, with customers able to choose repayment terms up to 15 years. The average interest rate in 2024 was approximately 5.5%.

GoGreen Business is a financing program launched in all IOU territories, offering small businesses the option to repay their loan directly on their utility bill through On Bill Repayment. This program supports small businesses in implementing energy-efficient upgrades, thereby reducing operational costs and enhancing sustainability.

In 2024, GoGreen Business enrolled 71 projects and financed over \$7 million in loan originations. It has 128 participating contractors and eight participating financing lenders. The most common measures financed through the program were lighting, refrigeration, and HVAC.

The IOUs assisted CAEATFA in the marketing of GoGreen Home & GoGreen Business. The IOUs utilized each organization's Trade Professional Networks to promote the Business and Multifamily programs, and SoCalGas launched a digital and social media campaign that generated over 25 million total impressions.

CAEATFA and the IOUs finalized implementation of the OBR secure cash flow data exchange with the servicing bank. This process will allow customers to remit their Business Financing or Multifamily loan repayments directly on their utility bills.

SoCalGas is engaged in coordination meetings with CAEATFA, Energy Division, the statewide marketing implementer Riester, and facilitated meetings with the finance leads from the other IOUs. SoCalGas works with these partners to develop the GoGreen programs, assist with regulatory compliance, implement website enhancements, and serve as the fiscal agent for monthly invoice reviews. Maintenance of the customer facing website is pivotal to driving traffic and meeting annual enrollment goals.

GoGreen Financing is the IOU co-branded website and contains lender, contractor, and partner information for customers to learn and apply for loan programs.

III. Resource Acquisition Segment

J. Residential Programs

1. SCG3702 - Residential Energy Efficiency Program

Program Overview

The Residential Energy Efficiency Program (REEP) is a downstream gas rebate initiative designed to promote the installation of high-efficiency gas appliances across single-family, multifamily, and new construction residential projects. REEP aims to drive energy savings while ensuring robust participation, enhancing affordability and maintaining a focus on resource acquisition and equity.

Program achievements reflect a commitment to energy efficiency, affordability, and equitable access. By leveraging strategic partnerships, customer-centric outreach, and innovative rebate structures, the program successfully expanded participation and delivered substantial energy savings.

REEP is composed of three subprograms: the Home Energy Efficiency Rebate Program (HEER), the Multifamily Energy Efficiency Rebate Program (MFEER), and the Energy Efficiency New Homes Program (EENH).

Program Strategies & Outcomes

The Home Energy Rebates (HEER) program's success was primarily driven by strong retailer engagement and customer-focused program enhancements. Key initiatives included training retail partners on SoCalGas's mobile application to ensure program visibility and seamless rebate processing. SoCalGas expanded its in-store presence with approximately 8,900 visits, maintaining direct communication with retail staff and customers to address updates on incentive levels and ENERGY STAR ratings. To promote equitable access and payment innovation, bilingual program applications were introduced, increasing participation among underserved communities and leading to 35% engagement from DACs. The introduction of digital rebate payments, alongside traditional check options, further enhanced the customer experience. Additionally, in Q4, a 50% rebate increase was implemented to help single-family and multifamily customers mitigate inflationary pressures and encourage broader program participation. The Multifamily Energy Efficiency Rebate (MFEER) program achieved significant participation in 2024, particularly in Central Domestic Hot Water rebates, including demand control loop temperature controllers. This success was driven by enhanced customer education and outreach, with dedicated web pages on SoCalGas.com providing clear guidance and resources for customers. The program also offered a single point of contact support, with a dedicated representative streamlining customer participation through a step-by-step process. Strategic partnerships were strengthened with manufacturers and contractors, who served as program ambassadors. As a result of these strategies, the program provided rebates for over 400 domestic temperature loop controllers and more than 50 tankless water heaters, both in-dwelling and rack systems. Additionally, MFEER extended its vending machine clothes washer rebate partnerships with the Metropolitan Water District and the Los Angeles Department of Water and Power, ensuring higher incentive offerings and sustained participation.

The Energy Efficient New Homes (EENH) program continued to drive energy-efficient new construction by supporting builders in exceeding California Title 24 Energy Efficiency Standards. The program offers cost-effective measures in qualifying climate zones ensuring compliance with current program restrictions related to new construction projects in SoCalGas's service territory. The program's achievements were fueled by targeted industry engagement and increased program enrollment. The residential new construction team actively participated in 61 builder industry events and 53 stakeholder meetings, facilitating new project enrollments and strengthening relationships with first-time participants. As a result, more than 25 builder projects, representing over 2,000 new housing units, were enrolled in the program. These units will integrate advanced energy-efficient technologies, reducing long-term energy costs for residents.

2. SCG3764 - WET&O-Educational Outreach

Program Overview

Implementer: AM Conservation Group

The WET&O-Educational Outreach program, also known as LivingWise, is a school-based program that engages and educates sixth-grade students in energy-efficiency activities, implemented by AM Conservation Group. Teachers and administrators enroll in the program through recruitment efforts that include an emphasis on Title 1 schools.

The program empowers sixth-grade students to learn how to protect natural resources and reduce energy usage at home by supplying energy-efficiency materials to the teachers for distribution in the classrooms. These materials include energy-efficiency kits with water-reducing and monitoring measures for installation, student guides, take-home workbooks, posters, and a teacher guide with suggested teaching plans. This no-cost program is designed to generate immediate and long-term resource savings by bringing interactive, real-world education home to students and their families.

Program Strategies & Outcomes

The WET&O-Educational Outreach program served over 30,000 participants in SoCalGas's service territory in 2024.

The program's success was primarily due to marketing efforts that focused heavily on outreach and available analytics. This included forging a unique strategic partnership with LAUSD, the nation's second largest school district. The new customized outreach email templates were created, tailored to specific events of the school year such as Earth Day, Teacher Appreciation Day, and State Testing. The social media presence was increased, creating additional avenues for teacher outreach.

Teachers receive a set of materials and are provided with access to a bi-annual webinar series where they are presented with digital and online resources that supplement the program offering.

Touchpoints were increased by proactively mailing program information to each school that had not yet enrolled in the program. An organization, Live-Reps, was trained and leveraged to increase outreach efforts the 2024 calendar year to ensure that each of the approximately 1,400 eligible schools in the service territory received were contacted. The kit containing the student materials was updated by replacing a string backpack for the single-use cardboard box. The backpack can be used continuously and creates a more positive sustainability experience for the students.

The program served over 30,815 households in 2024. As more teachers become familiar with the program the number of program champions organically increases.

Program Feedback

"They were surprised to get all those items in the kit."

"The students enjoyed the various water saving faucets and shower head and thermometer."

"Students really enjoy the kits that are included and learning how to use them and what they are used for."

"They loved the backpacks with items! They also loved the posters! They enjoyed working in groups to learn about ways to be better citizens of the world and nature."

"The parents of my students were really appreciative of the shower head, the sink sprayer, and the water measurement tool to evaluate how much water their old showerhead was using."

3. SCG3824 – Residential Behavioral

Program Overview

Implementer: Oracle Corporation

The Residential Behavioral based EE programs focus on achieving energy savings through changes in customer usage. These programs, mandated by the CPUC, must adhere to three basic components: employing comparative energy usage and disclosure, being measured ex post, and utilizing an experimental design (Random Control Trial or RCT design). Randomly selected residential customers, referred to as “treatment groups,” receive natural gas usage feedback through paper mail, email, and/or alerts using Advanced Meter Usage Data. Advanced Meters remotely read and transmit customers’ hourly natural gas usage information back to SoCalGas. This data, combined with other demographic factors, is used to develop personalized natural gas usage feedback communication.

Program Strategies & Outcomes

The program successfully reached approximately two million residential customers through two third-party implementers, delivering impactful digital and print behavioral reports from November 2023 through October 2024. By analyzing energy consumption patterns by appliance and time, the program provided personalized recommendations that encouraged behavioral change and energy efficiency.

The program demonstrated strong customer engagement, with consistently high open and like rates, as well as positive sentiment from treatment customers. It also served as a valuable platform for cross-promoting other residential programs—such as Energy Advisor, rebates, financing, and marketplace offerings—enhancing customer awareness and satisfaction.

A key highlight of the year was the program’s ability to drive measurable energy savings. The forecasted 2024 gross annual savings was 9,800,000 therms, and the program exceeded expectations by achieving 101% of that goal, with a total savings of 9,900,000 therms. While this represented a 13% decrease from 2023, percentage savings remained steady at approximately 1.4% annually over the past four years. Additionally, in the summer of 2024, customers in the recipient and control groups of the Home Energy Report program were surveyed to measure engagement and satisfaction. 83% of customers actively read communications, 90% had a positive or neutral reaction to content, and about half self-reported that they were motivated to save. Compared to control customers, recipients of the Home Energy Reports rated SoCalGas more favorably across several metrics, including providing useful suggestions for reducing gas usage and lowering bills, as well as offering effective tools to help manage monthly gas consumption.

To further enhance program effectiveness, qualitative interviews were conducted with residential customers categorized as Low, Mid, and Top-Savers, providing valuable insights for future improvements.

Overall, the program continues to be a significant contributor to SoCalGas's energy efficiency portfolio, consistently delivering significant natural gas savings while strengthening customer engagement and awareness.

4. SCG3831 - EE Kit Delivery

Program Overview

Implementer: GES

To assist residential customers with continued energy savings and water conservation, SoCalGas offers no-cost EE kits to eligible residential SoCalGas customers. The EE kit contains a low flow showerhead, kitchen sink faucet aerator and bathroom sink faucet aerators. The EE kit is available to customers through the SoCalGas website, outreach events and partnership activities throughout the year.

Program Strategies & Outcomes

The SoCalGas EE Kit Program achieved significant reach in 2024. A key driver of this success was the strategic partnership with LADWP, which enabled widespread distribution during the second and fourth quarters to joint customers within the shared service territory of SoCalGas and LADWP. This collaboration maximized efficiency, expanded program impact, and streamlined customer access to energy-saving resources.

Continued requests for collaboration from water agencies and utilities led to an extension of the program through 2024 and another extension through 2025. Despite an initial plan to sunset the program in 2023, its continued success and value have ensured its continuation through 2025, with existing initiatives integrating its cost and savings. This transition highlights the program's adaptability and underscores the strength of partnerships in sustaining energy efficiency efforts.

5. SCG 3832 - Pasadena Home Upgrade

Program Overview

The Pasadena Home Improvement Program, funded by SoCalGas and Pasadena Water and Power (PWP), is designed to help eligible residents enhance their homes' energy and water efficiency at no cost. Implemented by PWP, the program aims to promote environmental sustainability and reduce utility expenses for homeowners and renters in Pasadena. Key offerings include in-home evaluations where trained professionals conduct comprehensive assessments of the home's energy and water usage, identifying areas for improvement. Based on these evaluations, PWP provides and installs various efficiency products at no cost, such as LED lighting, low-flow showerheads and faucet aerators, central A/C tune-ups, attic insulation, weatherstripping, and smart thermostats. Additionally, efficiency testing services like blower door tests and combustion safety tests are conducted to ensure optimal home performance. The program offers significant benefits, including cost savings of up to \$4,500 in services and products, enhanced comfort through home improvements, and a positive environmental impact by reducing the community's overall energy and water consumption.

Program Strategies & Outcomes

The program continued its mission of enhancing residential EE for SoCalGas customers across the City of Pasadena. Through strategic implementation of various energy-saving measures, the program provided valuable benefits to homeowners and renters, contributing to lower utility costs and increasing home comfort.

