

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

Application of Southern California Edison
Company (U 338-E) for Approval of its Energy
Savings Assistance and California Alternate
Rates for Energy Programs and Budgets for
Program Years 2015-2017.

And Related Matters

Application 14-11-007
(Filed November 18, 2014)

A.14-11-009
A.14-11-010
A.14-11-011

**SOUTHERN CALIFORNIA EDISON COMPANY'S (U338-E) 2017 ANNUAL REPORT
FOR 2016 LOW INCOME PROGRAMS**

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Dated: **May 1, 2017**

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**SOUTHERN CALIFORNIA EDISON COMPANY'S (U338-E) 2017 ANNUAL REPORT
FOR 2016 LOW INCOME PROGRAMS**

Southern California Edison Company (SCE) hereby submits its Annual Progress Report for the Energy Savings Assistance (ESA) and California Alternate Rates for Energy (CARE) Programs, and its Annual Progress Report for the Family Electric Rate Assistance (FERA) Program for the period January through December 2016. The information in this report supersedes all prior reports submitted by SCE.

Respectfully submitted,

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Attachment

SCE's ESA and CARE Programs Annual Report for Program Year 2016



**Southern California Edison Company's
2016 Energy Savings Assistance (ESA)
and
California Alternate Rates for Energy (CARE)
Programs Annual Report**

May 1, 2017

The tables below summarize Program Year (PY) 2016 Energy Savings Assistance (ESA) and California Alternate Rates for Energy (CARE) Program expenditures and activities.

2016 Energy Savings Assistance Program Summary

2016	Authorized / Planning Assumptions	Actual	%
Budget	\$70,146,377	\$56,095,969	80%
Homes Treated	87,389	41,070	47%
kWh Saved		27,408,976	
kW Demand Reduced		4,409	
Therms Saved		N/A	

2016 CARE Program Summary

2016	Authorized Budget	Actual	%
Administrative Expenses	\$7,430,134	\$6,070,197	82%
Subsidies	\$416,800,000	\$348,951,329	84%
Service Establishment Charge			
Total Program Costs and Discounts	\$424,230,134	\$355,021,527	84%
2016 CARE New Enrollments	Automatically Enrolled via Data Sharing, ESA Participation, etc.	Self-Certified as Categorically Eligible	Self-Certified as Income Eligible
Method	35,666	157,140	73,459
2016 CARE Penetration	Estimated Eligible Participants	Participants	Penetration Rate
Total Enrolled	1,520,058	1,235,755	81.3%

2016 ESA Program Expenditures by Measure Group

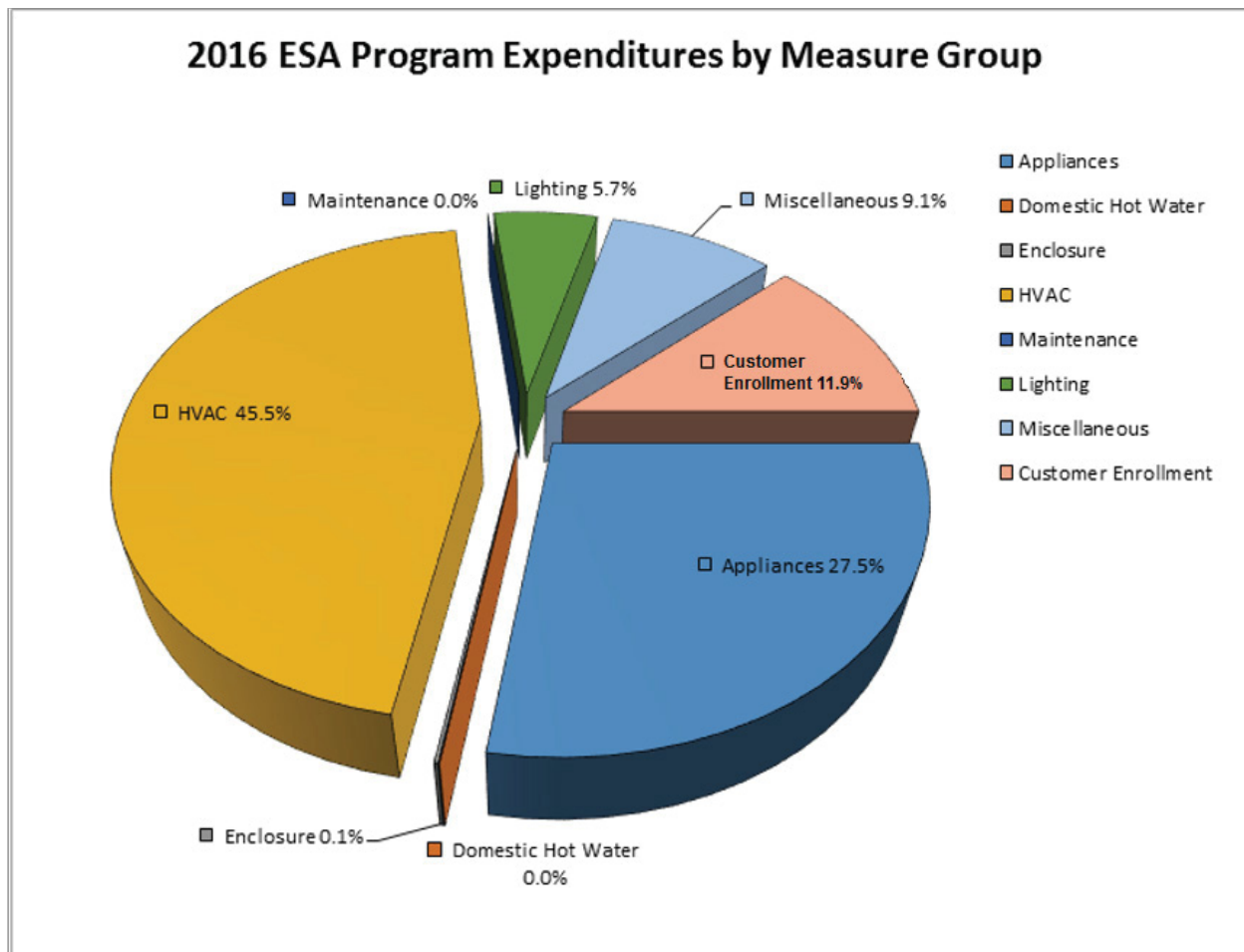


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1. Energy Savings Assistance Executive Summary

Provide an executive summary of the ESA Program year:

SCE's Energy Savings Assistance (ESA) Program's objective is to help income qualified customers reduce their energy consumption and costs while increasing their health, comfort, and safety at no cost to them. Through the ESA Program, SCE offers several energy-efficient appliances to income-qualified customers, including energy-efficient refrigerators, air conditioners, and home efficiency solutions like weatherization that will help customers save energy and money every day. To be eligible for the program, customers must meet the program's income guidelines, which are established by the California Public Utilities (CPUC), and updated annually. Measures are authorized according to criteria observed in each home for existing appliances and feasibility of installation.

This report provides information on SCE's ESA Program accomplishments and expenditures for program year 2016. In 2016 the ESA Program enrolled 74,026 income qualified customers, of which 41,070 were deemed “treated” expending 80% of its authorized budget. In addition, the ESA Program saved 27,409 MWh. These savings were achieved by providing a mix of measures and services, including energy education, energy efficient appliances, and home weatherization.

There are three stages in the program. Each stage is delivered by respected community-based organizations (CBOs), faith-based organizations (FBOs) and established local private contractors under contract to SCE.

Stage 1. Enrollment & Assessment

SCE sends authorized service providers to visit customer homes to collect information about the home and the home's appliances. SCE then determines if customers are eligible for one or more measures or services, according to the following criteria:

- Customers must provide proof of income;
- Homeowners must provide proof of ownership; and
- The property owner's written permission must be obtained before renters can receive program services.

Stage 2. Installation

Any services deemed eligible will be referred to a qualified, licensed contractor for installation. The CPUC requires installers to:

- Complete all installations in accordance with the policies and procedures found in the California Installation Standards Manual;
- Meet or exceed existing codes and regulations; and
- Follow accepted building practices.

Stage 3. Inspection

An independent inspections service provider performs an in-home inspection to ensure that installations under the ESA Program are completed in accordance with the standards established for the program. If the work does not meet program standards, it will be redone at

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no cost to the customer.

SCE's 2016 ESA Program operated in accordance with direction provided by the CPUC in Decision (D).14-08-030, which "authorizes bridge funding for the IOUs' ESA and CARE Programs to continue for 12 months after the 2012-2014 cycle ends at the 2014 authorized budget level." That bridge funding was extended for 2016 by D.15-02-024 and D.16-06-018. SCE continued progress toward offering all eligible customers the opportunity to participate in ESA, and, for those who wish to participate, installing all cost-effective energy-efficiency measures in their residences by 2020.

1.1 Alignment of ESA Program with Strategic Plan Goals and Strategy

The long-term California Strategic Plan vision for the ESA Program is to have 100% of all eligible and willing low income customers receive all cost-effective measures by 2020. The Plan lays out two goals toward achieving the ESA Program vision:

- (1) By 2020, all eligible customers will be given the opportunity to participate in the ESA Program; and
- (2) The ESA Program will be an energy resource by delivering increasingly cost-effective and longer-term savings.

1.1.1 *Please identify the IOU strategies employed in meeting Goal 1: Improve Customer Outreach.*

Implementation Plan and Timeline			
Strategies	Mid Term 2012-2015	Long Term 2016-2020	IOU strategy employed this program year
1.1: Strengthen ESA outreach using segmentation analysis and social marketing tools.	<ul style="list-style-type: none"> Implement energy education designed to help customers understand and change behaviors in ways that support ESA savings. 	Continue to assess and evaluate customer-behavior and energy savings; improve upon outreach to eligible communities	<ul style="list-style-type: none"> Partnered and integrated with other Income Qualified Programs, carried out joint enrollment with IOU counterparts, leveraged organizations that service clients with disabilities, and utilized self-certification. SCE contracts with both CBOs and FBOs with existing ties to the disabled customer segment in SCE service territory.
1.2: Improve program delivery.	<ul style="list-style-type: none"> Use information from segmentation analysis to achieve efficiencies in 	<ul style="list-style-type: none"> Ongoing 	<ul style="list-style-type: none"> Implementation of the Joint Utility Data Sharing Tool (DST), which was a tool developed jointly by SCE and SoCalGas to share their respective ESAP participation