The program treated approximately 1,000 homes in 2024. These achievements highlight the program's role in fostering a more sustainable community within Pasadena while reducing residents' energy expenses.

6. SCG 3833 - Burbank Home Upgrade

Program Overview

The Burbank Home Upgrade program adopts a whole-house approach to efficiency, offering free energy and water efficiency upgrades to all 20,000 single-family homes in Burbank. This initiative is made possible through a unique partnership between SoCalGas and Burbank Water & Power (BWP), ensuring that participating homes receive electric, water, and natural gas efficiency measures at no cost.

Operating within the shared service territory of SoCalGas and BWP, the program allows eligible residents to receive comprehensive efficiency upgrades, including energy-saving enhancements such as attic insulation, duct sealing, and high-efficiency appliances to reduce electric and gas consumption. Water conservation measures include the installation of low-flow fixtures, high-efficiency toilets, and irrigation system upgrades to optimize water use. All eligible upgrades are available with no out-of-pocket expenses for homeowners.

This collaborative program provides tangible cost savings while improving home comfort and environmental sustainability. Homeowners can participate by scheduling an appointment through BWP's Home Improvement Program.

Program Strategies & Outcomes

The program served 369 homes and generated over 3,000 net therms in energy savings. Due to the program's success in the single-family sector of the City of Burbank, the program was expanded to include the multifamily sector. The expansion of the Burbank Home Improvement Program resulted in additional energy savings for residents of the City of Burbank.

7. SCG 3883 - Residential Advanced Clean Energy

Program Overview

Implementer: Synergy Companies

The Residential Advanced Clean Energy (Res ACE) program is a comprehensive energy solution for single family customers that reside outside of DACs and are not considered HTR. The advanced clean energy path begins with the delivery of cost-effective therm-saving direct install

measures that transition to an advanced clean energy opportunity for the single-family customer that can be financed by outside sources. Res ACE leverages IOU electric, municipal electric, and local agency clean energy single family opportunities offerings, in addition to natural gas solutions. This program is implemented by Synergy Companies in partnership with SoCalGas to achieve targeted EE goals.

Program Strategies and Outcomes

The program delivered cost-effective energy savings and advanced clean energy technologies. The implementer identified hundreds of potential sites for retrofitting storage water heaters to tankless water heaters, resulting in successful outreach and installation of tankless water heaters and other energy efficiency measures. Utilizing outreach personnel and technicians from various programs, the implementer helped the program exceed its goals. Although gaining access to customers' homes posed a challenge at times, the program ultimately required a budget amendment to meet customer demand.

The program leveraged strong relationships with municipalities, other energy programs, and its presence in the community to meet or exceed its goals. The delivery model, which led with cost-effective direct install measures to increase customer interest in Tier 2 advanced clean energy technologies such as tankless water heaters, proved highly successful, resulting in over 400 installations of Tier 2 technologies. Additionally, over 2,500 complimentary walkthrough energy assessments and sales consultations were performed to inform and educate customers on energy efficiency and their property's needs.

To meet the demand for Tier 2 Advanced Clean Energy projects and the installation of cost-effective duct seal and water heating optimization measures, the program budget was increased. The program also added smart fan controllers and deeply buried ducting measures to enhance its comprehensiveness and increase the total system benefit per home treated.

8. SCG3889 - Multifamily Energy Alliance

Program Overview

Implementer: ICF Resources, LLC

The Multifamily Energy Alliance (MEA) program is an innovative third-party program serving multifamily customers throughout the SoCalGas service territory. This program offers customers a one-stop shop (OSS) approach to driving energy efficiency upgrades in existing multifamily properties with two or more units. MEA targets properties from large, corporate-owned portfolios as well as small individually owned and managed sites.

Program Strategies & Outcomes

The program's success in 2024 was underpinned by expanding contractor capacity, increasing customer engagement through rebates and installations, and cultivating new industry partnerships. The program strategically focused its outreach efforts on gas-fired equipment, including tankless water heaters, boilers, and wall furnaces.

Through targeted engagement, the program successfully completed over 9,000 no-cost direct installations of faucet aerators and showerheads within residential units. This initiative not only improved energy efficiency but also engaged participants in rebates for qualifying gas-fired equipment, benefiting nearly 50 residential units.

A key strategy to enhance program delivery was expanding the network of qualified contractors. In 2024, 12 new contractors joined the MEA program, thereby increasing installation capacity and expanding reach across a broader customer base. The program continued building new relationships with several large equipment manufacturers, distributors, and customers. While the program did not meet its annual goals, it achieved more than \$547,000 in TSB. These partnerships have set the stage for increased program participation in 2025 and are expected to drive further energy savings.

9. SCG3938 – Comprehensive Multifamily Incentives

Program Overview

The Comprehensive Multifamily Incentive (CoMFI) program is an innovative deemed whole building program that aims to achieve deep energy savings in Multifamily properties. The program provides various services to assist multifamily property owners in implementing large capital energy savings projects. These services include graduated incentive tiers to promote high efficiency projects, no-cost energy audits to identify program eligible site improvements, deemed savings and financial reports for project decisionmakers, and inception-to-completion project management services. Additionally, the program promotes value-added services like SoCalGas's On-Bill Financing program to secure participation from multifamily property owners with limited access to capital for high efficiency improvements.

Program Strategies & Outcomes

The CoMFI program had a successful year, officially launched in July and enrolled more than 80 properties securing more than \$400,000 in reserved incentive funds. Building on this success, the program implemented key refinements to enhance the customer experience. A newly streamlined incentive structure, guided by an equity and resource acquisition segmentation approach, reduced the measure requirement from four to three, ensuring broader and more equitable access to incentives. Early feedback indicates that these enhancements have improved customer retention through project completion.

10. SCG3882 - Small and Medium Commercial EE Program

Program Overview

Implementer: Franklin Energy Services

The Small and Medium Commercial Energy Efficiency Program (SBSP) targets SoCalGas' small and medium commercial business customers in San Bernardino, Riverside, and Orange counties. Eligible facilities must have a minimum 12-month billing history, annual therm usage up to 50,000 therms, and no prior participation in an Energy Efficiency program. The program is

implemented by Franklin Energy Services in partnership with SoCalGas and focuses on customer categories such as restaurants, lodging, dry cleaning, retail, and offices.

Program Strategies & Outcomes

In the first quarter of 2024, the program team identified opportunities for restaurants with high natural gas usage, promoting specific, deep energy-saving measures that could be installed by the program's participating trade professionals. This led to increased restaurant customer participation.

Throughout the year, the program continued to grow customer participation within the foodservice industry, along with strong interest from lodging and dry-cleaning facilities. As a result, in 2024, the SBSP achieved significant milestones, including increased installation of tankless water heaters, fryers, and steam traps. The program also completed outreach, enrollment, and service for DAC and HTR customers.

11. SCG3887 - Commercial Building Energy Solutions and Technology

Program Overview

Implementer: ICF Resources, LLC

The Commercial Business Energy Solutions & Technology (CBEST) program delivers equipment incentives and support to qualifying commercial business customers in SoCalGas territory excluding, Orange, San Berdino and Riverside Counties, with average usage of under 50,000 therms annually. The program is implemented by ICF Resources, LLC, and is designed to identify energy-efficiency enhancements that can effectively lower operational expenses, enhance comfort for both customers and employees, minimize maintenance efforts and expenses, all while fostering significant savings in both energy consumption and costs.

Program Strategies & Outcomes

The CBEST program is expected to continue through 2027, thus providing a long-term framework to achieve energy efficiency goals. The program's measure mix was updated and carefully curated through collaboration among outreach, engineering, and program teams to ensure it was attainable, cost-effective, and responsive to market needs.

In the third quarter, program staff developed a tiered structure for the Tankless Water Heater (TWH) measure. This strategic enhancement enabled the program to offer higher incentives for high-efficiency TWHs, making the measure more attractive to customers. While a small number of projects were successfully implemented in 2024 due to this initiative, the most significant impact was positioning the program for greater success in 2025. The revised structure has sparked increased interest in participation, particularly for high-efficiency TWH installations, paving the way for future energy savings and program growth.

The outreach team's strong relationships with trade professionals and manufacturers form the foundation of CBEST's success. By maintaining and nurturing these contacts, the team ensures a mutual commitment where trade professionals and manufacturers are motivated to actively

participate in the program. These meaningful partnerships not only drive project engagement but also expand CBEST's network of support for 2025 and beyond.

12. SCG3957 - Brewery Energy Efficiency and Heat Recovery

Program Overview

Implementer: Frontier Energy, Inc.

The Brewery Energy Efficiency and Heat Recovery (BEER) program was procured through an IDEEA365 solicitation. BEER offers incentives to SoCalGas microbrewery customers to encourage boiler upgrades and implementation of carbon capture technologies.

The Program focuses on building strong relationships with growing craft breweries, demonstrating the benefits of carbon capture and more efficient gas boiler systems, and identifying strong business cases for adopting energy efficient gas equipment in other parts of their operations. The Program leverages other SoCalGas and statewide energy programs such as the Foodservice Instant Rebates Program to drive participation and capture additional energy savings. Case studies allow early adopters to serve as advocates for other potential participants and will help expand the pilot's reach as participating customers set examples of energy and cost savings for other craft breweries, helping to foster a culture of efficiency within the industry.

Program Strategies and Outcomes

The program conducted ramp up and various outreach activities to raise awareness within the community. These activities included on-site visits to breweries and providing information at key conferences such as the California Craft Brewery Association Conference (CCBA). The program was also presented at major trade organizations, including the California Water Efficiency Partnership (CalWEP) and the California Emerging Technologies (ET) Summit.

Additional activities prior to project launch included the approval of marketing plans and program collateral, the development of a program policy and procedures manual, the creation of an M&V strategy, and collaboration on Quality Assurance/Quality Control protocols.

13. SCG3961- Pool Heating Energy Efficiency Program

Program Overview

Implementer: CEGY

The Pool Heating Energy Efficiency Program (PHEEP) was procured through IDEEA365 solicitation and is designed to reduce natural gas consumption associated with heating swimming pools in various service sectors. The program aims to enhance EE through optimized heating schedules, precise temperature control mechanisms, and measures to minimize heat loss. By implementing these strategies, the program seeks to provide sustainable energy use, cost savings for pool operators, and environmental conservation by reducing carbon emissions tied to natural gas usage.

PHEEP focuses on outreach to commercial and municipal pool operators, delivering tailored solutions to meet their energy efficiency needs. The program also includes the installation of advanced controls and monitoring systems to maximize energy savings and operational efficiency.

Program Strategies & Outcomes

The RHEEP has laid a robust foundation for success through meticulous planning, strategic collaborations, and infrastructure development. The program is poised to achieve significant energy savings and deliver meaningful benefits to pool operators and the environment alike.

Program ramp-up activities in 2024 included the approval of marketing plans and program collateral, the development of a program policy and procedures manual, the creation of an M&V strategy, and collaboration on Quality Assurance/Quality Control protocols.

14. SCG3891 - Service RCx+

Program Overview

Implementer: Enovity, Inc.