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Implementation Plan and Timeline			
Strategies	Mid Term 2012-2015	Long Term 2016-2020	IOU strategy employed this program year
	<p>program delivery.</p> <ul style="list-style-type: none"> • Leverage with Local, State, and Federal agencies as well as other organizations to increase seamless coordination, efficiency and enrollment. 		<p>data</p> <ul style="list-style-type: none"> • Coordinated the development of the Joint Utility Mobile Enrollment (ESA Mobile) with SoCalGas to eliminate duplicate work and further streamline the delivery of program services to eligible customer households. BETA testing of ESA Mobile began in December 2016. Full release is expected to occur in April 2017. • Developed and implemented an Invoice Scanning Project to electronically store all required enrollment documents within the Energy Management Assistance Partnership System (EMAPS) database. The efficiencies gained at the IOU and Service Provider level include reducing postage expenses, minimizing the potential for lost paperwork and a reducing the contractor invoicing end-to-end cycle.
<p>1.3 Promote the growth of a trained ESA workforce.</p>	<ul style="list-style-type: none"> • Implement ESA workforce education and training. • Coordinate resources for training related to ESA program needs to ensure delivery of ESA-trained resources to the program 	<ul style="list-style-type: none"> • Implement ESA workforce education and training • Coordinate ESA workforce and service providers with broader market 	<ul style="list-style-type: none"> • Three types of training were offered in 2016: home assessment training, back-office training, and CBT software training. This training was offered to employees from existing service providers to improve workforce skills and increase program efficiency. • SCE enhanced the existing workforce training content for the E&A training course and also migrated an SCE Led training to a Service Provider

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Implementation Plan and Timeline			
Strategies	Mid Term 2012-2015	Long Term 2016-2020	IOU strategy employed this program year
			<p>Led training schema, which allowed Service Providers greater flexibility in addressing their respective training needs based on the individual staffing requirements.</p> <ul style="list-style-type: none"> SCE engaged directly with ESA Service Providers to foster "town hall" discussions about their current and future training needs

1.1.2 *Please identify the IOU strategies employed in meeting Goal 2: ESA is an Energy Resource.*

Implementation Plan and Timeline			
Strategies	Mid Term 2012-2015	Long Term 2016–2020	IOU strategy employed this program year
2.1: Increase collaboration and leveraging of other low-income programs and services.	<ul style="list-style-type: none"> Continue to expand partnerships with stakeholders and seek new opportunities for data sharing. 	<ul style="list-style-type: none"> Continue to expand partnerships with stakeholders and seek new opportunities for data sharing. 	<ul style="list-style-type: none"> Coordinated between the CARE and ESA Programs to identify CARE customers with high energy usage for the purpose of enrolling the household in ESA Leveraged with Energy Assistance Fund (EAF) to simplify enrollment into ESA Program Continued use of the Joint Utility Data Sharing Tool developed by SCE and SoCalGas to share their respective ESA participation data.
2.2: Coordinate and communicate between ESA, energy efficiency and DSM programs to	<ul style="list-style-type: none"> Continually reevaluate and update programs to take advantage of new 	<ul style="list-style-type: none"> Continually reevaluate and update programs to take advantage of new 	<ul style="list-style-type: none"> During delivery of ESA, and where appropriate, customers were provided information on SCE's DSM & EE programs including the Summer Discount Plan Program.

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Implementation Plan and Timeline			
Strategies	Mid Term 2012-2015	Long Term 2016–2020	IOU strategy employed this program year
achieve service offerings that are seamless for the customer.	<ul style="list-style-type: none"> technologies Explore in-home displays; home area networks and/or pay-as-you-go" technology to assist low income customers manage their use. 	technologies.	<ul style="list-style-type: none"> Increased integration efforts between the ESA and MFEER programs and utilized Single Point of Contact (SPOC) to streamline the customer enrollment process. Coordinated with the Single Family Affordable Homes (SASH) Program contractor, Grid Alternatives (GA), to provide leads for low-income households and to ensure that all homes that sign up for SASH are either previously treated or scheduled to be treated by ESA.
2.3: Provide low income customers with measures that result in the most savings in the ESA program.	<ul style="list-style-type: none"> Assess opportunities to incorporate new energy efficiency measures into the ESA program, e.g., plug-load reduction, new HVAC technology. 	<ul style="list-style-type: none"> Continue to evaluate 	<ul style="list-style-type: none"> SCE's program design includes measures that increase the cost-effectiveness of the program (CFLs, torchieres, pool pumps, and refrigerators), reduce energy bills, improve the quality of life of customers (cooling measures), and provide long term energy savings (refrigerators and cooling measures).
2.4: Identifying segmented concentrations of customers to improve delivery	<ul style="list-style-type: none"> Evaluate approach determine whether additional segments are needed 	<ul style="list-style-type: none"> Continue to evaluate 	<ul style="list-style-type: none"> Refined the EMAPS database to allow more efficient creation of ZIP Code-specific outreach and canvassing lists by the following metrics to target areas with the most eligible and willing households: ZIPs with high estimated ESA Program income eligibility CARE participants Non-ESA Program participants High energy users (CARE High Usage)

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1.1.3

1.2 Energy Assistance Savings Program Overview

1.2.1 *Provide a summary of the ESA Program elements as approved in Decision 12-08-044:*

Table 1.2.1. Program Summary¹

	Authorized / Planning Assumptions	Actual	%
Budget	\$70,146,377	\$56,095,969	80%
Homes Treated ^[1]	87,389	41,070	47%
kWh Saved	33,504,938	27,408,976	82%
kW Demand Reduced	7,539	4,409	58%
Therms Saved			

1.3 Marketing, Education, and Outreach

1.3.1 *Provide a summary of the geographic segmentation strategy employed, (i.e. tools and analysis used to segment "neighborhoods," how neighborhoods are segmented and how this information is communicated to the contractor/CBO).*

In 2016, SCE continued to utilize the EMAPS database to track program participation and to identify neighborhoods with a dense low-income population and low ESA Program penetration. EMAPS tracks the marketing and outreach tactics used in various neighborhoods to evaluate effectiveness and provide guidance to our contractors and community- and/or faith-based organizations (CBOs / FBOs). Marketing efforts are staggered to address specific neighborhoods (small geographic areas or "ZIP-7s") within SCE's service territory where city partnerships may have been established. In 2016, SCE collaborated with SoCalGas' ESA Program to send targeted communications to customers in the Aliso Canyon-impacted areas. From July to September, more than 62,000 households received an invitation to enroll in the utilities' ESA Programs.

The ESA Program continued to focus the majority of its marketing and outreach efforts on CARE customers who have not previously received ESA services. SCE's ESA Program team strategically scheduled each marketing and outreach campaign to address specific neighborhoods within the service territory.

The ESA Program aggregates leads in small geographic areas and then allocates the leads among service providers in a manner that engages the service provider in a full day's worth of work within a specific neighborhood. This method was

¹ This is the same ESA Program Summary table shown on *Page ii*, above.

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used to manage the work throughout the funding cycle in order to distribute ESA work throughout the year for each ESA service provider. SCE partners with CBOs, FBOs, and private service providers to assess homes and deliver ESA

Program services in local communities. ESA Table 5 provides a lists of contractors, activities, and actual expenses for SCE's ESA service providers, as well as Women, Minority, Disabled Veteran Business Enterprise (WMDVBE) status. Workload management is particularly important when taking into consideration that a majority of CBOs/ or FBOs delivering ESA Program services are small, independently-owned companies.

In 2016, SCE worked with the Chemehuevi Indian Tribe, whose reservation is along the shores of Lake Havasu, on the southeastern California/Arizona border, to encourage participation in the ESA program. This multi-facet approach included outreach to tribal members and overcoming their negative experiences from other assistance programs, and developing a logistical installation plan with an ESA contractor. We were recognized by the Low Income Oversight Board in 2017 for our efforts that are expected to yield more than 69,000 kWh energy savings and 20 kW in demand response.

As the Paperless Enrollment process with the use of the Tablet PC technology continues to mature and gains acceptance from service providers, the effectiveness of outreach will be maximized by allowing mobility in door-to-door canvassing. Increased mobility in canvassing allows ESA Program representatives to respond to customer requests for enrollment more quickly, in the field instead of in their offices. ESA Program representatives are able to sort leads based on ZIP-7 clusters to determine the order of customers to be visited. Through Paperless Enrollment, ESA Program representatives were able to determine each customer's previous participation and eligibility while in the customer's home, thus eliminating needless return visits. In 2016, 35 ESA Program representatives from 7 different service providers used the paperless enrollment process to enroll 18,717 qualified customer households.

1.3.2 *Provide a summary of the customer segmentation strategies employed (i.e. tools and analysis used to identify customers based on energy usage, energy burden and energy insecurity) and how these customer segments are targeted in the Whole Neighborhood Approach to program outreach.*

SCE uses various approaches to segment customers. For example, according to the 2013 ESA Program Multi-family Segmentation Study, 30 percent of California households (approximately 1.2 million) meet the ESA Program's definition of the multifamily market, defined as residents of properties having five or more units. This figure increases to 46 percent when adding properties with two to four units, which is the definition used by non-low-income multifamily energy efficiency (EE) programs. With this in mind, SCE increased its integration efforts with other EE programs targeting the multifamily sector, such as the Multifamily Energy Efficiency Rebate (MFEER) Program, and utilization of Single Point of Contact (SPOC) to streamline the customer enrollment process.

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These integration efforts will continue to develop in future program years.

In 2016, SCE continued to leverage CARE's High Usage customers who have been identified as using 400%-600% above the baseline CARE rate. The ESA Program refers these customers out to contractors as leads with the intent of enrolling these households into the ESA Program and providing energy-saving services.

1.3.3 *Describe how the current program delivery strategy differs from previous years, specifically relating to Identification, Outreach, Enrollment, Assessment, energy Audit/Measure Installation, and Inspections.*

In previous years, the ESA Program restricted its marketing and outreach efforts in response to concerns about limited funding and over-subscription. In general, other components of the ESA Program — enrollment, assessment, energy audit, measure installations, and inspections — have not changed. Specific improvements and system enhancements were developed related to bulk assignment of leads and installation jobs, ensuring that ESA Program representatives and work crews maintain a full day's worth of work each day and minimize the program's carbon footprint.

Use of Athens Research eligibility estimates helped improve identification of underpenetrated areas within SCE's service territory and served as the foundation of planned marketing and outreach efforts. The Customer Marketing Tool module helped to strategically group customers specific to a targeted effort, assisted in gathering customers based on the criteria of particular efforts (Climate Zone, County, City, ZIP Code, etc.), and ultimately tracked the results of each effort. SCE continued its aggressive integration and partnering efforts among the ESA Program, local governments, and organizations that serve the disabled community, in order to increase program penetration and bring benefits to a wider range of customers.

SCE continued to strategize effective ways to enhance and improve current ESA Program deliveries and to deploy effective marketing and outreach efforts to bring ESA services to underserved communities. SCE remains mindful of the need to ensure that contractors throughout SCE's service area have sufficient and balanced demand for services. In 2016, SCE completed 10 direct-to-customer mailers reaching more than 680,000 CARE customers, encouraging customers to contact a pre-assigned ESA contractor.

In 2016, SCE and SoCalGas continued providing the Joint Utility DataSharing Tool (DST) for use by their service providers. The DST furnishes visibility of enrollments completed by each utility so that service providers can more effectively coordinate service delivery and eliminate duplicate efforts, while ensuring compliance with the Modified Three Measure Minimum Rule

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1.4 Customer Enrollment

1.4.1 *ESA Customer Enrollment: Distinguish between customers treated as "go backs" and brand new customers so that the Commission has a clear idea of how many new customers the IOUs are adding to the ESA program.*

Approximately 2.5% percent of the homes treated in 2016 are classified as "go backs." These customers were identified as having received services between 1999 and 2001.

Table 1.4.1

No. of Homes Treated in 2016	No. of Service Accounts Treated in 2016 Previously Treated in 1999-2001	Percentage of Go Back Homes
74,026	1884	2.5%

1.4.2 *Please summarize new efforts to streamline customer enrollment strategies, including efforts to incorporate categorical eligibility and self-certification.*

Efforts to streamline the customer enrollment process included, but were not limited to:

- SCE and SoCalGas have engaged in a "blueprinting" effort to examine their internal processes to identify areas of alignment that will make enrollment procedures more efficient. One initiative in this effort released in 2016 is "Joint ESA Mobile," a mobile-optimized site which provides a paperless joint enrollment process. ESA Mobile increases efficiencies by providing real-time information on customer previous participation for both utilities, eliminating the need for two separate forms and reducing the time it takes to complete the enrollment into both programs. Furthermore, this eliminates data entry into the two utilities' databases, reducing the time between assessment and measure installation. Unlike the original mobile site, EMAPS On-the-Go, ESA Mobile can be accessed using any platform, which means it does not limit the contractors to a specific tablet brand and model. As a result, more outreach representatives are opting to use this paperless process instead of paper enrollment forms.
- Customers who can provide documentation proving that one or more household members currently participate in approved state or federal assistance programs do not need to provide additional income documentation in order to qualify for the ESA Program. The addition or deletion of programs approved for Categorical Eligibility is determined by the Commission.
- SCE leveraged the capabilities of the Schedule Manager and Routing Tool (SMART) module in its EMAPS database and implemented automated appointment reminders for customer installations scheduled through SMART. By automating reminders in this manner, fewer cancellations and wasted visits

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were reported by service providers.

- 1.4.3** *If the IOU has failed to meet its annual goal of number of households served, please provide an explanation of why the goal was not met. Explain the programmatic modifications that will be implemented in order to accomplish future annual goals of number of households served.*

The ESA Program did not meet the 2016 annual goal of homes treated.

In November 2014, SCE filed an application for approval that identified several programmatic barriers to goal attainment ripe for CPUC modification. The CPUC approved a bridge funding and did not release a final decision until November 2016. The program forecasted a much lower homes treated goal for the year to account for the unwillingness factor, however, since the program was operating under existing rules, the homes treated goal was much higher. The most significant programmatic barriers that SCE to achieving the goals that SCE has identified are described below:

- The Modified Three Measure Minimum (3MM) Rule affected the reporting of homes treated. Many homes are denied measures due to the 3MM Rule, which requires they be assessed as eligible for a minimum number of measures, or generate sufficient energy savings, to receive program services. Many of these homes subsequently will be eligible for electric measures based on measures installed by the gas utility. These homes then will receive electric measures through go-back visits and then can be classified as treated.
- As we near the end of the programmatic initiative to enroll all eligible and willing households into the ESA Program by 2020, it is becoming increasingly difficult to identify eligible households that have not been enrolled in the ESA Program and then engage those households. Because of previous program year successes, there are not large segments of the low income population that have not been outreached, but rather, smaller pockets within those segments that have not yet participated, or have previously been unwilling to participate. Outreach efforts to these households come with higher marketing costs due to the additional refinement required, while generating fewer enrollments.

1.5 Disability Enrollment Efforts

- 1.5.1** *Provide a summary of efforts to which the IOU is meeting the 15% penetration goal.*

In 2016, SCE continued its efforts to identify and enroll low-income customers with disabilities and opportunities to work with disability-related community based organizations. Our targeted outreach efforts encouraged households to reach out to ESA contractors who were able to identify customers with disabilities.

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1.5.2 *Describe how the ESA customer segmentation for ME&O and program delivery takes into account the needs of persons with disabilities.*

Our marketing, education, and training efforts continue to identify segments more likely to include disabled customers through collaborations with organizations focused on the needs of the disabled community. SCE leverages disability-related information in its account system so customer households interested in participating in the ESA Program, are identified as having at least one household member with a disability. In its training workshops delivered to ESA Service Providers, SCE includes guidelines on proper etiquette to observe when working with customers with disabilities. Through this approach, assessment and installation contractors can customize service delivery for households based on their specialized needs.

1.5.3 *Identify the various resources the IOUs utilize to target the disabled community and the enrollments as a result:*

Table 1.5.3. Information on Enrollment of Customers with Disabilities

Source	Total Enrollments	Disability Enrollments	% of Disability Enrollment
SCE Referral	31,530	4,726	15%
Joint Utility	29,654	3,500	12%
Outreach	12,842	1,289	10%
Total	74,026	9,515	14%
Target Enrollment Rate			15%

1.5.4 *If participation from the disabled community is below the 15% goal, provide an explanation why:*

In 2016, SCE continued to implement marketing and outreach tactics targeting customers with disabilities to reach the 15% target. Although the combined overall target was not reached, SCE Referrals achieved the 15% target whereas Joint Utility efforts fell short. While the 15% target was not documented based on field observations, SCE may have met the 15% participation goal if individuals with disabilities were not accurately self-reported. SCE believes some treated homes may have included members with disabilities not classified as disabled because of the challenge posed by D.08-11-031, Section 7.1, paragraph 3 (page 68), which states:

"The IOUs should not ask customers if they are disabled, but instead allow customers with disabilities to voluntarily self identify."

If the household member with a disability is not present during the enrollment, it is difficult for the service provider to identify whether a household member has a disability. SCE will continue to strive to achieve the 15% target by seeking new

marketing and outreach tactics targeting customers with disabilities and establishing new alliances with organizations offering services to low-income clients with a disability.

1.6 Leveraging Success, Including LIHEAP

As further detailed below, SCE continues to coordinate its ESA Program with programs outside of the IOUs, including LIHEAP, that serve low-income customers to reduce program costs, increase energy savings, and promote new customer enrollments. Measures of success include:

- **Reducing Program Costs:** Leveraging efforts are measurable and quantifiable in terms of dollars saved by the IOU. Some examples of cost savings for the IOU are shared, contributed, and/or donated resources, elimination of redundant processes, shared and/or contributed marketing materials, discounts or reductions in the cost of installation, replacement, and repair of measures, among others.
- **Increasing Energy Savings:** Leveraging efforts are measurable and quantifiable in terms of home energy benefits to and/or savings for the eligible households.
- **Enrolling New Customers:** Leveraging efforts are measurable and quantifiable in terms of program enrollment increases and/or customers served.

1.6.1 *Describe the efforts taken to reach out and coordinate the ESA Program with other related low income programs offered outside the IOU that serve low income customers.*

SCE continues to partner with the Single-Family Affordable Solar Homes (SASH) Program administered outside of the utility by Grid Alternatives. In specific, Grid Alternatives provides SCE with a list of homes determined to be eligible for SASH treatment. SCE ensures that the homes on the list are enrolled in the ESA Program and, if they have not been previously enrolled, receive all eligible and feasible measures. This ensures that the energy generated by the solar systems is not wasted by inefficient consumption.

SCE works closely with CBOs that operate multiple programs targeting low-income, disabled, senior, and/or other hard-to-reach population segments, leveraging the CBOs' existing and ongoing relationships with their respective client bases to increase customer awareness and overcome potential unwillingness to participate. For example, a number of CBOs delivering services to qualified customers for SCE's ESA Program also have contracts with CSD and/or LIHEAP, which allows customers to realize the benefits of several low-income programs.

SCE also contracts with service providers that serve other IOUs' ESA Programs. In areas jointly served by two utilities, contracting with the same service providers allows the IOUs to split the cost of educating the customer on EE practices and resources. This leveraging has succeeded in the large number of jointly treated households, resulting in the delivery of a more comprehensive set of services, while also ensuring compliance with the Modified 3MM Rule.

1.6.2 *In addition to tracking and reporting whether each leveraging effort meets*

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the above criteria in order to measure the level of success, please describe the Other Benefits resulting from this particular partnership not captured under the 3 criteria described above.

Many, perhaps most, of the benefits from leveraging with other external programs are not directly and/or feasibly quantifiable. Working with external programs has likely resulted in increased awareness of ESA, which leads to new enrollments. Perhaps more importantly, leveraging ESA in combination with multiple external programs is also likely to enhance the credibility of marketing for all programs involved, helping overcome the public perception that receiving "free" measures from ESA (or any other source) is too good to be true. This same barrier is also overcome — to some degree — by the fact that the client may already have a trusting relationship with the external service provider and will be more likely to trust the ESA program messaging.

SCE employs several service providers that also have contracts with Southern California Gas Company's ESA program. This type of leveraging has multiple benefits, including reducing the number of contractor visits to a customer's home, whereas being enrolled by separate contractors for each utility usually requires additional trips and expenses to ensure compliance with the Modified 3MM Rule.

1.6.3 *Please provide a status of the leveraging effort with California Department of Community Services and Development (CSD). What new steps or programs have been implemented for this program year? What was the result in terms of new enrollments?*

A CSD/ESA collaborative project was created to address two closely related problems:

- LIHEAP contractors are typically unaware of homes previously serviced through ESA, and the services ESA installed, until they actually make the assessment visit;
- Similarly, ESA contractors are typically unaware of homes previously serviced and services installed through LIHEAP.

This wastes the resources of both ESA and LIHEAP service providers in pursuing previously treated homes that have no remaining feasible measures to be installed.

SCE enhanced its database to allow contractors working in both the LIHEAP and ESA Programs to access SCE's Energy Management Assistance Partnership System (EMAPS) data on homes treated, services installed, and whether ESA services were installed. During 2015, SCE continued to discuss the best ways to share necessary data and reduce duplication of services.

1.7 Integration Success

According to Decision 08-11-031, "Integration constitutes an organization's internal efforts among its various departments and programs to identify, develop, and enact cooperative relationships that increase the effectiveness of customer

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demand side management programs and resources. Integration should result in more economic efficiency and energy savings than would have occurred in the absence of integration efforts."

1.7.1 *Describe the new efforts in program year to integrate and coordinate the ESA program with the CARE Program.*

In 2016, the CARE Program identified customer households that had energy consumption in excess of 400% over their Tier 1 baseline allocation and coordinated with the ESA Program to expedite enrollment of these households into the ESA Program to support Senate Bill No. 1207 (SB 1207). SB 1207 authorizes electrical corporations to require CARE Program participants with excessive energy usage (over 600% of baseline) to participate in the ESA Program. SB 1207 also authorizes electrical corporations to require these households, as a condition of their continue participation in CARE, to enroll in the ESA Program and reduce their energy consumption below 600% or be subject to removal from the CARE Program. Households with energy consumption exceeding 400% of baseline were selected to minimize the risk of removal from the CARE Program.