The Service RCx+ program provides population-level normalized metered energy consumption (NMEC)-based energy savings through the direct implementation of RCx and Optimization services at large and very large commercial facilities throughout the SoCalGas service territory, prioritizing the specific segments of commercial office, health care, and laboratories. The program is implemented by Enovity, Inc. in partnership with SoCalGas to achieve targeted EE goals. The program pre-screens facilities and targets participation using interval data analytics. Individual project savings are measured and verified following the initial treatment by comparing actual energy consumption over a reporting period with an NMEC baseline model specific to the facility. Energy data and analytics used during the performance maintenance period promotes and ensures persistence, detects unexpected changes, and coordinates with facility personnel to provide additional training and corrective action when necessary.

Program Strategies & Outcomes

The program conducted site visits and developed EE measures for two eligible sites. Additional activities included ramping-up the level of marketing and outreach, and the enrollment of a health care facility serving DAC communities. The program completed its first project implementation of measures developed and approved by a health care customer, resulting in verified savings measured at the meter.

15. SCG3892 - Large Commercial Program

Program Overview

Implementer: Willdan Energy Solutions

The Large Commercial Program (LCP) offers financial incentives for implementing and verifying natural gas-saving technologies. It supports a comprehensive list of upgrades and provides technical assistance and financing options. The LCP serves large and very large commercial customers with annual gas consumption of more than 50,000 therms in the SoCalGas service territory.

Technical services offered under the LCP are provided at no cost to the customer and include project identification with energy-saving forecasts, including energy efficiency and return-on-investment calculations. The program also offers building energy audits (where applicable), energy engineering and technical assistance, design and procurement guidance, M&V using NMEC techniques, and assistance with obtaining financing.

Program Strategies & Outcomes

The program continued to outreach to eligible customers in 2024 to identify energy savings opportunities at their facilities. As a result, one large NMEC project was approved by both SoCalGas and the Energy Division (ED) in mid-2024. The program implementer continuously collaborated SoCalGas to determine an approach to amending the current program offerings to encourage customer participation in 2025 for deemed and custom projects.

16. SCG3898 - Commercial Nonresidential Behavioral Program

Program Overview

Implementer: Bidgley, Inc.

The Commercial Nonresidential Behavioral program focuses on achieving energy savings through changes in customer usage behaviors. According to CPUC guidelines, the program must adhere to three basic components: it must employ normative comparison and disclosure, measure results ex post, and utilize a Random Control Trial (RCT) design.

Randomly selected eligible customers, referred to as the "treatment wave," automatically receive natural gas usage feedback reports via direct mail, email, and/or alerts. These reports include energy usage comparisons to similar businesses identified by third-party implementers as efficient, personalized conservation tips, and information on various program offerings.

Program Strategies & Outcomes

The Commercial Behavioral program launched November 2023, reaching over 16,000 small and medium size business (SMB) customers, equivalent to 1 treatment wave. This treatment wave received up to 13 email alerts and 2 paper reports per year. This treatment comprises a cross-section of businesses: office, grocery/convenience, restaurant, lodging, retail, education,

healthcare, and warehousing. Over 150,000 emails were sent in year one with an open rate of approximately 50% and a like rate of 66%.

In its first program year SoCalGas concentrated its efforts on deeper collaboration with the implementer, in building the foundation to be able to deploy its first report by the winter season. While the first year did not produce statistically significant savings, the program exhibited excellent engagement results, especially given the challenges in reaching this segment. SMB behavioral programs are important mechanisms to reach this hard-to-reach customer population. However, given the small population size and diverse customer set, measuring savings from the program is expected to be challenging, which is typical for SMB behavioral energy efficiency programs across the country. As a result, savings and performance will be closely monitored.

17. SCG3939- Commercial Strategic Energy Management

Program Overview

Implementer: CLEAResult

The Commercial Strategic Energy Management (SEM) program was procured through IDEEA365 solicitation and provides SEM services, technical assistance and incentives to the commercial sector within the SoCalGas service territory. Commercial SEM targets commercial organizations, especially those in industries with the highest use of natural gas, such as restaurants, healthcare, offices, retail, and laundry sub-segments using a downstream market approach and leveraging the SEM savings platform to deliver cost-effective energy savings.

Program Strategies & Outcomes

In 2024, the implementer of Commercial SEM focused on targeted marketing and tailored outreach initiatives. Six customers were successfully enrolled, with one customer participating in two of their sites. Feedback from customers highlighted the efficiency of site visits, and they are considering enrolling additional sites in their portfolio. Collaboration with SoCalGas account executives proved invaluable, as their insights helped identify and target key accounts effectively. Marketing and outreach efforts yielded positive results and contributed to the enrollment of new customers.

Customer satisfaction remained high, with positive feedback on efficiency and effectiveness in identifying energy-saving projects. One challenge identified was customers' hesitation about program offerings provided at no cost to them. To address this, account executives were included in recruitment conversations to add validity to the offerings and reassure customers about program opportunities.

K. Industrial Programs

18. SCG3714 - Industrial Strategic Energy Management

Program Overview

The Industrial SEM program engages cohorts of large industrial customers in two-year cycles to drive persistent energy savings across entire facilities. The program offers a comprehensive range of services, including education, on-site "Energy Treasure Hunts" to identify, track, and prioritize energy-saving opportunities, and both on-site and remote support for goal development, employee engagement, energy data collection, project savings, and persistence strategies.

Energy savings opportunities in the SEM program include low-cost behavioral, retro-commissioning, and operational (BRO) measures. The program measures savings at the meter level using a top-down approach, which means that a normalized regression model is utilized to account for factors such as production volume and weather, which affect energy consumption. If a top-down approach is not feasible, savings can also be measured using a bottom-up engineering analysis approach. A bottom-up approach means the aggregated energy savings are calculated for individual implemented measures. Customers receive incentives for BRO measures and for achieving key milestones.

This program complies with the latest versions of the California Industrial SEM Design Guide and the California Industrial SEM Measurement and Verification (M&V) Guide, which have been accepted by the California Public Utilities Commission.

Program Strategies & Outcomes

In 2024, SoCalGas included 12 of its largest industrial customers across four cohorts in the program. The first-of-its-kind gas-only cohort completed its fourth year of SEM, with both participants continuing onto a third and final cycle. The second gas-only cohort completed its second year and began its third year in SEM, with three of six participants moving forward into the second cycle and all remaining participants highly engaged. This cohort exceeded the cycle one savings goal and is on track to exceed their cycle two savings goal.

The first SCE and SoCalGas co-founded cohort completed their sixth and final year in SEM. This cohort of three participants was the first SoCalGas cohort to successfully complete all six years in the SEM program, and each participant has expressed interest in participating in the upcoming Graduate SEM Program.

Participants continued to generate most of their savings with BRO measures, such as establishing standby and shutdown settings for various pieces of equipment, optimizing operational setpoints for boilers, air handlers, burners, and furnaces, and encouraging improved maintenance practices such as repairing leaks, seals, insulation, and failed steam traps.

Two minor issues were encountered: one participant took a month off SEM participation but promptly returned to full engagement, and another participant has been inconsistent with

participation and project completion but has recently started to reengage. As a result, two cohorts continued onto new cycles.

The program continued to meet key objectives, including generating substantial BRO savings from a variety of gas-using equipment, maintaining high cost-effectiveness, showing persistence of savings across multiple years of participation, and improving relationships between customers and their SoCalGas account executives.

19. SCG3942 - Industrial Savings, Training, Assistance, and Rebates

Program Overview

Implementer: Cascade

The Industrial Savings, Training, Assistance, and Rebates (Industrial STAR) program offers a suite of energy efficiency services to SoCalGas industrial sector customers, tailored to their business type, size, and financial needs. It serves small, medium, large, and hard-to-reach customers in the Food and Beverage Manufacturing sector across the entire SoCalGas territory. The program includes strategic energy management concepts, training for customers and vendors, high-quality energy engineering support, and an innovative incentive and financing structure.

Program Strategies & Outcomes

In 2024, the program implementer collaborated with SoCalGas Account Executives, the Innovations to Industry (ITI) SEM program, equipment vendors, sub-contractors, and internal networks to market the program. Additionally, strides were made in project documentation protocols with the SoCalGas engineering team to ensure compliance and consistency,

11 customers were successfully enrolled in the program of which eight were in DAC communities and two in HTR areas. Six of these customers pursued custom projects.

The program made progress towards its energy savings objectives. However, it fell short of the annual net therms first year savings target. In large part, this was due to the time required to create program materials and the extended development lifecycle associated with custom projects.

The program Implementation Plan was updated in October 2024 to include new fitting insulation measures with adjusted incentive rates.

20. SCG3943- Industrial Energy Partners

Program Overview

Implementer: CLEAResult

The Industrial Energy Partners (IEP) program provides EE services, technical assistance, incentives, and rebates to the industrial sector within the SoCalGas service territory. The

Program targets textile, wood, paper, mining, aerospace, machinery, asphalt, cement, minerals, metals, and plastic industry subsegments using a downstream market approach and leveraging the Custom and Deemed savings platforms to deliver cost-effective energy savings.

The primary objectives informing the program design are:

- Increase the cost-effective savings achieved in the industrial sector
- Provide industry-specific technical support for customers and establish strategic partnering with selected manufacturers and trade allies
- Support long-term energy efficiency planning and continued customer engagement to maximize savings delivery

Program Strategies & Outcomes

The program engaged with and educated 10% of eligible industrial customers about EE, 67% of which are in DAC. To achieve this successful outreach, the implementer staff collaborated with SoCalGas Account Executives to initiate introductions to prospective customers and provide facility personnel information for follow-up and engagement. IEP held two webinars in the summer and invited all eligible customers to attend, resulting in broader education about custom and deemed measure offerings. IEP's connection with vendors and other programs led to several introductions with customers.

These outreach efforts resulted in 21 site visits, the completion of five deemed measures, and the signing of one conditional incentive reservation (CIR) form. Additionally, one custom project was approved, and two more custom measure pre-assessment proposals were approved in December. Customers have expressed high satisfaction with their interactions with the program and the implementer.

However, with these customer engagements, IEP faced challenges with customer interest, due to factors such as limited eligible measure opportunities, slow or minimal responses from customers, and large customers taking other approaches to achieve net zero emissions. To overcome the limitations, IEP shifted the focus to medium-sized facilities, which are key targets for custom energy efficiency projects, resulting in an increase in leads and reservations. The program also focused on targeting customers with emission reduction goals who may not have the financial resources to make drastic facility changes.

Additional energy efficiency measures such as Custom retro-commissioning and Deemed boilers have been added to the program to allow further support of customers.

21. SCG3944 - Refinery Gas Energy Efficiency Program

Program Overview

Implementer: Willdan Energy Solutions

The Refinery Gas Energy Efficiency Program (RGEEP) is a third-party program available to the full range of SoCalGas Refinery customers (NAICS 32) in SoCalGas's service territory.

RGEEP is designed to deliver comprehensive and sustained energy savings through downstream energy and operational savings while building a culture to support energy management excellence within the customers' organization.

The program offers refinery energy management expertise, comprehensive facility audits, energy efficiency measure (EEM) analysis, technical services and financial incentives. The program engages a wide variety of stakeholders throughout the customers' organization to understand near-term and long-term customer objectives and risks, site conditions, and requirements to align program focus with customer priorities and to address opportunities through both capital and operational strategies. RGEEP provides refinery staff with knowledge and tools to monitor and continuously improve system performance and savings persistence. Savings persistence is supported by submetering, data tracking, and performance monitoring.

Program Strategies & Outcomes

In 2024, the program focused on outreach to select refineries in coordination with Account Executives. This included enrolling refinery customers in the program, completing program-sponsored audits, and beginning direct implementation activities. RGEEP staff prioritized these audits as they are critical to the program's overall success.

The program completed 19 audits throughout the year. Notably, 15 of these audits were conducted for refineries located in designated DACs. The program participants also received 20 measures from implementers and conducted preliminary engineering reviews.

Significant natural gas saving opportunities were identified at each refinery, and customer engagement remained strong. The program began developing project feasibility studies (PFSs) for three high-priority measures identified in the audits, with customers showing strong initiative to develop these measures for potential implementation. However, the program faced challenges, including customer approval and site access delays. The targeted refineries are complex facilities with rigorous corporate oversight. Regardless of the additional time necessary to satisfy detailed safety protocols and legal requirements from participating customers prior to auditing each site, the program achieved its audit goals for 2024, and some projects are expected to complete installation in 2025.

22. SCG3945 - Innovations to Industrials (ITI) SEM

Program Overview

Implementer: Cascade

The Innovations to Industrials Strategic Energy Management (ITI SEM) is a third-party program administered by Cascade Energy, Inc. It engages cohorts of large industrial customers in two-year cycles to drive persistent energy savings across an entire facility. Specifically, the program includes a full spectrum of services:

- Organizational, technical, and financial education to customers on how to reduce energy usage by improving operations and maintenance practices and upgrading equipment. Education is provided via individual meetings between implementer and customer, as well as workshops in which customers can interact with their cohort peers.
- On-site “Energy Treasure Hunts” to identify, track, and prioritize energy saving opportunities.
- On-site and remote support for: Technical project assistance, goal development, employee engagement, energy data collection, project savings calculations, and persistence strategies. Support is often in the form of bi-weekly check-in calls with the site’s energy team.

Energy savings opportunities in the SEM program include operations and maintenance (O&M) measures. The program aims to address all types of natural gas reduction opportunities in a comprehensive manner within industrial facilities. Savings are measured at the meter level when possible, using a regression model that normalizes energy use for factors such as production volume and weather. Savings can also be measured using a bottom-up (project-by-project) engineering analysis approach. Customers receive incentives for O&M measure savings and for achieving key milestones.

Program Strategies & Outcomes

In 2024, the program launched its first three cohorts, including 16 motivated participants. Cohort A, which launched in January 2024 with four participants, completed its first full year of SEM and was on track to achieve its cycle savings goals by the end of the year. Cohort B, which launched in September 2024 with six participants, many from the food and beverage industry, completed their SEM treasure hunts and focused on project completion. Cohort D, which launched in May 2024 with all participants dual-enrolled in electric SEM programs, joined ITI SEM in cycle two and is on track to exceed its cycle savings goal.

The program faced several challenges in 2024, including recruitment delays and participants hesitating to sign enrollment agreements and requesting negotiation of terms. Despite these challenges, the program continued to meet key objectives. Several cohorts were launched, and delivery commenced, generating substantial BRO savings from various gas-using equipment.

The program also began utilizing DBE subcontractors and enrolled and engaged several DAC customers in each cohort.

L. Public Programs

23. SCG3886 - Public Direct Install Program

Program Overview

Implementer: Synergy Companies

The Public Direct Install Program (PDIP) is a turnkey end-to-end solution for SoCalGas that serves very small, small and medium local government, federal government, and education (K-12) facilities. In addition to no cost direct install technologies, the program offers advanced energy efficiency improvements that can be financed. The program is implemented by Synergy Companies in partnership with SoCalGas to achieve EE goals.

Program Strategies & Outcomes

SoCalGas and the implementer collaborated throughout 2024 through bi-weekly meetings to discuss marketing, inspections, production, invoicing, and program strategies. The collaboration led to additional implementation strategies in 2024.

In early 2024, the program broadened the scope of its American Society of Heating, Refrigeration and Air-Conditioning Engineers (ASHRAE) level one audit to increase the program's appeal to customers. The adjustment also included a revision to the program's incentives to promote the installation of advanced Tier 2 energy efficiency technologies.

The synergistic blend of the program enhancements and the implementer's relationships with past program participants led to the uptake of Tier 2 energy efficiency technologies in quarter four of 2024 resulting in the program's annual budget being fully subscribed by the fourth quarter. The program's 2024 installed measure mix is primarily advanced Tier 2 energy efficiency technologies addressing water heating efficiency.

The momentum for the enrollment and installation of Tier 2 energy efficiency technologies is forecasted to continue throughout 2025.

24. SCG3899 - Large Public Sector

Program Overview

Implementer: Energy Infrastructure Partners

The Large Public Sector (LPS) program supports large public sector customer segments within the SoCalGas service territory, including Local Governments, Federal Government, K-12 Education, Special Districts, and Publicly Owned Utilities (POUs). The program provides customized energy efficiency solutions designed to meet the unique needs of these organizations, with a particular focus on serving HTR and DAC. The LPS Program identifies and manages

energy efficiency project opportunities using a variety of measurement platforms, including Deemed, Custom, and NMEC approaches.

Program Strategies & Outcomes

The LPS Program concentrated extensively on outreach efforts targeting various large public sector customers, including school districts and municipal government facilities such as detention centers, parks and recreation centers. To engage these entities, the program hosted several workshops highlighting the engineering and financial benefits it offers.

Additionally, the program launched an email campaign promoting its no-cost pipe and tank insulation offer, specifically directed at facility managers and maintenance teams in large public sector organizations. This campaign generated significant interest and identified numerous potential projects for 2025.

The program successfully coordinated with the K-12 Public Schools Program, the Southern California Regional Energy Network (SoCalREN) and the Inland Regional Energy Network (I-REN). This collaboration has enabled the program to effectively address shared customer concerns and ensure customers receive the maximum possible benefits without conflicts.

The program conducted audits and assessments at approximately 26 sites and completed 28 measures for 24 customers. A strong project pipeline of interested customers was developed to support efforts in 2025 and beyond, and the measure list was revised to align with eligibility requirements for identified sites. Stakeholder engagement was effective, reaching over 1,000 customers through emails and phone calls to provide a comprehensive briefing on program offerings and benefits. Presentations were delivered to over 100 customers through in person workshops and virtually, both methods provided detailed insights, identifying energy-efficient opportunities, and facilitating significant energy savings. Additionally, partnerships were established with various distributors, including those specializing in water heaters, boilers, and pool facility equipment. These partnerships provide a pathway for the LPS program to be included in the conversation while these companies engage with customers. It also helps inform their sales room by providing a broader understanding of more comprehensive offerings. The program implementer also volunteered with multiple associations across Southern California to enhance their network and increase the visibility of the LPS Program.

25. SCG3956 - K12 Public Schools Program

Program Overview

Implementer: Okapi Architecture, Inc

The K-12 Public Schools Program (K12PSP) was procured through a IDEEA365 solicitation and serves as a comprehensive solution for school districts by providing eligible public-school districts with technical assistance, operational support, maintenance planning, and no-cost energy efficiency upgrades for natural gas storage water heaters. Additionally, the program offers self-installed, low-flow pre-rinse spray valves or up to five water heating-aerator faucets at no cost.

The program primarily targets K-12 public schools in DAC and schools considered HTR.

Program Strategies & Outcomes

In 2024, K12PSP supported various school districts, enabling energy efficiency projects in K-12 school facilities. The program successfully developed marketing materials, applications, fact sheets, and a website presence to enhance visibility and accessibility. SoCalGas and the program implementer collaborated closely on marketing, inspections, production, invoicing, and program strategies, which resulted in successful implementation.

The program audited and assessed approximately 22 school sites and developed a pipeline of schools for 2025. In 2024 it engaged stakeholders by reaching out to over 70 school districts that serve over 1,000 schools with detailed briefings on program offerings and benefits. Out of those 70 school districts, 5 school districts received a presentation which provided additional insight into the program. The program successfully achieved water heater replacements within 2 school districts and commitments from the other 3.

M. Agricultural Programs

26. SCG3890 - Agriculture Energy Efficiency

Program Overview

Implementer: ICF Resources, LLC

The Agriculture Energy Efficiency (AgEE) program seeks to accelerate the uptake of energy efficient cost-effective solutions through delivering technical assistance to drive customer awareness and participation in energy efficiency. AgEE is open to all agricultural SoCalGas customers classified under NAICS code 11 and emphasizes adoption of measures with long useful life. AgEE also seeks to identify and pursue grants to further drive customer adoption of new and underutilized technologies.

Program Strategies & Outcomes

Customer enrollment in the AgEE program totaled of 34 project installations. The AgEE team continued building upon established relationships with customers, vendors, and agricultural community trade allies to maximize participation and educate the community. AgEE built new relationships to expand program awareness and established additional pathways to serve customers. Collaboration with SoCalGas Account Executives continued to play an important role in facilitating introductions to customers, project development, and obtaining project documentation. AgEE continued to provide no cost technical assistance to all participants, providing guidance on equipment selection and energy efficiency project economics.

Program participation by HTR customers was strong in 2024 resulting in six direct-install projects. These customers emphasized the benefit of the program incentives, stating that they would not have been able to install such measures without them.

Program outreach in 2024 was performed through attending multiple industry events, regional agricultural meetings, direct outreach to customers, regular collaboration, and site visits with SoCalGas Account Executives. The program also worked with trade allies to build recognition

and provide customer education. Events attended in person by the AgEE team included the World Ag Expo, among others.

In addition, the program supported the installation of a variety of measures. Most significantly, several infrared film (IR film) and insulation projects. While only one boiler was installed this year, these projects generally need a significant lead time and coordination with the customer due to the site-specific requirements for each boiler at any given farm. In its recruitment for 2025, the program emphasized boilers, including education outreach to encourage installation of the highest efficiency boilers (90% CE). Customer and contractor feedback revealed hesitancy to install higher efficiency technology due to a lack of familiarity.

The AgEE program and generated more than \$4,000,000 in TSB. A 2025 project timeline was built by strengthening existing relationships with participating customers, contractors, and other trade allies. It also began expanding its outreach to additional regions in the SoCalGas territory and with underserved farmers, including Native American and Hispanic farmers.

The 2025 AgEE pipeline is expected to meet Total System Benefit, gross therm, and net therm goals in addition to emphasizing service to DAC and HTR customers. For 2025, the program staff will consider revising incentive amounts in response to customer demand and program priorities (e.g. maximizing TSB achieved annually).

N. Cross-Cutting Programs

27. SCG3910 - Non-Residential Energy Efficiency Calculated Incentive Program

Program Overview

The Non-Residential Energy Efficiency Calculated Incentive Program (EECIP) offers incentives for customized energy efficient projects. In addition to incentives, the program provides customers technical and calculation assistance, based on calculated savings, to influence the design and installation of energy efficient equipment and systems. This program covers retrofit and retro-commissioning energy efficiency projects. Incentives are paid on the energy savings above and beyond baseline energy performance, which include state-mandated codes, federal-mandated codes, industry accepted performance standards, or the other baseline energy performance standards.

Program Strategies & Outcomes

Efforts were streamlined efforts between the Program Management Team, Account Executives, Engineering Services and other departments to identify active projects in the pipeline and ensure timely submission to the Custom Measure and Project Archive for CPUC's Custom Project Review (CPR) process. The EECIP is closed to new applications because new custom measure opportunities have transitioned to newly launched third-party programs.

As the program is ramping down, the staff is ensuring that customers are aware of energy efficiency offerings until the third-party programs are launched. The program successfully closed three projects in 2024.