In addition, the ESA and CARE Programs continue to coordinate their respective marketing plans to create cross-enrollment opportunities where feasible. Program management from both ESA and CARE participate routinely in each other's marketing and outreach planning activities and share day-to-day operational information.

SCE also actively worked to resolve any disputes with the High Usage Appeals Board for customers that assert they should not be removed from the CARE rate. SCE works to ensure that customers receive a fair and balanced review for appeals.

1.7.2 *Describe the new efforts in program year to integrate and coordinate the ESA program with the Energy Efficiency Residential Program.*

The ESA Program improved its integration efforts with the Middle Income Direct Install (MIDI) Program by employing a single-enrollment approach involving contractors common to and experienced with both programs. By employing these service providers, SCE was able to streamline enrollment into the MIDI Program for households that could not meet the income qualifications for the ESA Program, with no need to schedule additional visits. The existing ESA Program forms, including the Enrollment and Property Owner's Authorization forms, were revised to allow the customer household to be enrolled seamlessly into the appropriate program, with minimal disruptions to any existing enrollment processes.

SCE continued its coordination with other residential EE programs such as the Energy Upgrade California Multifamily Pilot and Multifamily Energy Efficiency Rebate Program to ensure that messaging related to the ESA Program was included in each program's customer materials.

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1.7.3 *Describe the new efforts in program year to integrate and coordinate the ESA program with the Energy Efficiency Government Partnerships Program.*

ESA and Local Government Partnerships (LGP) staff continued to coordinate plans and schedules for outreach events. ESA staff regularly met with LGP staff to identify potential opportunities for integrating the respective programs. In addition, ESA Program materials are always available to SCE's local public affairs representatives for distribution and discussion in conjunction with routine meetings with the public and officials.

1.7.4 *Describe the new efforts in program year to integrate and coordinate the ESA program with any additional Energy Efficiency Programs.*

SCE's ESA Program is a residential program. SCE focuses ESA integration with Energy Efficiency Residential Programs as discussed in Section 1.7.2 above.

1.7.5 *Describe the new efforts in program year to integrate and coordinate the ESA program with the Demand Response Programs.*

As part of its integration effort, the ESA Program provides information related to Demand Response programs such as the Summer Discount Plan (SDP) and Save Power Days in its educational materials so that ESA Program representatives can share this information with customers who meet the Modified 3MM Rule during the Energy Education phase of the assessment visit.

1.7.6 *Describe the new efforts in program year to integrate and coordinate the ESA program with the California Solar Initiative Programs.*

The low income portion of the California Solar Initiative is divided into the Single-Family Affordable Solar Housing (SASH) and Multifamily Affordable Solar Housing (MASH) programs. SASH is managed by a program manager outside of SCE, and therefore coordination with SASH falls under the "leveraging" umbrella and is described in Section 1.6.1 above. If MASH funds are available, SCE's MASH program staff meets with multi-family housing organizations, contractors, tenants, building owners, and government officials to explain opportunities that may be available for eligible low income tenants through the ESA Program. These organizations partner with SCE in supporting both the MASH and ESA programs and assist in spreading the word about how communities and their low income residents can enroll and take advantage of SCE's Income Qualified Programs as a whole.

1.8 Workforce Education & Training

1.8.1 *Please summarize efforts to improve and expand ESA workforce education and training. Describe steps taken to hire and train low income workers and how such efforts differ from prior program years.*

During 2016, SCE continued its use of proven strategies to provide training on different aspects of the program to its Service Provider Network, which included installation contractors, CBOs, FBOs, and vendors working in the program. SCE also engaged its Service Providers directly to better understand their individual training needs.

The training curriculum includes workshops providing instruction on topics including the policies and procedures for the components of the program, back-office best practices, and computer skills training. Workshops related to policies, procedures and best practices are instructor-led. Computer skills training is delivered through an online, computer-based system. The curriculum includes hands-on interactive workshops for ESA service providers on using EMAPS, the web-based database used to process and track program activity. The Enrollment and Assessment (E&A) training curriculum consists of a two-day Service Provider-led training workshop that provides trainees with comprehensive instruction and hands-on exercises on income documentation, customer eligibility, and measure eligibility. Program representatives take a computer-based training and discussion of energy education-related topics. The curriculum will continue to be updated to include information on other programs and services that can empower customers to reduce their electricity usage and lower their bills.

During 2016, SCE continued its use of online seminars ("webinars") as a low-cost alternative to face-to-face meetings. Using webinars reduces the overhead, travel costs, and scheduling delays typically associated with face-to-face meetings, and was most effective when delivering training related to changes to existing policies and procedures, since it allowed all service providers to receive the same information.

SCE partnered with SoCalGas to continue offering free on-line software training to employees of ESA service providers through the CBT Learning System. Courses included Microsoft Office and Windows Navigation, among others. An additional benefit of the CBT Learning System is that it is self-contained, meaning that users are not required to have purchased any software (such as Microsoft Office 2007) to gain skills for that course. During 2016, courses were also offered in Spanish. Approximately 83 users completed 220 courses.

In July 2016, SCE hosted representatives of ESA service providers at a Training Summit all-day meeting to discuss their current and future training needs in a "town hall" setting. The Training Summit included a presentation by SCE on its training plans for the remainder of 2016, but also included breakout sessions among participants to share ideas on what improvements could be made. SCE plans to continue this direct engagement with ESA service providers in future program years.

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During 2016, SCE and SoCalGas continued the practice of reviewing existing ESA Program internal processes to identify areas where processes could be aligned and efficiencies gained. The goals of the alignment effort are:

- To increase coordination among the respective ESA Program Teams to streamline procedures where appropriate
- To simplify the enrollment of customers into each utility's ESA Program, and
- To maximize the benefits to customers in areas jointly served by SCE and SoCalGas.

During 2016, the SCE and SoCalGas ESA program teams collaborated in redeveloping and deploying a joint Energy Education Resource Guide for the field when educating eligible customers.

1.8.2 *Please list the different types of training conducted and the various recruitment efforts employed to train and hire from the low income energy efficiency workforce.*

Many of the ESA Program service providers, especially CBOs, are in low-income and disadvantaged communities and provide jobs within these communities. As of 12/31/2016, these organizations provide approximately 675 jobs that support the ESA Program. SCE's training includes:

- **Enrollment and Assessment (E&A) Training:** Offered to new employees hired by the ESA Program service providers and required before employees may conduct customer enrollment, income verification, and home assessment activities. Trainees also receive instruction on different approaches to the delivery of energy education. SCE-led training ceased in July 2016 and was migrated to the service providers, who could conduct their own training with curriculum materials developed and provided electronically by SCE. Additionally, Energy Education was migrated to a CBT format. Testing on the training is still managed by SCE ESA Program Training and Development.

These changes have been received well in the field as they provide greater flexibility for the service provider network.

- **Back-Office Skills Training:** Offered to the ESA Program service providers' employees who process customer enrollments and conduct other program-related data entry tasks.
- **CBT Learning System (Computer Skills Training):** Offered to existing and new employees. Workshop includes, but is not limited to, basic computer skills and tools such as Microsoft Word, Excel and PowerPoint.

Table 1.8.2. Employees Trained

Type of training or recruitment conducted	Employees trained
Home Assessment Training (both SCE and Service Provider Led)	164

Computer Skills Training (*does not include Energy Education training)	84
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1.9 Legislative Lighting Requirements Status

1.9.1 *Provide a summary on current and future CFL supply issues, as experienced by the IOU. Any current / future problems as well as potential solutions should be discussed in this paragraph.*

The ESA program did not experience Compact Florescent Light bulb (CFL) supply issues in 2016 due to commitments established with our supplier through our competitive bid process. However, the lighting industry is shifting production to LED A-Lamps and SCE will phase out CFLs and introduce LED lighting during the first half of 2017.

1.9.2 *Provide a summary explaining how IOU promotes the recycling collection rules for CFLs.*

The ESA home energy education program for customers includes information about the proper disposal of CFLs. The information includes:

- The energy savings benefits associated with replacing incandescent light bulbs with CFLs.
- Information regarding mercury in CFLs, a toxic substance that can be harmful if not appropriately handled.
- Instructions for the proper procedures for collecting and disposing burned-out and broken CFLs, such as placing them in a sealed plastic bag and taking them to a local recycling center or contacting a local hazardous waste agency for local recycling options.

1.9.3 *Complete Table 15 (in Appendix). In addition, please briefly summarize the CFL procurement process for the IOU, including manufacturers, distributors, warehousing, and contractor delivery.*

Traditionally, the electric IOUs have procured CFLs and other lighting measures independently of each other. For the 2012-2014 program cycle and subsequent bridge funding period, the electric IOUs coordinated the procurement of the CFLs to obtain the highest quality at the lowest possible price. Each IOU remained responsible for contracting with the successful bidder to authorize the purchase of CFLs.

The successful lighting supplier was selected based on product availability, quality, pricing, experience, warranty, location, and warehousing. As part of the procurement process, SCE requires the supplier to maintain at least 30 days' worth of product for all service providers and to deliver product to the service providers' facilities within 14 days from the order date.

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1.10 Studies

1.10.1 *For each Study, provide 1) a summary describing the activities undertaken in the study since its inception; 2) the study progress, problems encountered, ideas on solutions; and 3) the activities anticipated in the next quarter and the next year.*

In accordance with the Guidance Document issued in D.14-08-030, the IOUs proposed several studies for the 2015-2017 program cycle. These included:

- A low income needs assessment (LINA) study
- An Impact Evaluation of the 2015 ESA Program
- A non-energy benefits and equity criteria evaluation, and
- A Phase II ESA energy education study.

In addition, SCE requested funding for Ad Hoc Rapid Feedback Research and Analyses efforts. In November, 2016, Decision A.14-11-007 authorized the budgets for the studies noted in the table below.

Following direction from the Energy Division during 2015, the IOUs prepared and issued two Requests for Proposals for two time-sensitive studies, the 2016 Low Income Needs Assessment Study and the Impact Evaluation. The 2016 activities associated with these studies are discussed below.

Table 1.10.1. Overview of the Proposed 2015-17 Studies.

Proposed Study	Lead Consultant	Managing Utility	Project Initiation	Public Meetings	Final Report
2016 Low Income Needs Assessment Study	Evergreen Economics	SCE	11/23/2015	1/28/2016	12/2016
ESA PY2015 Impact Evaluation	DNVGL	SCG	2017	TBD	TBD
Non-Energy Benefits and Equity Criteria Evaluation²	TBD	SDG&E	2017	TBD	TBD
Rapid Feedback Research & Analysis³	TBD	SCE	TBD	TBD	TBD
Phase II ESA Energy Education Study⁴	N/A	N/A	N/A	N/A	N/A

² The Non-Energy Benefits & Equity Criteria evaluation was proposed in SCE's 2015-2017 ESA-CARE Application and were authorized by D.16-11-022 in November 2016. No activities were conducted for this project during 2016.

³ The "Rapid Feedback Research" funding requested was expected to support multiple small-scale, rapid feedback projects and analyses. No activities have been conducted for these efforts during 2016.