The projects remaining in this program have been reserved to provide continuity and fulfill customer commitments. The program's objective is to ensure that energy efficiency projects with custom measures move forward without a gap in service until the respective third-party program is fully launched and actively enrolling customers.

28. SCG3911- Non-Residential Energy Efficiency Deemed Incentive Program

Program Overview

Non-Residential Deemed Incentives, marketed as the Energy Efficiency Rebates for Business (EERB) program, offers rebates to customers in an easy-to-use mechanism through an intuitive online rebate application. This offsets the cost of off-the-shelf energy saving equipment to encourage adoption of mass market efficiency measures, through fixed incentive amounts per unit/measure.

Program Strategies & Outcomes

In 2024, the EERB program continued to provide customer support by leveraging partnerships with SoCalGas Trade Professionals, Account Executives, and Industrial Service Technicians to promote rebate offerings and support customer engagement. The program expanded its measure portfolio by adding a solar thermal collector to the EERB guide and focused on driving adoption of high-efficiency kitchen equipment, resulting in a 20% increase in fryer installations. Tankless water heaters made up 25% of total installations, while modulating gas valves led the way in commercial applications, accounting for 40% of installations. These results reflect the program's ongoing success in delivering meaningful energy savings and supporting business customers in making cost-effective, efficient upgrades.

In 2024, agricultural participation in the EERB program remained limited, presenting a key challenge in reaching this sector. Many agricultural operations are located in remote or gated areas, making direct outreach and engagement difficult. Additionally, some operators are not fully aware of the energy efficiency measures and rebates available. To address this barrier, the program prioritized increased engagement with agricultural communities by building relationships with local cooperatives, water districts, and trade associations. Efforts included tailored outreach campaigns, in-language materials, and presence at industry-specific events to raise awareness of the program's benefits and drive broader adoption of energy-efficient technologies in the agricultural sector.

In mid-2024, the program expanded rebate offerings to include solar thermal collectors, enabling businesses to harness sunlight for heating water, cleaning, space heating and cooling systems. This addition supports sustainability efforts.

In 2024, the EERB program saw strong growth, including a 20% increase in public sector participation and a 15% rise in industrial engagement. These gains reflect not only broader adoption of energy-efficient solutions, but also the program's commitment to simplifying the customer experience. Streamlined rebate processes, clear application guidance, and continued support from SoCalGas Trade Professionals made it easier for customers to participate, contributing to the program's success across a wide range of industries.

IV. Market Support Segment

The Market Support Segment is designed to support the long-term success of the energy efficiency market by the following objectives:

- Demand: Build, enable, and maintain demand for energy efficient products and services in all sectors and industries to ensure interest in, knowledge of benefits of, or awareness of how to obtain energy efficiency products and/or services.
- Supply: Build, enable, and maintain supply chains to increase the capability and motivation of market actors to supply energy efficient products and/or services, and to increase the ability, capability, and motivation of market actors to perform/ensure quality installations that optimize energy efficiency savings.
- Partnerships: Build, enable, and maintain partnerships with consumers, governments, advocates, contractors, suppliers, manufacturers, community-based organizations and/or other entities to obtain delivery and/or funding efficiencies for energy efficiency products and/or services and added value for partners.
- Innovation and Accessibility: Build, enable, and maintain innovation and accessibility in technologies, approaches, and services development to increase value, decrease costs, increase energy efficiency, and/or increase scale of and/or access to emerging or existing energy efficient products and/or services.
- Access to Capital: Build, enable, and maintain greater, broader, and/or more equitable access to capital and program coordination to increase affordability of and investment in energy efficient projects, products, or services.

O. Residential Programs

29. SCG3701- Residential Energy Advisor

Program Overview

The Residential Energy Advisor Program is offered as a suite of energy and money-saving tools for residential customers within SoCalGas's territory. Included in the offering are personalized recommendations based on an online survey typically completed by the account holder. The results of the survey provide customers with tips, recommendations, and links to available rebates and program services. SoCalGas's Energy Advisor Surveys were delivered to customers through the Universal Audit Tool (UAT).

Program Strategies & Outcomes

Ahead of the 2024-2025 winter heating season, SoCalGas implemented an extensive marketing and outreach strategy to promote the Energy Advisor tools. This included bill inserts, email campaigns, customer events, and cross-promotional opportunities with Low Income Programs & Home Energy Reports Programs.

These efforts resulted in 536,566 customers interacting with the Analyze Usage function within the UAT, a significant increase over 2023. Additional highlights include:

- Over 58,000 customers utilized the Compare Bills tool.
- Approximately 16,000 customers completed a Savings Plan which enables customers to track their energy tips, eligible programs and rebates.
- 39,700 customers engaged with the Tips, Programs, reduced from 2023 of 42,600 due to a website re-design and available data.
- In 2024, more than 1.3 million customers received weekly bill tracker alerts.

During the summer of 2024, SoCalGas conducted a research study on Bill Tracker Alerts, engaging approximately 100,000 online customers about their experience. The study revealed overwhelmingly positive feedback:

- 91% of respondents agreed that Bill Tracker Alerts helped them save money.
- 91% of respondents agreed that Bill Tracker Alerts are easy to understand.
- 85% reported increased awareness of their natural gas usage due to the alerts.

A significant number of respondents have changed their behaviors based on information provided in Bill Tracker Alerts including: 43% of respondents reported taking actions to conserve energy and lower their bills by reducing natural gas usage and 37% of respondents enrolled in Bill Tracker Alerts to analyze their gas usage and costs.

Customer satisfaction with the Energy Advisor Program remains high, reflecting ongoing efforts to enhance user experience. The continued success of the Energy Advisor Program highlights SoCalGas's commitment to helping customers make informed energy decisions, reduce costs, and contribute to a more sustainable future.

30. [SCG3829 - Marketplace](#)

Program Overview

The Marketplace website features education and incentives for energy-efficient home appliances and consumer electronics. Products featured at the site include gas water heaters, thermostats, connected home applications/appliances, gas clothes dryers and clothes washers. Customers who visit the site can: create their own free, personalized accounts; view product energy scores; view a calculation of the energy savings that can be achieved by using more energy-efficient products; view a calculation of the total cost of product ownership; and save any of their searches for future use and find rebate information. The site is mobile optimized so it can be viewed on a variety of devices including smart phones, tablets, and desktops.

Program Strategies & Outcomes

The Marketplace attracted over 400,000 customer visits in 2024, maintaining engagement levels from the previous year while achieving a significant milestone—an over 60% increase in the

number of orders placed. This surge underscores the effectiveness of strategic incentives, financing options, and targeted promotions in driving customer conversions.

A key contributor to this success was Eco Financing, which provides flexible financing for purchases between \$250 and \$5,000. This financing option, combined with instant rebates and manufacturer discounts, remained a strong motivator for customers investing in energy-efficient appliances. As a result, more than 5,000 orders were placed through the Marketplace in 2024.

Key Highlights & Strategies Driving Growth:

- **Expanding High-Demand Product Offerings:** Following the successful introduction of tankless natural gas water heaters in 2023, the Marketplace continued to see strong adoption of this product category. In 2024, 174 orders were placed for tankless water heaters, with nearly 30% of customers leveraging Eco Financing—demonstrating the value of bundled incentives, financing options, and installation services in supporting adoption.
- **Driving Engagement through Targeted Promotions:** A Q4 2024 limited-time increased rebate promotion proved to be a significant driver of both traffic and sales. This strategic initiative resulted in twice the typical site traffic observed during email promotions and a sixfold increase in orders compared to a similar timeframe. The success of this campaign highlights the impact of well-timed, high-value incentives in converting customer interest into purchases.

These achievements underscore the importance of integrated incentives, strategic product expansion, and data-driven promotions in optimizing SoCalGas Marketplace performance. Specifically, browsing data helped optimize how products and rebate offers were presented on the website. Financing application data helps create educational messaging for financing. Data collected from a number of sources works together to shape promotions featuring rebate incentives.

31. SCG3830 – Retail Channel Support

Program Overview

The Retail Channel Support Program is a midstream Market Support category offering that raises awareness and increases understanding of available efficient natural gas products, the benefits associated with efficient products, and the rebate programs available. The program achieves its objectives through engagement with participating rebate program retailers and distributor sales associates, who, in turn, educate consumers.

The program engages retailer and distributor sales associates to train them on program offerings, energy efficient natural gas product features and benefits, the rebate application process, and sales tips to help drive the sales of promoted, efficient products. The Program develops point-of-purchase (POP) and other marketing materials to place in retail stores to educate consumers on the features and benefits of efficient appliances and available rebates.

Program Strategies & Outcomes

In the first quarter of 2024, the program prioritized in-store visits and expanding awareness, laying a strong foundation for year-long success. By leveraging a well-coordinated field strategy, the program successfully met all its 2024 objectives, including store visits, retailer training, POP material replacements, and trade show participation.

Key to this achievement was a fully staffed and well-trained team and a highly effective partnership with the program's subcontractor. This collaboration ensured consistent field engagement, enabling the program to maintain a strong presence and drive retailer participation. Additionally, the field team's proactive relationship-building efforts strengthened retailer engagement, helping to overcome common barriers to energy efficiency adoption, such as limited customer awareness of energy-saving benefits and rebate opportunities.

Looking ahead to 2025, the program will continue to expand awareness, reinforce successful engagement strategies, and cultivate both new and existing relationships to drive sustained impact.

P. Cross-Cutting Programs

32. SCG3909 - Business Energy Efficiency Surveys (BEES)

Program Overview

Implementer: Richard Heath & Associates, Inc

The Business Energy Efficiency Surveys (BEES) program provides on-site surveys for non-residential customers in the commercial, industrial and agriculture sectors. The energy surveys include an inventory of on-site gas equipment and provides customers with a report listing recommendations for measure upgrades, available rebates, incentive or financing offerings that may assist customers in achieving energy efficiency goals.

Program Strategies & Outcomes

The program achieved notable success in the commercial sector, meeting its 2024 goal with 522 surveys completed, reflecting strong engagement and effective outreach including:

- Pursuing membership in industry associations to strengthen connections with decision makers.
- Strategically scheduling site visits with agricultural customers during peak availability;
- Arranging the SoCalGas Energy Resource Center (ERC) to participate in webinars, conferences, and training;
- Presenting the BEES program at industry events to promote participation

The BEES Program met several challenges during 2024, most notably on-site access and scheduling eligible customers:

- **Commercial:** Commercial customers, including restaurants and food service establishments, are more accessible but often operate on tight schedules that limit availability for energy assessments. To support this sector, the program deployed flexible surveys scheduling options, such as evening and weekend visits. Outreach was initiated through targeted digital campaigns and language-accessible materials to reach diverse customer segments within the sector.
- **Agriculture:** Many large agricultural operations are situated in remote, hard-to-reach areas, presenting logistical challenges for in-person outreach. Gated agricultural properties and restricted access facilities add layers of complexity when attempting direct engagement. To address the barriers, the program implemented a geo-targeted outreach strategy supported by local partnerships with agricultural associations and water districts, enabling better access and building trust within rural communities. Additionally, the program leveraged prescheduled “rural route days” to maximize technician efficiency in covering distant locations.
- **Industrial:** Industrial sites, often located within secured facilities, also pose difficulties due to strict access protocols and security measures, making it harder to connect with decision-makers on-site. Industrial facilities frequently require safety protocols, such as PPE and mandatory training, which prolong outreach efforts and complicate access to key personnel. To navigate this, the program adopted a “safety first” outreach protocol with necessary training and PPE clearances, to initiate engagement and build rapport before onsite visits are required.