⁴ The Phase II Energy Education Study was proposed in SCE's 2015-2017 ESA-CARE Application as per direction in the CPUC's Guidance Document. D.16-11-022 did not authorize the study.

1.10.1.1 Joint Utility⁵ 2016 Low Income Needs Assessment Study

The LINA is mandated to be completed every three (3) years pursuant to the AB 327 and PUC Sec. 382(d) requirements. The overall study objective for the LINA is to provide information on the needs of the low-income customers eligible for the ESA and CARE Programs. The prior LINA Study was completed in December 2013. As such, the subsequent LINA Study was expected to be completed in 2016. Given the time sensitive nature of this project, initial planning activities took place in 2015. The consultant was hired in November 2015. During December 2015 and January 2016 the consultant developed a more refined research plan for the study. A public meeting to solicit input and discuss the Research Plan was held on January 28, 2016. The majority of the data collection and analysis took place during February – August, 2016. A public meeting to review the draft results and solicit input was held on November 14, 2016. The final report and appendices were completed in December, 2016.

No significant problems were encountered over the course of the study.

No additional activities are expected in 2017 for the 2016 Low Income Needs Assessment; however, commencement of the fourth or next (2019) Low Income Needs Assessment is expected in 2017.

1.10.1.2 Joint Utility 2015 ESA Program Impact Evaluation

The Impact Evaluation is a statewide study managed by Southern California Gas Company

A Request for Proposals to perform the ESA Impact Evaluation was released on November 16, 2015, and was awarded in February 2016. However, no work was conducted during 2016 while the IOUs waited for funding approval and authorization to proceed. In November 2016, D.16-11-022 authorized this study, and a study initiation meeting was held in January 2017 with the expectation that data collection and analysis will commence in 2017.

No significant problems were encountered over the course of the study.

1.10.2 *If applicable, submit Final Study Report describing: (1) overview of study; (2) budget spent vs. authorized budget; (3) final results of study; and (4) recommendations.*

The proposed study budgets are included in Table 1.10.2.

⁵ The Joint Utilities are PG&E, Southern California Edison Company (SCE), Southern California Gas Company (SCG), and San Diego Gas and Electric Company (SDG&E).

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Table 1.10.2. 2015-2017 Authorized Studies & Expenditures

Proposed Study	Lead Consultant	Managing Utility	Authorized Budget⁶	SCE Budget	2016 Expenses
2016 Low Income Needs Assessment Study	Evergreen Economics	SCE	\$500,000	\$150,000	\$137,843
ESA PY2015 Impact Evaluation	DNVGL	SCG	\$550,000	\$165,000	-0-
Non-Energy Benefits and Equity Criteria Evaluation	TBD	SDG&E	\$150,000	\$45,000	-0-
2019 Low Income Needs Assessment Study	TBD	SCE	\$500,000	\$150,000	-0-
Rapid Feedback Research & Analysis	TBD	SCE	\$200,000	\$200,000	-0-
2017 ESA EE Potential	Navigant		\$300,000	\$90,000	-0-

The 2016 Low Income Needs Assessment was the only study completed in 2016.

1.10.2.1 Joint Utility Low Income Needs Assessment (LINA) Study

The Low Income Needs Assessment Study is directed and overseen by members of the participating IOUs and the Energy Division (ED). SCE serves as study team⁷ coordination lead and contract manager with the Energy Division serving as the overall lead on the project.

The LINA Study is mandated to be completed every three years pursuant to the AB 327 and PUC Sec. 382(d) requirements. The overall LINA study objective is to provide information on the needs of the low-income customers eligible for the ESA and CARE Programs.

Overall, the 2016 LINA focused on providing data and additional understanding of the following topics: energy burden and insecurity; beneficial EE (and other) measures; and unique customer needs and income documentation requirements. The concepts of energy burden and insecurity were examined in different ways in this study. Key findings include:

- Low income customers served by the California IOU's report spending (on average) 5.6% of their income on energy bills. National comparisons show that California's energy burdens are among the lowest in the country.
- Single family homeowners and those with seniors showed greater energy insecurity, while renters in both single and multifamily dwelling demonstrated greater material hardship.

⁶ This amount represents the total Joint Utility study budget, authorized in D.16-11-022. Bridge funding was authorized to pay for work completed on the 2016 LINA Study. The authorized Joint Utility budget split for all studies is: PG&E--30%, SCE--30%, SCG--25%, and SDG&E--15%. Authorization and budgets for the studies listed below.

⁷ The study team includes a member of each of the participating IOUs and Energy Division.

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- Households with persons with disabilities, and relatively lower incomes and/or those residing in desert or mountain regions reflected relatively higher burdens across all four measurements.
- Regarding current measures offered, heating, cooling and energy education-based information remain the most important.
- Customers also express interest in usage alerts that may help them monitor and manage their usage.
- A requirement to provide income documentation was not found to be a major stumbling block to either CARE or ESA program participation.

The following recommendations were provided as part of this study:

- The IOUs and the CPUC continue supporting the development and use of multiple metrics to better serve the unique needs of low-income households and make the most efficient use of program resources. Future needs assessments should continue to examine households above and below the income threshold for income-based program eligibility.
- The IOUs [should] explore the opportunities and costs associated with expanding in-language program services or otherwise overcoming language barriers during ESA scheduling and in-home visits.
- The IOUs [should] explore the benefits and costs associated with engaging with low-income customers (particularly high burden customers) on an ongoing basis to deliver customized energy education and usage alerts.
- The IOUs [should] maintain their current income verification processes, as they have not been found to be a substantial barrier to participation.

The final report and appendices are available on CALMAC via the following links:

- http://www.calmac.org/publications/2016_LINA_Final_Report_-_Volume_1_of_2.pdf
- http://www.calmac.org/publications/2016_LINA_Final_Report_-_Volume_2_of_2.pdf

1.11 Pilots

1.11.1 *For each Pilot, provide 1) a summary describing the activities undertaken in the study since its inception; 2) the study progress, problems encountered, ideas on solutions; 3) the activities anticipated in the next quarter and the next year; and 4) Status of Pilot Evaluation Plan (PEP).*

SCE did not conduct pilots in 2016

1.11.2 *If applicable, submit Final Pilot Report describing: 1) Overview of pilot; 2) Description of Pilot Evaluation Plan (PEP); 3) Budget spent vs. authorized budget; 4) Final results of pilot (including effectiveness of the*

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program, increased customer enrollments or enhanced program energy savings); and 5) Recommendations.

Not applicable. Please see the answer to Question 1.11.1 above.

1.12 "Add Back" Measures

For measures that fall below the cost-effectiveness threshold under Decision 08-11-031, we require additional reporting to show the cost, energy savings impacts, and related metrics.

SCE has provided the required reporting on "Add Back" measures in ESA Table 16. These measures were "added back" by the Commission in D.12-08-044.⁸

1.12.1 *If the "add-backs" compromise the IOUs' ability to meet the 2020 Plan goal that 100% of eligible and willing customers will have received all cost-effective ESA measures, how does the IOU propose to address the shortfall in other parts of the ESA program?*

Providing these "add-back" measures has not compromised SCE's ability to meet the 2020 Strategic Plan goal.

⁸ See Decision Ordering Paragraphs (OP) 41 (Envelope & Air Sealing), OP 45 (Central AC), OP 46 (Room AC), OP 48 (Heat Pumps), and OP 52 (Central AC Service).

2. CARE Executive Summary

SCE's California Alternate Rates for Energy (CARE) program provides extensive outreach to income-eligible households to encourage enrollment in the program. CARE provides a monthly discount on energy bills for income-qualified customers within residential single-family households, sub-metered residential facilities, nonprofit group living facilities, agricultural employee housing facilities, and migrant farm worker housing centers.

This report provides information on SCE's CARE program accomplishments and expenditures for 2016. At year-end 1,235,755 customers were on the CARE rate, resulting in a penetration rate of 81.3%. SCE continues to work towards meeting the Commission's directed CARE Program goals and objectives.

2.1 Participant Information

2.1.1 *Provide the total number of residential CARE customers, including sub metered- tenants, by month, by energy source, for the reporting period and explain any variances of 5% or more in the number of participants.*

**Table 2.1.1. Residential CARE Program Customers by Month
(electric usage)**

2016	CARE Customers	Percentage Change
January	1,277,380	-
February	1,271,845	-0.4%
March	1,262,687	-0.6%
April	1,264,951	0.1%
May	1,266,254	0.1%
June	1,266,096	0.0%
July	1,267,287	0.1%
August	1,266,399	-0.1%
September	1,253,686	-0.8%
October	1,245,085	-0.6%
November	1,235,455	-0.6%
December	1,235,755	0.0%

2.1.2 *Describe the methodology, sources of data, and key computations used to estimate the utility's CARE penetration rates by energy source.*

2.1.2.1 *Describe how the estimates of current demographic CARE-eligibility rates, by energy source for the pre-June 1st periods, were derived.*

SCE and the other California IOUs used the joint utility methodology adopted by

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the CPUC in D.01-03-028 to develop quarterly and monthly penetration estimates for use in 2016. This method involves annual estimation of eligibility for CARE, ESA, and other income-by-household size parameters at the small area (block group, census tract, ZIP+2, etc.) for each IOU territory and for the state as a whole.

Sources for the estimate include:

- The CPUC's current guidelines
- Current year small area vendor marginal distributions on household characteristics
- Census Public Use Microdata Survey (PUMS) 2000 and PUMS 2007-2011 sample data
- Utility meter and master meter household counts, Department of Finance CPI series, and
- Various GIS sources.

An important change, which involves adjusting small area (block group) income distributions to match the latest American Community Survey (ACS) distributions at the Public Use Microdata Area, has been implemented since 2011.

Estimates from the block group level are aggregated to county/utility and whole utility level, among other aggregations. Each quarter the utility applies county/utility level eligibility fractions to a new set of "technical eligibility counts" (which for CARE these are metered and sub-metered occupied housing units) obtaining an estimate of income/demographic eligibility in household count form.

Monthly and quarterly, SCE counts the number of households (by small area, by county, and overall) that are enrolled in CARE. The CARE household total, including individually metered and sub-metered occupied housing units, is divided by the total income/demographic eligibility.

In 2009, the method was augmented to better incorporate the impact of labor force changes (unemployment and other forms of job separation, and positive changes expected to occur in California subsequent to the recession). The method adjusted block group marginal distributions on household income based on sub-state modeling that incorporated Current Population Survey, Integrated PUMS data, ACS Data, and California Employment Development Department county and MSA level labor force series. This adjustment to block group income marginal distribution is then incorporated into the otherwise "standard" estimation approach to produce small area estimates reflecting small area income changes due to labor market forces.

A refinement in 2007 made use of Census Advance Query, PUMS, and Summary File (SF) 3 tabulations to develop estimates specific to "payer types:" i.e. individually metered, sub-metered, and non-sub-metered master meters.

For 2012, a consultant developed an improved method for estimation of payer

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status-specific eligibility. This method considered ACS microdata relationships between guideline status (above/below 200% FPG), tenure, and fuel payment relationships. These cross-classifications are fitted to small area (block group) marginal distribution to produce payer-type specific distributions, which can be aggregated to various other geographical levels.

2.1.2.2 Describe how the estimates of current CARE-eligible meters were derived. Explain how total residential meters were adjusted to reflect CARE-eligible meters (i.e., master meters that are not sub-metered or other residential meter configurations that do not provide residential service).

See SCE's response above to Question 2.1.2.1 above. CARE eligibility rates by small and large area are developed so that they apply to individually metered and sub-metered households only. Additionally, as the utilities apply these rates in successive quarters, they are applied to individually metered and sub-metered household counts for a given quarter.

2.1.2.3 Discuss how the estimates of current CARE-eligible households were developed.

See SCE's response above to Question 2.1.2.1, above. Note that the methodology is based on estimating small area (block group) level household (size-by-income-by-household-age) tabulations for the current year, and connecting these estimates with small area counts of households that are individually metered or sub-metered. Block group/utility-specific estimates are then disaggregated and/or aggregated to various geographic levels within a given utility area: ZIP+2, ZIP, tract, county, territory, etc. Statewide estimates, regardless of utility boundaries, are also provided at small and large area levels.

2.1.2.4 Describe how current CARE customers were counted.

At each month's end, individually metered service accounts, or low income tenants at sub-metered residential facilities are counted.

2.1.2.5 Discuss how the elements above were used to derive the utility's CARE participation rates by energy source.

CARE-participating residential households were divided by the estimated number of CARE-eligible households to calculate a penetration rate.

2.1.3 Provide the estimates of current demographic CARE-eligibility rates by energy source at year-end.

The estimate of current demographic CARE-eligible rates by energy source at year-end is 34 percent

2.1.4 Provide the estimates of current CARE-eligible sub-metered tenants of master-meter customers by energy source at year-end.

The estimate of current CARE-eligible sub-metered tenants of master-meter customers by energy source at year-end is 4,469.

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2.1.5 *Provide the current CARE sub-metered tenant counts by energy source at year-end.*

The current CARE sub-metered tenant count by energy source at year-end is 1,390.

2.1.6 *Provide the current CARE sub-metered penetration rates by energy source at year-end.*

The current CARE sub-metered penetration rates by energy source at year-end is 31 percent.

2.1.7 *Discuss any problems encountered during the reporting period administering the CARE program for sub-metered tenants and/or master-meter customers.*

SCE continues to directly contact sub-metered tenants to expedite their recertification of CARE and Family Electric Rate Assistance (FERA) eligibility. This approach has proven to be more effective than the previous tactic — of solely approaching mobile home park owners and/or managers — in increasing tenant enrollments and recertifications.

SCE generates a list of CARE and FERA tenants for owners and managers of master-meter accounts on a monthly basis. This process assists customers with reconciling their SCE bills and the number of their tenants for the bill period, as well as providing customers with the ability to identify any possible discrepancies in the number of eligible tenants for that bill period.

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2.2 CARE Program Summary

2.2.1 Please provide CARE program summary costs.

Table 2.2.1. CARE Program Summary Costs

CARE Budget Categories	Authorized Budget	Total Expenditures	% of Budget Spent
Outreach (Includes Automatic Enrollment)	\$2,613,000	\$2,256,767	86.4%
Processing, Certification, Recertification [1]	\$1,078,914	\$1,078,914	100%
Post Enrollment Verification [2]	\$1,082,959	\$589,283	54.4%
Information Tech./Programming	\$1,000,000	\$935,500	93.5%
Pilots [3]	\$368,340	\$333,420	90.5%
Measurement and Evaluation	\$50,000	\$3,373	6.7%
Regulatory Compliance	\$264,000	\$203,497	77.1%
General Administration	\$725,000	\$523,447	72.7%
CPUC Energy Division Staff	\$140,000	\$90,556	64.7%
Cooling Centers	\$107,921	\$55,441	51.4%
Total Expenses	\$7,430,134	\$6,070,197	81.7%
Subsidies and Benefits [3][4]	\$416,800,000	\$348,951,329	89.4%
Total Program Costs and Discounts	\$424,230,134	\$355,021,527	83.7%
[1] [2] SCE shifted \$340,691 from Post Enrollment Verification to Processing, Certification & Recertification. See 2017 ESA/CARE Annual Report Fund Shifting section. [3] Subsidies and benefits include rate discounts. [4] This cost is for the CHANGES pilot program (outreach, education, need and dispute resolution services to limited English-proficient customers in California).			

2.2.2 Please provide the CARE program penetration rate to date.

Table 2.2.2. CARE Penetration

Participants Enrolled	Eligible Participants	Penetration rate	Target Met?
1,235,755	1,520,058	81.3%	No

2.2.3 Report the number of customer complaints received (formal or informal, however and wherever received) about their CARE recertification efforts, and the nature of the complaints.

SCE received one CARE recertification complaint in September from the California Department of Aging calling on behalf of a customer requesting one

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month's retroactive billing of the CARE discount after the customer had failed to respond to a recertification request. The agency representative was informed that three requests were sent to the customer and that a request had been submitted for retroactive rebilling, but this would likely be denied, since SCE followed all guidelines before removing the rate.

2.3 CARE Program Costs

2.3.1 Discount Cost

2.3.1.1 State the average monthly CARE discount received, in dollars, per CARE customer by energy source.

The average monthly discount per CARE customer was \$23.00.

2.3.1.2 State the annual subsidy (discount) for all CARE customers by energy source.

The annual subsidy (discount) for all CARE residential program customers was \$ 347,690,757.

2.3.2 Administrative Cost

2.3.2.1 Show the CARE Residential Program's administrative cost by category.

See Section 2.2.,1 above.

2.3.2.2 Explain what is included in each administrative cost category.

The requested information is provided in the table below:

Table 2.3.1. CARE Administrative Cost Categories

Category	Description
Outreach	Includes: Bill inserts, advertising, applications (printing and mailing), posters, brochures, flyers, postage, other outreach, staff labor, costs related to out bound dialing, 800#, and Capitation Fee Project.
Processing, Certification, Recertification	Includes: Staff labor, information technology, application processing, training, programming labor, and sub-meter certification.
Post Enrollment Verification	Includes: Staff labor, information technology, verification processing, training, programming labor, and sub-meter verification.
Information Technology / Programming	Includes: Programming and labor costs associated with system enhancements, Decision compliance, and maintenance of existing processes.
Measurement & Evaluation	Needs Assessment Study

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Category	Description
Regulatory Compliance	Includes: Applications, testimony, advice filings, comments and reply comments, hearings, reports and studies, working group meetings, public input meetings, and tariff revisions.
General Administration	Includes: Office supplies, market research, program management labor (including pensions and benefits), and technical support and software licensing.
CPUC Energy Division Staff	Includes: CPUC Energy Division Staff expenditures.

2.3.3 *Provide the year-end December 31 balance for the CARE balancing account.*

In D.02-09-021, the CPUC required SCE to establish the CARE balancing account (CBA), effective January 1, 2002. The balance in the CBA as of December 31, 2016 was \$17.49 million.

2.3.4 *Describe which cost categories are recorded to the CARE balancing account and which are included in base rates.*

SCE does not recover CARE-related costs in base rates. In D.97-08-056, the CPUC allocated SCE's administrative costs associated with the CARE Program to SCE's Public Purpose Programs rate component. D.02-09-021⁹ required SCE to establish a CARE balancing account (CBA) to record the following on a monthly basis:

1. The difference between CARE discounts provided to CARE-eligible customers and CARE surcharges billed to non-CARE customers;
2. The difference between the authorized CARE and Family Electric Rate Assistance (FERA) administration amounts and actual incurred CARE and FERA administration expenses;
3. Costs associated with the CARE automatic enrollment program; and
4. Costs associated with the Energy Division's audit of SCE's CARE Program.

2.3.5 *Provide a table showing, by customer class, the CARE surcharge paid, the average bill paid, the percentage of CARE surcharge paid relative to the average bill, the total CARE surcharge collected, and the percentage of*

⁹ D.06-12-038 and Advice 2079-E authorized SCE to eliminate the entry associated with recording CARE balancing account (CBA)-related retail revenue and to include an entry to allow for the transfer of the year-end balance recorded in the CBA to the Public Purpose Programs Adjustment Mechanism (PPPAM).

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total CARE revenues paid.

See Table 2.3.5, following.

Table 2.3.5: CARE Surcharge and Revenue Collected by Customer Class (2016)

Customer Class	Average Monthly CARE Surcharge	Average Monthly Bill	CARE Surcharge as Percent of Bill	Total Annual CARE Surcharge Revenue Collected	Percentage of Total Annual CARE Surcharge Revenue Collected
Residential¹⁰	\$8,524,527	\$398,944,499	2.1%	\$102,294,327	28.0%
Agricultural	\$690,901	\$18,295,323	3.8%	\$8,290,807	2.3%
Commercial	\$16,703,576	\$432,964,462	3.9%	\$200,442,914	54.9%
Industrial	\$2,846,331	\$42,372,521	6.7%	\$34,155,974	9.4%
Public Authority	\$1,630,631	\$40,838,542	4.0%	\$19,567,572	5.4%
Railroads	\$33,589	\$973,291	3.5%	\$403,062	0.1%
Interdepartmental¹¹	\$0	\$12,050	0.0%	\$0	0.0%
Totals	\$30,429,555	\$934,400,689	3.3%	\$365,154,657	100.0%

2.4 Outreach

2.4.1 *Discuss utility outreach activities and those undertaken by third parties on the utility's behalf.*

The CARE and Family Electric Rate Assistance (FERA) Programs' outreach efforts and communications to SCE's in-language and under-penetrated areas continued to be a priority. SCE's CARE and FERA Programs partner with internal SCE departments such as Public Affairs, Consumer Affairs, Customer Experience Management, Corporate Communications, Community Involvement, Speakers Bureau, and employee volunteer-based Resource Groups, and with external organizations — various chambers, foundations, faith-based organizations and CBOs — in outreach activities that target SCE's hard-to-reach customer base.

SCE's goal is to enroll as many eligible customers as are willing to participate in CARE. CARE enrollment decreased from 1,281,620 on December 31, 2015, to 1,235,755 on December 31, 2016, which represents a net decrease of 45,865.

In 2016, SCE hosted several events at our Irwindale Energy Education Center

¹⁰ Excludes CARE customers.

¹¹ Electricity supplied for Edison-owned water & gas operations on Santa Catalina Island.

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honoring Black History Month, Asian American Pacific Islander Month, and Hispanic Heritage Month. These events provided a wealth of information on programs and services, including the CARE, FERA and ESA Programs, available to customers, businesses, and nonprofit organizations. This strategy builds program awareness at a grassroots and community level where many income-qualified households may connect.

In 2016, SCE participated in nearly 140 community events targeting customers seeking information on bill payment and assistance through rate assistance and energy savings. At events including — but not limited to — Martin Luther King and Black History Month celebrations, senior and faith-based community events, Earth Day festivals, and winter festivals, over 21,000 customers received information on the CARE, FERA, and ESA Programs as ways to help lower their energy usage and electric bills.