Despite the logistical and outreach challenges the BEES program remains committed to increasing participation across all sectors. By addressing access to barriers, optimizing marketing strategies, and leveraging trade ally networks, the program expects to improve enrollment in the year ahead.

33. SCG3735- On-Bill Financing

Program Overview

The On-Bill Financing (OBF) program offers interest-free, unsecured, repayment of loans on-the-utility-bill that work in conjunction with SoCalGas EE rebate programs.

The program is designed to facilitate the purchase and installation of qualified energy efficiency measures by non-residential customers who lack up-front capital to invest in real and sustainable long-term energy cost reductions. Loan terms range from up to ten years for commercial customers and up to fifteen years for government agency customers. The eligible loan amount is based on the project cost, less incentives, or rebates, up to the loan maximum of the OBF product and within the loan term thresholds.

Customer loan repayments are calculated to approximately equal the monthly energy savings realized from using more efficient equipment and repaid through a fixed monthly installment on their utility bills. There is no prepayment penalty and loans are non-transferable. Partial or non-payment of loans could result in gas service disruption. The OBF program serves as a tool to remove capital restraint barriers for customers interested in moving forward with deeper energy efficiency retrofits.

OBF program features:

- Zero percent interest
- No closing costs
- Unsecured loan
- Loan repayment added directly to SoCalGas utility bill
- Works in conjunction with utility energy efficiency rebate programs

Loan Terms:

Customer Segment	Loan Amounts	Loan Terms
Business	Up to 10 years	Min- \$5,000- Max \$250,000
Multi-Family	Up to 10 years	Min- \$5,000- Max \$250,000
Local Government/Public Sector	Up to 15 years	Min- \$5,000- Max \$250,000
State of California	Up to 15 years	Min- \$5,000- Max \$1,000,000

Program Strategies & Outcomes

The OBF program continued working with SoCalGas customer account representatives, third-party implementers, Trade Professionals, the Comprehensive Multifamily Incentive Program, the SoCalGas Foodservice programs group, and other internal teams to create awareness and education through webinars to encourage customer participation. As a result of these marketing activities the OBF team disbursed 11 OBF loans projects for over \$1.1 million, representing the highest loan disbursement year since the program's inception.

SoCalGas was authorized to modify its On Bill Financing program in D 23.08.026 from energy efficiency to include clean energy technologies. In 2024, SoCalGas received an interpretive opinion from the Department of Financial Protection and Innovation allowing the expansion of OBF offerings to include clean energy technologies, exempting SoCalGas from lending law requirements. SoCalGas is waiting for CPCU regulatory approval specifying the clean energy technologies that would be made available under the expanded OBF program.

The SoCalGas OBF team met monthly with the other IOU OBF program leads to share best practices and to collaborate on administrative, policy, regulatory, and program changes.

To ensure eligible customers have awareness of financing options, the OBF team promoted the program through in person presentations at numerous outreach events, including The Energy Efficiency Forum, which featured SoCalGas program implementers. Additionally, the OBF program team launched a targeted email campaign to nonresidential customers with high energy usage promoting the program's potential to help reduce energy usage.

34. SCG3729 - WET&O – Integrated Energy Efficiency Training

Program Overview

The Integrated Energy Efficiency Training (IEET) program is delivered through the Workforce Education & Training (WE&T) program. The local IOU program is comprised of a portfolio of education, training, and collaborative engagement focused on stakeholders participating in energy education and training. SoCalGas WE&T targets an audience of incumbent and new workers entering the workforce to deliver technical skills and core energy education. WE&T actively seeks to deliver measured advancement through outreach in DAC and HTR communities.

Program Strategies & Outcomes

The IEET program continued providing relative industry-related training to attract audiences representing various occupations. These trainings allowed immediate application of increased knowledge and skills to trades & professions, emphasizing the value of the SoCalGas IEET program portfolio. During 2024, SoCalGas IEET program conducted more than 120 seminar/webinar/training sessions, and over 150 outreach consultations/equipment demonstrations.

In 2024, SoCalGas IEET training classes reached over 8,300 customers, with more than 35% identified as DAC participants. The WE&T program through IEET delivered a hybrid of online and in-person webinars/seminars, providing an efficient delivery of training to portfolio customers.

The SoCalGas WE&T team collaborated with SoCalREN to market & deliver online workshops & skill enhancement to HVAC contractors as part of its outreach. The IEET program delivered high quality and informative course material designed to address gaps in new & existing workers' educational needs. Examples include Building Science seminars, Distributed Energy Resources and Steam License Preparation seminars. The training emphasized compliance with current building code design, energy-efficiency standards, and energy conservation including water resources.

Additionally, IEET continued its Heating, Ventilation, Air Conditioning & Refrigeration (HVAC/R) industry education. The training is highly demanded and valued by the industry workforce. The online delivery of classes was integrated with hands-on training sessions through video & online demonstrations. This training is important to both new and current workers in

efforts to achieve industry accreditations and certifications which include HVAC/R Support Training and North American Technician Excellence (NATE) preparation courses and exams.

35. SCG3760 - WET&O – Home Energy Rating System (HERS) Rater Training Advancement

Program Overview

Implementer: ConSol Home Energy Efficiency Rating Services, Inc.

The Home Energy Rating System (HERS) Rater training program benefits the SoCalGas energy efficiency portfolio by providing a standardized method of measuring a home's energy efficiency. The program aims to achieve 5,000 participants and produce 120 certified HERS Rater across four years. The HERS Rater Training by the ConSol Home Energy Rating Services, Inc. offers both live virtual classroom and self-paced online training, providing flexibility and accessibility to learners.

Program Strategies & Outcomes

In 2024, the CHEERS training program had a goal to train approximately 1,600 individuals but surpassed this goal by training over 3,200 individuals. Of these, 54% were confirmed as coming from DAC or HTR communities. Among the 3,200 eligible trainees, over 200 expressed interest in obtaining certification as HERS Raters. These individuals were enrolled in the HERS certification course, resulting in more than 40 new HERS Raters, including more than 15 from DAC or HTR communities. Through targeted marketing, community partnership, and tailored programming we have been able to effectively connect with those wanting to learn more about the HERS Rater program, reaching and exceeding the goal for 2024.

The 2019 HERS Rater Certification course was replaced by the updated 2022 version in August 2024. Trainees in the 2019 course achieved an average final score of 88%, with an average completion time of 83 hours. Similarly, the 2022 course maintained an average final score of 88%, with an average completion time of 102 hours.

36. SCG3941 - Sustainability Studio

Program Overview

The Sustainability Studio program provides a sustainable multidisciplinary approach to educate, provide technical assistance to, partner with, and reach out to various customer types in the residential and non-residential categories. Sustainable Studio provides integrative sustainability assistance (e.g. technical assistance, education, case studies, outreach, partnering, program optimization) to customers, trade professionals and stakeholder organizations that include all aspects of demand side management (energy efficiency, water, emission, sustainability, renewables, and decarbonization).

Sustainability initiatives aim to improve the effectiveness of energy efficiency, water efficiency, non-energy benefits, and emission savings. Sustainable Studio increases the level of holistic sustainable/regenerative interdisciplinary program solutions that encompass renewable energy,

energy/water efficiency, sustainable building, program revitalization, urban agriculture, landscape science, waste management, and planning through integrated technical assistance, outreach and education.

Program Strategies & Outcomes

In 2024, Sustainable Studio collaborated with various contractors, nonprofits, architects, architectural designers, engineers, and building owner/managers. Activities included: in-person and virtual classes including Designing for Net Zero, Intro to Sustainable Building Certifications, Tools for Sustainable Design, Daylight Design, and Designing for Sustainability for the retrofit market. These classes provided professionals with the knowledge to perform technical assistance for their buildings.

Sustainable Studio also partnered with California Water Efficiency Partnership (CALWEP) to implement classes and audits. SoCalGas partnered with City of Santa Barbara, Pasadena Water and Power, Inland Empire Water Agencies, and Moulton Niguel Water district to implement Commercial classes/audits that discusses water and energy.

Through Sustainable Studio, SoCalGas also partnered with U.S. Green Building Council California (USGBC-CA) to implement classes, participate in events, develop white papers, and initiate outreach activities such as embodied carbon fundamentals workshops. SoCalGas also delivered with USGBC-CA the Green Schools Sustainability fundamentals to k-12 students within DAC,

Q. Public Programs

37. SCG3912 - Public Regional Energy Pathways

Program Overview

The Public Sector Regional Energy Pathways program is a transition from the existing Local Government Program (LGP) model. To build on successes and lessons with the LGP model, SoCalGas will update the Public Sector partnering approach to ensure valuable programs and services for all Public Sector customers are provided. The objective of this model is to maintain support for local government partners along with all Public Sector customers to allow for more flexible engagement. SoCalGas believes the model will demonstrate the value of regional partnering while maintaining direct relationships with existing partners and implementers and developing new relationships with public agencies.

Regional Energy Pathways is a non-resource program that will be implemented by SoCalGas and external resources based throughout the service territory to expand knowledge of available EE.

Program Strategies & Outcomes

In 2024, SoCalGas's Public Sector Regional Energy Pathways program supported cities, counties, and State of California Agencies including higher education and K-12. Through the Energy Pathways efforts, SoCalGas facilitated engagement between local EE third-party

Implementers and Public Sector Customers which contributed to EE projects being completed in K-12 schools and local government facilities.

SoCalGas expanded its reach by enrolling two additional region ambassadors to help bring EE program information to customers and increase participation in EE programs including the Public Sector Direct Install Program for Small-Medium customers and raising awareness of the Large Public Sector program. The enrolled Ambassadors include the South Bay Council of Governments, The Santa Maria Chamber of Commerce, The San Joaquin Valley Clean Energy Organization, Western Riverside County Council of Governments, and the addition of the San Gabriel Valley Council of Governments, and Association of California Cities of Orange County.

Efforts which started in 2023 and 2024 to connect customers with program implementers are resulting in deemed rebate projects and identifying larger scale projects for the Large Public Sector program. The joint work of the SoCalGas Public Sector team and region ambassadors is also facilitating introductions to school districts and local governments for the Small-Medium Direct Install which is resulting in a higher rate of success. In addition, SoCalGas also worked with ambassadors to bring programs to HTR communities in the Central Coast and Inland Empire.

SoCalGas participated in the Green Schools Conference and shared information that was also provided on other programs offered by SoCalGas for K-12 customers. The Regional Pathways and the Region Ambassadors collaborated on identifying opportunities which resulted in projects for the Direct Install Program and for deemed rebates offered by the Large Public Sector program and directly by SoCalGas. In addition, SoCalGas continued to support cities with their goals to reduce energy by providing data required to complete updated GHG inventories.

SoCalGas collaborated with SoCalREN and IREN to jointly support public sector customers to maximize benefits. SoCalGas provided data to customers working with SoCalREN, IREN, and 3CREN as requested.

The program met its objective to enroll Ambassadors to extend their reach to customers and help connect them with multiple programs and finance offerings.

SoCalGas also continued to support the State of California agencies and Higher Education customers. The Public Sector Team provided information on available energy efficiency training and seminars. The SoCalGas Public Sector team also provided data support to the State-wide Public Sector Implementors.