The CHANGES Pilot Program

On November 19, 2010, the Commission approved Resolution CSID-004, a one-year pilot program named Community Help and Awareness with Natural Gas and Electricity Services (CHANGES). This pilot was authorized as an ongoing program in Decision 15-12-047, adopted on December 15, 2015, and became permanent June 1, 2016. The program provides limited English-speaking customers in-language education, needs and dispute resolution, and outreach for energy issues. The program is administered through a contract with the California Public Utilities Commission (CPUC), using the same community contractor, Self Help for the Elderly (SHE) and 27 CBOs, which also administer the CPUC's Telecommunications Education and Assistance in Multiple-Languages (TEAM) program.

The CHANGES CBOs during the pilot in SCE's service territory were: Asian American Educational & Cultural Center, Inc., Delhi Center, El Concilio del Condado de Ventura, Vietnamese Community of Orange County, Inc., and YMCA of Greater Long Beach. When the program transitioned to permanent on June 1, 2016, all 27 CHANGES CBOs could work on cases from any IOU (in the pilot, the CBOs up north were limited to PG&E, but that is not the case any longer.) The following is a list of the CBOs:

1. Afghan Coalition
2. Alliance for African Assistance
3. Asian American Resource Center
4. Asian Community Center
5. Campaign for Social Justice
6. CASA Familiar
7. Central California Legal Services
8. Centro la Familia
9. Chinatown Service Center
10. Chinese Newcomers Service Center
11. Deaf Community Services of San Diego
12. Delhi Center
13. El Concilio of San Mateo County

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14. Filipino Workers Center
15. Fresno Center for Ne Americans
16. International Institute of Los Angeles
17. Good Samaritan Family Resource Center
18. Korean American Community Services
19. Korea town Youth And Community Center
20. Lao Khmu Association, Inc.
21. Little Tokyo Service Center
22. Madera Coalition for Community Justice
23. Portuguese Community Center
24. Self-Help for the Elderly
25. Southeast Asian Community Center
26. SUSCOL Intertribal Council
27. Vietnamese Community of Orange County

The Resolution directs the pilot to be funded by SCE, PG&E, SDG&E and SoCalGas, through CARE outreach program funding. SCE pays CPUC directly through monthly invoices.

The CHANGES program includes three in-language components: education, dispute and need resolution, and outreach:

1. Education: The education component includes trainings, workshops, or one-to-one technical assistance for customers on various topics. Some of the topics covered include: avoiding disconnections, payment arrangements, assistance programs available, how to read a utility bill, tiered rates, and energy conservation.
2. Dispute and Need Resolution: CBOs work directly with customers and utilities to assist with issues such as bill inquiries, payment arrangements, avoidance of service disconnections, and restoration of service. The current CHANGES program provides assistance in 21 languages.
3. Outreach: CBOs leverage the existing TEAM outreach activities as an opportunity to introduce information about CHANGES, provide new energy-related materials, and market the program via various media outlets.

Based on the program administrator's monthly reports, CHANGES completed the following activities for SCE (January-December 2016):

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Table 2.4.1-A. CHANGES Activities

Component (in language)	Activity
Community Events:	
<ul style="list-style-type: none"> • Armenian • Cambodian • Cantonese • Cebuano • Chinese • English • Filipino • Ilocano • Japanese • Korean • Spanish • Tagalog • Vietnamese 	CBOs did outreach and distributed materials at several local events
Media:	
<u>Television</u> Spanish	La Farandula
<u>Radio</u> <ul style="list-style-type: none"> • Korean • Vietnamese 	<ul style="list-style-type: none"> • KYPA – 1230 AM Radio • Bolsa Radio
<u>Print</u> <ul style="list-style-type: none"> • Korean – reached 40,000 • Spanish – reached 15,000 • Tagalog – reached 25,000 • Vietnamese – reached 5,000 	<ul style="list-style-type: none"> • Korean Daily • Miniodas el Portavozde la Comunidad Latina • Weekend Balita • VietAmerican Weekly
<u>Social Media</u> <ul style="list-style-type: none"> • Tweets • Facebook Posts • Instagram Posts • Post to other Ethic Networks 	
Consumer Education: By Topic	
<ul style="list-style-type: none"> • Armenian • Cantonese • English • Indonesian • Japanese • Korean • Mandarin 	<p>CBOs provided small workshops with topics including:</p> <ul style="list-style-type: none"> • Understanding Your Bill • Safety Tips • Level Pay Plan • Energy Conservation • CARE/FERA and Other Assistance Programs

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Component (in language)	Activity
<ul style="list-style-type: none"> Spanish Tagalog Vietnamese 	<ul style="list-style-type: none"> Avoiding Disconnection, and High Energy Use) <p>Also provided one-to-one education with 5,895 SCE/ SoCalGas customers.</p>

Marketing

To continue to offer solutions to income-qualified customers, SCE deployed the following integrated efforts:

- Income qualified programs and other assistance programs (CARE, FERA, ESA, Level Pay Plan and Medical Baseline) were featured in customers' monthly electric bill 'onserts' – pre-printed newsletter-type communications – with articles providing resources to help reduce their electricity bills.
- Throughout 2016, SCE continued to reach out potentially eligible non-CARE customers to enroll them in CARE. Targeted direct to consumer mailings were sent to households on a quarterly basis, leveraging advanced analytics based on previous responses to fine-tune the targeting process.
- As part of the CARE annual solicitation process in June 2016, SCE included CARE enrollment applications in the bills of nearly 3 million customers receiving a paper bill (not receiving bills on-line). Because of this effort, over 11,000 new households received the CARE rate discount.
- SCE's Customer Communications Organization within SCE's Call Centers continues to utilize the on-line CARE enrollment application at www.sce.com to directly enroll customers into the CARE program over the phone or offer the option to send a CARE application to the customer. In 2016, over 72,000 eligible low-income customers were enrolled through Call Center outreach efforts. (This includes all web enrollments and Call Center-mailed applications.)
- CARE enrollment is coordinated with other low-income programs such as ESA, LIHEAP, SoCalGas income qualified programs and certain water utilities. Each month, ESA participants are automatically enrolled in CARE and LIHEAP participants are automatically enrolled in CARE quarterly. In 2016, 35,648 eligible customers were enrolled in CARE through the data sharing with LIHEAP, ESA, SoCalGas, water utilities and SCE's EAF Program. The CARE Program continuously integrates its efforts and messaging with the ESA program at all outreach events, communications, and marketing campaigns.
- The CARE/FERA Capitation Fee Program team is continuing its efforts to re-engage existing Capitation agencies while strategically registering additional contractors to overcome enrollment barriers, including language, culture, and special needs, to enroll the hardest-to-reach customers. Because of these efforts, the Capitation Fee Program continues to show increased enrollments

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from agencies that were previously inactive. In 2016, capitation contractors successfully enrolled 2,554 new customers in the CARE Program.

- SCE enrolls new CARE customers through the EAF program to provide utility payment assistance through voluntary customer, employee, and SCE shareholder donations. The EAF income requirements are the same as CARE's. In 2016, nearly 578 EAF recipients were enrolled in the CARE program.

Paid Media (Advertising)

The 2016 IQP advertising campaign utilized digital banners (desktop and mobile) and Search Engine Marketing (SEM) placements. Digital media ads were placed through Maxpoint, a top-performing advertising network used in past SCE campaigns. The campaign ran throughout the year and generated over 75 million impressions targeting Hispanic, Asian, and General Market audience segments. The Third Quarter campaign emphasized Aliso Canyon-affected areas and ESA Program enrollment messaging.

- SEM targeted all customers throughout the SCE service territory and delivered one (1) million impressions, 11,000 clicks and a 1.10% click-through rate (CTR). The average SEM CTR for SCE campaigns in 2016 was 0.96%
- Desktop display and mobile placements targeted General Market, Asian, and Hispanic segments with a household income less than \$75,000. The desktop and mobile placements delivered a total of 64 million impressions and 163,000 clicks at a CTR of 0.26%.¹²
- In the third Quarter, Aliso Canyon heavy-up accounted for 50% of all impressions served during the quarter.

General Market

The advertising campaign launched January 1 and ended December 31, 2016. General Market media delivered a total of 12,422,642 impressions, including over 2.3 million impressions that spilled into African American market.

Digital Summary:

ESAP and CARE/ESAP Joint creative ran on Desktop and Mobile platforms:

- Desktop placements delivered 3,971,953 impressions and a CTR of 0.09%.
- Mobile placements delivered 8,450,689 impressions and a CTR of 0.35%.
- 57,000 visits to the site can be attributed to the GM online advertising campaign.

Asian Market:

The Advertising campaign launched January 1 and ended December 31, 2016. Asian media delivered a total of 28,243,119 impressions.

¹² The Sizmek Industry Benchmark for Digital is 0.13%

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Digital Summary:

Digital placements were delivered in-language to Cambodian, Chinese, Vietnamese, Tagalog and Korean audiences across desktop and mobile devices:

- Desktop placements delivered 7,153,856 impressions and a CTR of 0.17%.
- Mobile placements delivered 21,089,263 impressions and a CTR of 0.33%.
- 61,000 site visits can be attributed to the Asian online advertising campaign.

Hispanic Market:

The Advertising campaign launched January 1 and ended December 31, 2016. Hispanic media delivered a total of 35,031,068 impressions.

Digital Summary:

- Desktop placements delivered 8,744,020 impressions and a CTR of 0.11%.
- Mobile placements delivered 26,287,048 impressions and a CTR of 0.27%.
- 50,000 visits to the site can be attributed to the Hispanic online advertising campaign.

Earned Media

In 2016, coverage of SCE's income-qualified programs resulted in three earned media stories, one in an Asian media outlet and two in general media:

Table 2.4.1-B. Earned Media Coverage in 2016

Date	Media Outlet	Headline	Language
21-Mar-16	KPCC	California regulators tell utilities to spend more on energy-saving programs for poor households ¹³	English
22-May-16	New Tang Dynasty TV	Story mentions SCE's electric bill discounts in an account of a Chinese immigrant who applied for a discount that saved him 20% per month on his electricity bill. ¹⁴	Chinese
14-Nov-16	KPCC	New energy saving program targets low-income renters ¹⁵	English

Social Media (Advertising)

In 2016, social media were utilized to launch two EAF efforts and two Income Qualified Program campaigns promoting the ESA Program and the Bill Help options.

Customers were made aware of the "text to donate" option for EAF from March through April. We also offered an opportunity for customers to donate to EAF

¹³ <http://www.scpr.org/news/2016/03/21/58705/regulators-tell-utilities-to-spend-more-on-energy/>.

¹⁴ <http://www.ntdtv.com/xtr/b5/2016/05/22/a1267880.html>.

¹⁵ <http://www.scpr.org/news/2016/11/14/66128/new-energy-saving-program-targets-low-income-rent/>.