V. Equity Segment

The purpose of equity segment programs is to provide energy efficiency to hard-to-reach or underserved customers and disadvantaged communities in advancement of the ESJ Action Plan. Therefore, PAs must design their equity segment programs to reach, serve and ultimately benefit hard-to-reach and/or underserved customers and/or disadvantaged communities. Customers that may not be considered part of the equity segment will not be precluded from participating in

equity segment programs, but equity programs must be designed to target (i.e., market and conduct outreach to) and to primarily serve equity segment customers.¹

R. Residential Programs

38. SCG3705 - Residential Multifamily Whole Building Program

Program Overview

Implementer: Richard Heath & Associates, Inc.

The Residential Multifamily Whole Building Program, also known as the Comprehensive Multifamily Incentive (CoMFI) program is an innovative deemed whole building program that aims to achieve deep energy savings in multifamily properties. The program provides an assortment of services to assist multifamily property owners in implementing large capital energy savings projects. These services include graduated incentive tiers to promote high efficiency projects, no-cost energy audits to identify program eligible site improvements, deemed savings and financial reports for project decisionmakers, and inception-to-completion project management services. Additionally, the program promotes value-added services like SoCalGas' On-Bill Financing program to aid participation from multifamily property owners with limited access to capital for high efficiency improvements.

Program Strategies & Outcomes

The CoMFI program had a successful 2024 program year, officially launching in July 2024 and enrolling more than 80 properties and reserving more than \$400,000 in incentives to be paid after project completion. Through comprehensive audits of over 80 properties—including more than 20 in disadvantaged communities (DACs)—CoMFI demonstrated its commitment to equity and sustainability.

Building on this success, the program implemented key refinements to enhance the customer experience. A newly streamlined incentive structure, guided by an equity and resource acquisition segmentation approach, reduced the measure requirement from four to three, ensuring broader and more equitable access to incentives. Early feedback indicates that this enhancement has improved customer retention through project completion.

CoMFI also strengthened its outreach efforts, with increased outreach to local businesses by attending expositions, which broadened program visibility and accessibility. Looking ahead, newly developed marketing materials will support continued outreach and engagement in 2025, positioning CoMFI for continued success in the coming years.

¹ Decision 23-06-055, at 43

39. SCG3861 - Residential Community Language Efficiency Outreach – Direct Install

Program Overview

Implementer: Global Energy Services

The Community Language Efficiency Outreach – Direct Install (CLEO-DI) program is a 100% in-language, residential energy efficiency marketing, outreach, education, and direct install program, targeting hard-to-reach customers including: Vietnamese, Chinese, Korean, and Spanish speaking residential customers.

The program markets SoCalGas' EE programs through faith-based organizations, schools and community events. The program's marketing efforts garner interest and lead to participation in CLEO-DI. The program targets customers in Los Angeles, San Bernardino, Riverside and Orange Counties, with higher densities of languages spoken by CLEO demographic customers. The program is implemented by Global Energy Services in partnership with SoCalGas to achieve targeted EE goals.

Program Strategies & Outcomes

The CLEO-DI program demonstrated strong performance in 2024, achieving or exceeding many of its goals despite facing challenges. Notable achievements included surpassing targets for door hangers, smart thermostats, and buried ducts. The program's marketing, outreach, and partnership strategies were effective, with cross-marketing efforts enhancing outreach through joint participation in community events and sharing promotional materials. Customer assistance programs targeted DAC in support of providing access to eligible measures. Field teams embraced innovative strategies, such as digital engagement tools, to maximize participation during outreach events.

Educational seminars promoted energy conservation practices and highlighted the advantages of adopting energy-efficient technologies. As the program year progressed, remaining funds were strategically allocated toward distributing door hangers to help achieve measure installation goals. Community booths at events effectively engaged residents and raised awareness about energy efficiency, while school outreach provided education on sustainable energy practices to students and their families. Approximately 69,000 door hangers were distributed, surpassing the program's target and sharing information about available energy-saving measures.

Throughout 2024, the CLEO-DI program distributed and installed various energy-saving measures, including low-flow water measures, smart thermostats, and tankless water heaters. The shift in program focus to TSB affected the installation goals of some lower-cost measures, however efforts to make the appropriate adjustments were coordinated with implementers and installation contractors. Participants provided overwhelmingly positive feedback on the seminars, booths, and installed measures, particularly valuing smart thermostats, buried ducts, hot water pipe insulation, and tankless water heaters for their immediate impact on reducing energy bills.

40. SCG3884 - Residential Comprehensive Mobile Home Program

Program Overview

Implementer: Synergy Companies

The Comprehensive Manufactured Homes Program (CMHP) is one of two manufactured home programs offered by SoCalGas. CMHP is a comprehensive advanced clean energy solution for manufactured home customers who reside in Ventura, Los Angeles, Orange, Riverside, San Bernardino, and Imperial Counties. The program path begins with the delivery of cost-effective therm-saving direct install measures and then progresses to an advanced clean energy opportunity for the manufactured homes customers that can be financed by third parties.

CMHP participants are screened for eligibility in the SoCalGas Energy Savings Assistance Program (ESA). Qualified ESA customers receive both SoCalGas CMHP direct install measures and ESA weatherization measures resulting in a seamless, comprehensive offering for the customer.

Program Strategies & Outcomes

In 2024, CMHP continued to deliver cost-effective energy savings while advancing the adoption of clean energy technologies. A key strategy for success was the delivery model, which emphasized cost-effective direct install measures to engage customers and spark their interest in Tier 2 advanced clean energy technologies, such as tankless water heaters. This approach proved successful, with over 1,000 no-cost energy assessments and sales consultations conducted, leading to the installation of more than 200 Tier 2 technologies.

Leveraging the implementer's extensive experience in this market segment, CMHP participants are screened for eligibility in the SoCalGas ESA Program. Qualified ESA customers receive both SoCalGas CMHP direct install measures and ESA weatherization measures resulting in a more streamlined experience for the customer, enabling a more comprehensive offering and reducing the need for multiple customer interactions. This strategy not only improved program efficiency but also provided a more comprehensive service to participants, making the program more accessible and impactful.

During the program year, the California Department of Housing and Community Development (HCD) introduced new requirements mandating permits for the installation of Tier 2 tankless water heaters. While these additional permit requirements increased the overall implementation cost, the program team adapted effectively to the new regulations, ensuring continued service delivery without compromising on the quality of installations.

In response to customer needs and to further enhance the value provided, the program introduced two new measures: deeply buried ducting and smart fan controllers. These additions offered increased benefits to customers by improving overall energy system efficiency, while also expanding the comprehensiveness of the program and maximizing the total system benefit for each home treated.

The program successfully met key objectives in 2024, including delivering cost-effective energy savings, increasing participation from DAC, engaging HTR program participants, and installing advanced Tier 2 clean energy technologies. These accomplishments highlight the program's continued success in driving energy savings and fostering clean energy adoption while maintaining a focus on equity and customer satisfaction.

41. SCG3885 - Residential Mobile Home Program

Program Overview

Implementer: Staples & Associates

The Residential Mobile Homes program offers residents and owners of manufactured home parks a variety of energy-saving solutions. Employing a tiered approach, the program provides participants with no-cost or low-cost measures and the option to pursue more extensive energy-saving upgrades with a customer co-pay. By employing targeted strategies, the program effectively identifies and enrolls eligible parks and customers by emphasizing the numerous benefits of participation. Additionally, the program conducts comprehensive physical assessments of both individual manufactured homes and shared community facilities to identify additional and deeper energy efficiency opportunities.

Program Strategies & Outcomes

In 2024, SoCalGas achieved significant milestones across San Luis Obispo, Kern, and Ventura Counties, successfully meeting key goals and making a substantial impact in these regions. The primary focus for the year was to streamline operations while effectively engaging HTR and DAC customers, ensuring their needs were met with tailored solutions.

Through targeted outreach and process improvements, SoCalGas completed installations in over 300 homes, significantly enhancing energy efficiency for these households. A key strategy for success was optimizing contractor capabilities, which streamlined service delivery and improved the customer experience. This approach not only expanded the program's reach but also enhanced the efficiency and quality of installations, leading to greater energy savings and higher customer satisfaction.

42. SCG3935 - Residential Advanced Clean Energy

Program Overview

The Residential Advanced Clean Energy (Res ACE) program is a comprehensive advanced clean energy solution for single family customers that reside within disadvantaged communities and / or are considered hard-to-reach. The advanced clean energy path begins with the delivery of cost-effective therm-saving direct install measures that transition to an advanced clean energy opportunity for the single-family customer that can be financed by third parties. Res ACE leverages clean energy single family opportunities offerings, in addition to natural gas clean energy solutions.

Program Strategies and Outcomes

Res ACE delivered cost-effective energy savings and advanced clean energy technologies in 2024. The implementer identified hundreds of potential storage water heater to tankless water heater retrofit sites, resulting in successful outreach and installation of tankless water heaters and other EE measures. The utilization of outreach personnel and technicians, through various programs offered by the implementer, assisted the program with exceeding its goals.

The program continued to leverage its strong relationships with municipalities, other energy programs and engagement with the community to meet or exceed goals.

In addition, the proposed delivery model of leading with cost-effective direct install measures to increase the customer's interest in Tier 2 advanced clean energy technologies, such as tankless waters, proved to very successful resulting in over 400 Tier 2 advanced clean energy technologies installed. Further there were over 3,000 complimentary walkthrough energy assessments and sales consultations performed in an effort to inform and educate the customer on energy efficiency and their property's needs.

The program budget was increased to meet the demand of Tier 2 Advanced Clean Energy projects and the installation of cost-effective duct seal and water heating optimization energy efficiency measures. The program also added a smart fan controller and deeply buried ducting measures to the program to make the program more comprehensive and increase the total system benefit per home treated.

43. SCG3936 - Multifamily Energy Alliance Program

Program Overview

The Residential Multifamily Energy Alliance (Res MEA) program is an innovative third-party program implemented by ICF Resources, LLC, serving multifamily customers throughout the SoCalGas service territory. This program offers customers a one-stop shop ("OSS") approach to driving energy efficiency upgrades in existing multifamily properties with two units or greater. The MEA program targets properties from large, corporate-owned portfolios as well as small individually owned and managed sites. In 2024 the program added an Equity delivery pathway. This new aspect was designed to promote participation in HTR and DAC communities through greater direct customer interaction and higher rebates and incentives.

Program Strategies & Outcomes

2024 outreach was focused on equipment such as Tankless Water Heaters, Boilers and Wall Furnaces. The program also successfully completed over 9,000 no-cost direct installations of faucet aerators and showerheads within residential dwelling units and enrolled customers in rebates on qualifying natural gas equipment for nearly 50 residential units. In 2024, 12 new contractors joined the MEA program as Trade Professionals and were trained to install projects for the program. While the MEA program fell short of meeting annual goals, it is responsible for generating more than \$540,000 in TSB. The program built new relationships with several large equipment manufacturers, distributors and customers who are expected to participate in the program in 2025.

S. Commercial

44. SCG3937 - Small and Medium Commercial EE

Program Overview

The Small and Medium Commercial Energy Efficiency program targets SoCalGas' small and medium commercial business customer facilities in San Bernardino, Riverside, and Orange counties with a minimum 12-month billing history, an annual therm usage up to 50,000 therms, and no prior participation in an Energy Efficiency program. The program has an emphasis on customer categories, such as restaurants, lodging, dry cleaning, retail, office, and others. The Equity program focuses on customers that qualify as HTR.

Program Strategies & Outcomes

In the first quarter of 2024, the program ramped up the focus on DAC and HTR customers. They identified opportunities for restaurants with high natural gas usage promoting a handful of specific, deep energy-savings measures that could be installed by the program's participating trade professionals. As a result, the program saw a growth in restaurant customer participation in the program.

In the subsequent quarters, the program continued to increase customer participation within the foodservice industry in addition to continued strong interest from lodging and dry-cleaning facilities.

45. SCG3940 – Commercial Business Energy Solutions & Technology

Program Overview

The Commercial Business Energy Solutions & Technology (CBEST) program provides equipment incentives and support to eligible small commercial businesses within the SoCalGas service territory—excluding Orange, San Bernardino, and Riverside Counties—that use less than 50,000 therms annually. The program is aimed at helping businesses identify energy efficiency upgrades that reduce operating costs, improve customer and employee comfort, lower maintenance needs, and drive overall energy and cost savings.

The CBEST Equity program specifically focuses on HTR and DAC, with an emphasis on increasing awareness of energy efficiency programs and services available to small businesses in underserved areas.

Program Strategies & Outcomes

A key priority of the CBEST program was reaching HTR and DAC Communities. The program focused on businesses in DAC-designated areas to promote sustainable practices. To enhance these efforts, trade professionals were provided with a list of heavily DAC-designated cities to guide their outreach. Additionally, increased incentives were offered to boost participation and engagement within these communities.

The CBEST program demonstrated the effectiveness of its strategies through significant TSB contributions. These achievements highlight the team's dedication to delivering impactful energy savings and program success.

In the third quarter, the CBEST program collaborated with ICF's internal engineering team and SoCalGas to develop a tiered structure for the TWH measure. This strategic enhancement enabled the program to offer higher incentives for high-efficiency TWHs, making the measure more attractive to customers. The initiative gained traction in 2024, its most significant impact was positioning the program for greater success in 2025. The revised structure has already sparked increased interest in participation, particularly for high-efficiency TWH installations, paving the way for future energy savings and program growth.

T. Cross-Cutting

46. SCG3901 - WET&O Energy Program Outreach

Program Overview

Implementer: Global Energy Services

The Workforce, Education, Training, and Outreach program, known as the Community Support Outreach (CSO) program, is an in-language, non-resource, highly targeted EE marketing, outreach, and education program. The program targets DACs and HTR customers in underserved communities, such as Vietnamese, Indian, Chinese, Korean, and Hispanic speaking customers, and other ethnic customer segments across all sectors. The CSO program continued their focus on community booths, local government engagement, churches, and door-to-door marketing to the targeted sectors.

The program markets SoCalGas' EE programs with energy efficiency education and training, through professional organizations, customer intermediaries, faith-based organizations (FBOs), and community events. The program's marketing efforts garner interest and lead to participation in SoCalGas' EE programs. CSO is active all of SoCalGas's service territory.

Program Strategies & Outcomes

The program continued to secure event space and time by scheduling community booths and seminars with community centers, public libraries, municipal utilities, civic organizations, faith-based organizations, and community resource events. The CSO program successfully held nearly 200 booth events, encompassing various sectors such as local government, partnership events, churches, and FBOs. Additionally, the program conducted over 10 seminars across the SoCalGas territory, reaching cities such as Rosemead, Monterey Park, Arcadia, Covina, Temple City, and Diamond Bar. This extensive outreach effort effectively connected with more than 1,000 interested customers seeking information on SoCalGas rebates in 2024.

The CSO program conducted outreach through more than 1,100 door-to-door outreach campaigns, targeting small commercial businesses and multifamily properties within the SoCalGas territory. This initiative spanned across various cities, including Hacienda Heights, Rowland Heights, West Covina, Rosemead, Jurupa Valley, Whittier, El Monte, Norco, Upland,

San Gabriel, Ontario, Calimesa, Azusa, Chino Hills, and San Dimas. Marketing and outreach activities included market research, in-person visits, and discussions with community centers, public libraries, municipal utilities, civic organizations, faith-based organizations, and community resource events in an effort to collaborate or to secure event space for community booths and seminars.

VI. Codes & Standards

In accordance with D.18-05-041, D.22-03-010, and D.22-04-034, SoCalGas's role in Statewide Codes & Standards Advocacy programs is limited to the transfer of funds to the statewide codes and standards lead for program implementation.² Please reference lead Program Administrator Annual report for 2024 activities.

² D.18-05-041 at 144; D.22-03-010; D.22-04-034

APPENDIX A – SoCalGas Portfolio Supporting Data

Please review the file: “SoCalGas 2024 Annual Report Template,” uploaded to the CEDARS website (<https://cedars.sound-data.com/documents/standalone/list/>), to view 2024 Supporting Data including the following tables:

Tab	Content
Tab 1 – Savings & Goals	Net First Year Savings, Goal Attainment
Tab 2 – Environmental Impacts	Fuel Substitution Savings
Tab 3 – Program Data	EE Programs Data
Tab 4 – Segment Summary	Savings by Sector & Segment
Tab 5 – Bill Impacts	Average Billpayer Impacts from Net Savings
Tab 6 – Savings Use Category	Annual Savings by Use Category
Tab 7 - Commitments	Funding Commitments
Tab 8 – Cap & Target	Energy Efficiency Quarterly Cap and Target Expenditure Performance
Tab 9 – BP Metrics	Business Plan Metrics
Tab 10 – 3P Calculations	Third Party Calculations
Tab 11 – 3P Contract Information	3P Contract Details
Tab 12 – PG&E Marketplace	[Not Applicable to SoCalGas]

APPENDIX B.1 – Updated Monthly Report

The Updated SW Monthly Report can be found on the CEDARS website:

<https://cedars.sound-data.com/monthly-reports/statewide/confirmed-dashboard/>

The Updated Local Monthly Report can be found on the CEDARS website:

<https://cedars.sound-data.com/monthly-reports/all-pas-dashboard/>

APPENDIX B.2 – Updated Quarterly Report

The Updated Quarterly SW Report can be found on the CPUC's energy efficiency reports website:

<https://cedars.cpuc.ca.gov/claims/statewide/confirmed-dashboard/>

The Updated Quarterly Local Report can be found on the CPUC's energy efficiency reports website:

<https://cedars.cpuc.ca.gov/claims/all-confirmed-dashboard/>

APPENDIX C – Additional Compliance

See tab T-10 3P Calculation as referenced above for information regarding SoCalGas’s third-party programs budget and contract information.

Compliance with D.18-05-041

- Program administrators must also assess the relative success of implementers’ strategies, for purposes of identifying lessons learned and best practices for maximizing the contribution of energy efficiency in disadvantaged communities. These assessments shall be included in the program administrators’ annual reports. (OP 11, p. 184).
- *In 2024, SoCalGas met the 60% third-party program percentage requirement. Key performance index and new insights are included in the 2024 Annual Report filing.*
- Investor-owned utilities must track the number and proportion of third parties that forego the option of using utility account representatives. The utilities must include this information in their annual reports. (OP 17, p. 185)
- *All third-party programs that target customers with SoCalGas account representatives are provided with basic support that includes providing general information of relevant energy efficiency programs, referring program- related inquiries to respective implementers, and coordinate with implementers to address basic customer questions and concerns. By year-end 2024, ten implementers have chosen to utilize SoCalGas account representatives that go beyond the basic support described.*

SoCalGas is the lead administrator for SCG-3917 & SCG 3918 upstream or midstream programs and collects end-user data elements for each savings claim to verify upstream and midstream installations. Data collected includes, but is not limited to: Nameplate, Make, Model, Type, Quantity and Reason (s) for replacement, including the recipient customer address. Specifically: SoCalGas collects end-user data elements for each savings claim to verify upstream and midstream installations. Data collected includes, but is not limited to, locations of installations (e.g. customer names and addresses) and contact information. Additionally, both SoCalGas and its third-party implementers perform inspections for a representative sample of sites to confirm that incentivized equipment is installed. SoCalGas consulted with its third-party implementers during contract negotiations, referencing D.23-06-055 as well as program evaluation studies, to ensure that its contracts document the process, steps, and collected data elements necessary for program evaluability. SoCalGas has identified these approaches for Commission staff in its Responses to Recommendations (RTR) reports following program evaluation studies

APPENDIX D – Metrics

Appendix D – Metrics; see tab T-9 BP Metrics as referenced above.

APPENDIX E – Statewide True Up Report

Program	SDG&E	SCG	SCE	PG&E	Total
SW Gas Emerging Technology	(\$61,806.45)	(\$207,004.82)	\$0.00	(\$199,419.48)	(\$468,230.75)
SW Food Services	\$99,992.83	\$229,561.10	\$205,004.00	\$338,648.69	\$873,206.63
SW Water Heating	(\$681,033.98)	(\$1,562,378.44)	(\$1,465,757.17)	(\$1,070,915.12)	(\$4,780,084.70)
Total Refund/(Amount due to SCG):	(\$642,847.60)	(\$1,539,822.16)	(\$1,260,753.16)	(\$931,685.90)	(\$4,375,108.82)

SW Gas Emerging Technology

Program	SDG&E	SCG	SCE	PG&E	Total
Proportional Contribution per Load-Share	13.20%	44.21%	0.00%	42.59%	100.00%
Total Monthly Payments made	\$396,000.00	\$1,326,300.00	\$0.00	\$1,277,700.00	\$3,000,000.00
Total Interest Payment Accrued	\$3,717.52	\$12,450.86	\$0.00	\$11,994.62	\$28,163.00
Program Costs actually spent *	\$461,523.97	\$1,545,755.68	\$0.00	\$1,489,114.10	\$3,496,393.75
Annual True-Up Payment accrued	(\$61,806.45)	(\$207,004.82)	\$0.00	(\$199,419.48)	(\$468,230.75)

SW Food Services

Program	SDG&E	SCG	SCE	PG&E	Total
Proportional Contribution per Load-Share	11.56%	26.52%	24.88%	37.04%	100.00%
Total Monthly Payments made	\$2,080,800.00	\$4,773,600.00	\$4,478,400.00	\$6,667,200.00	\$18,000,000.00
Total Interest Payment Accrued	\$20,230.69	\$46,411.59	\$43,541.49	\$64,822.22	\$175,006.00
Program Costs actually spent *	\$2,016,090.66	\$4,625,149.42	\$4,339,129.33	\$6,459,782.99	\$17,440,152.40
Annual True-Up Payment accrued	\$99,992.83	\$229,561.10	\$205,004.00	\$338,648.69	\$873,206.63

* Included a total credit of \$138,353.03 from 2021- 2023 PY.

SW Water Heating

Program	SDG&E	SCG	SCE	PG&E	Total
Proportional Contribution per Load- Share	11.56%	26.52%	24.88%	37.04%	100.00%
Total Monthly Payments made	\$1,734,000.00	\$3,978,000.00	\$3,732,000.00	\$6,667,200.00	\$16,111,200.00
Total Interest Payment Accrued	\$8,477.06	\$19,447.38	\$18,244.75	\$27,161.80	\$73,331.00
Program Costs actually spent	\$2,423,511.04	\$5,559,825.82	\$5,216,001.92	\$7,765,276.92	\$20,964,615.70
Annual True-Up Payment accrued	(\$681,033.98)	(\$1,562,378.44)	(\$1,465,757.17)	(\$1,070,915.12)	(\$4,780,084.70)