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during the "Giving Tuesday" effort during holiday season in early December. These efforts helped broaden EAF awareness to a new audience of donors and leveraging past donors.

For ESA and Bill Help, we launched communication efforts on social media in September and November and targeted a combination of low-income audiences, and English- and Spanish-language customers.

The combined efforts generated over 4.5 million impressions across Facebook, Instagram, and Twitter on mobile and desktop devices.

Objectives for Energy Assistance Fund donations were:

- Test social media as a platform for EAF donations, specifically EAF's "text to donate" option
- Test various audience groups to help identify future target groups who are more likely to become donors, and
- Broaden the awareness of EAF to a new audience of donors, and leveraging past donors.

Campaign Results for the Energy Assistance Fund were:

- The ads reached 529,199 people (1,012,028 impressions), at a cost of \$9,957.53, and generated 4,896 website clicks, and
- Donors successfully completed 47 of 199 texts sent (24%), resulting in a cost per completed \$5 text donation of \$211.86.

"Giving Tuesday" campaign efforts included:

We leveraged the "Giving Tuesday" holiday where the public is encouraged to allocate some of their holiday shopping money and donate it to a cause or nonprofit. Campaign Results included:

- Facebook: We spent \$500 on the Facebook post and received 28,183 impressions and 307 website clicks. The engagement rate was 1.09% and the cost per click was \$1.63. We targeted this message to users with philanthropic cause behaviors and interests.
- Twitter: We spent \$250 and received 55,821 impressions and 108 website clicks. The engagement rate was 0.19% and the cost per click was \$2.31.

Income Qualified Program efforts around ESA and Bill Help:

- For Facebook (English and Spanish), we spent \$24,000 and received 3,314,115 impressions, including 31,783 impressions for Spanish-language users, and 71,139 website clicks.
- For Twitter (English and Spanish), we leveraged the @SCE and @SCE_Espanol Twitter accounts to get the word out about our Income Qualified Programs:
 - For the Spanish-language Twitter account, @SCE_Espanol, we generated

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51,432 impressions and 219 website clicks, and spent \$500.

- For the English-language Twitter account, @SCE, we generated 95,852 impressions and 268 website clicks, and spent \$500.



2.4.2 *Discuss the most effective outreach method, including a discussion of how success is measured.*

Using the percentage of approved applications by volume from various outreach methods, SCE's four (4) most effective outreach methods in 2016 were:

1. General enrollment efforts, which generated 43% of enrollments. General outreach efforts include the Capitation Fee Project and enrollments through third-party interactive voice response campaigns.
2. Call Center enrollment efforts, which generated 29% of all enrollments.

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3. Collateral materials, distributed at community outreach events, directing customers to SCE's website for additional program information, including how to enroll on-line.
4. Strategic page placement of assistance program information and direct links on the sce.com website appeal to customers using the Internet:
 - Customer enrolling via Internet generated 16% of all enrollments, and
 - Internal and external data sharing efforts generated 13% of enrollments.

2.4.3 *Discuss barriers to participation encountered during the reporting period and steps taken to mitigate them.*

Through a variety of outreach, marketing, and awareness campaigns, SCE has been persistent in its ongoing efforts to reach and enroll customers. Significant outreach efforts in 2016 included, but were not limited to:

- Active recruitment of new CARE Capitation agencies
- Multilingual outreach
- Ethnic and general market media, and
- Designing CARE marketing materials and correspondence to reach increasing numbers of ethnic populations and under-penetrated geographic areas.

SCE ended the 2016 program year at 81.3% penetration and will continue to vigorously market the program in attempting to achieve the 90% penetration rate goal.

2.4.4 *Discuss how CARE customer data and other relevant program information is shared by the utility with other utilities sharing its service territory.*

SCE continued collaborating with SoCalGas, Southwest Gas, PGas&E, and local water utilities, as directed in D.11-05-020, to share CARE participant data electronically in order to help customers enroll in each utility's program. In 2016, approximately 29,010 customers were enrolled in SCE's CARE rate through data sharing with these utilities

2.4.5 *Discuss how CARE customer data and other relevant program information is shared within the utility, for example, between its ESA and other appropriate low-income programs.*

Contractors who perform ESA Program assessment services assist customers in completing a CARE application, if the customer is qualified. Through this effort 3,222 customers enrolled in CARE during 2016. The CARE Program continually integrates its efforts and messaging with the ESA Program at all outreach events, communications, and marketing campaigns. SCE also enrolled 579 new CARE

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customers through the Energy Assistance Fund (EAF) program; which provides utility bill payment assistance to customers through voluntary customer, employee, and shareholder donations.

2.4.6 *Describe the efforts taken to reach and coordinate the CARE program with other related low income programs to reach eligible customers.*

SCE utilizes the Capitation Fee Project as a channel to coordinate with service providers of related low income programs to reach out and provide one-on-one assistance to SCE's hardest-to-reach customer base. In 2016, SCE partnered with food banks, clothing distribution centers, employment workshops, farmers' markets, faith-based and community-based publications, school events and community fairs to coordinate the CARE Program with their related services.

Each quarter, Low Income Home Energy Assistance Program (LIHEAP) payment recipients were automatically enrolled in CARE, which generated 2,837 enrollments in 2016.

2.4.7 Describe the process for cross-referral of low-income customers between the utility and CSD. Describe how the utility's CARE customer discount information is provided to CSD for inclusion in its federal funds leveraging application.

(Note: These agreements are limited to sharing 1-800 phone numbers with customers and providing CARE benefit information for the federal fiscal year, October 1 of the current year through September 30 of the subsequent year. There are no tracking mechanisms in place to determine how many customers contact the other programs or actually become enrolled in other program(s) because of these agreements).

A copy of SCE's ongoing agreement with CSD was filed in 2001 with SCE's 2000 CARE Annual Progress Report. SCE includes the following language on its individually-metered customer CARE application for cross-referral of low-income customers to CSD:

"Other Programs and Services You May Qualify For: LIHEAP provides bill payment assistance, emergency bill assistance, and weatherization services. Call the Department of Community Services and Development at 1-800-433-4327 for more information. For other Edison assistance programs, call 1-800-736-4777."

SCE Call Center Representatives refer income-qualified customers in arrears, to their local LIHEAP agency for payment assistance

2.4.8 *Discuss any recommendations to improve cost-effectiveness, processing of applications, or program delivery. Discuss methods investigated or implemented by the utility or third parties under contract to the utility to*

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improve outreach and enrollment services to non-participating households in the prior year. Provide cost-effectiveness assessments, if available.

SCE continuously looks at areas of improvement for CARE enrollment and processing. In 2016, SCE leveraged advanced data analytics to help increase customer response rate and ultimately enrollment rate. Analysis was done based on customer enrollments from previous marketing efforts. Factors such as geographic location, income, etc. of new CARE households were used to model prospective households for subsequent marketing efforts.

Cost-effectiveness of various outreach and enrollment strategies is described in Section 1.4, above.

2.5 Processing CARE Applications

2.5.1 *Describe the utility's process for recertifying sub-metered tenants of master-meter customers.*

SCE communicates directly with enrolled sub-metered tenants every two years or four years, based upon their initial CARE enrollment date or last recertification date and whether they are profiled as fixed-income or non-fixed income. Sub-metered tenants follow similar recertification guidelines as those set for individually metered CARE participants. When tenants are due to recertify, they are provided with a mailed renewal request. If no response is received within 45 days, SCE will mail a second request to the tenants before removing them from the rate.

2.5.2 *Describe any contracts the utility has with third parties to conduct certification, recertification and/or verification on the utility's behalf. Describe how these third-party efforts compare to the utility's efforts in comparable customer segments, such as hard-to-reach or under-served. Include comparisons of effectiveness and cost-effectiveness of comparable customer segments, if available.*

The Capitation Fee program, authorized by the CPUC in D.01-05-033, takes advantage of the opportunity to enroll eligible customers in CARE while they are receiving other services from entities that assist low-income clients. This program is centered on providing outreach and enrollment services.

SCE partners with CBOs and private contractors to enroll customers into the CARE Program. In CARE Table 7, SCE lists its CARE Capitation Program contractors, enrollments, and contractor status (that is, private, CBO, WMDVBE, or LIHEAP contractor).

Under this program, SCE pays a capitation fee to these entities for each new customer they help to enroll in SCE's CARE Program. The capitation fee is to reimburse the entities for the incremental amount associated with helping customers complete an SCE CARE application, generally while the customer is receiving other low-income services and/or information from that entity.

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Third-party outreach and enrollments for SCE occurred primarily through organizations participating in the Capitation Fee program and through ESA contractors. The project was intended to provide valuable outreach services for the CARE Program by helping clients fill out CARE applications as an adjunct to the organization's other daily activities.

Through internal data sharing, SCE enrolled customers who received an ESA service or LIHEAP payment assistance in the CARE Program.

SCE can make a comparison of outreach cost per enrollment. Table 2.5.2 shows that SCE's cost per enrollment is about 37 percent of the cost per enrollment for the Capitation Fee program.

Table 2.5.2-A. Comparison of Cost per Enrollment (SCE vs. Third Parties)

	Enrolled	Outreach Cost	Cost per Enrollment
SCE ^[1]	260,894	\$1,985,897	\$7.62
Capitation Fee Project ^[2]	2,554	\$52,472	\$20.54
^[1] Includes all costs including capitation fees. Does not include enrollments from EMA contractors as they do not have an unbundled fee for a CARE enrollment. Does not include FERA expenses.			
^[2] Does not include FERA expenses.			

In addition, SCE can make a comparison to effectiveness. The following table 2.5.2-b compares the approval percentages among SCE enrollment activities and the third-party Capitation Fee program/ESA contractors.

Table 2.5.2-B. Comparison of Enrollment Effectiveness between SCE and Third Parties

Enrollment Activity	Received	Approved	Percent
SCE			
SCE Call Center Requests	78,603	77,114	98%
SCE Direct Mail	61,568	46,649	76%
Special Projects/Events	5,048	3,741	74%
Internet Enrolments	43,932	43,400	99%
PG&E Data Exchange	81	14	-
SWG Data Exchange	5	5	-
SoCalGas Data Exchange	29,738	28,997	98%
Water Utilities Data Exchange	16	12	75%
DCSD Automatic Enrollment	-	-	0%
Other Miscellaneous Sources	104,432	60,557	58%
Third Parties			
Capitation Fee Project	2,600	2,554	98%
ESA Contractors	3,225	3,222	100%

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2.6 Program Management

2.6.1 *Discuss issues and/or events that significantly affected program management in the reporting period and how these were addressed.*

In 2016, there were no significant issues and/or events that impacted program management.

3. CARE Expansion Program

3.1 Participant Information

3.1.1 *Provide the total number of residential and/or commercial facilities by month, by energy source for the reporting period.*

Table 3.1.1. CARE Expansion Program — Participating Facilities by Month

2016	CARE Residential Facilities	CARE Commercial Facilities	Total
January	440	175	615
February	434	173	607
March	430	172	602
April	443	179	622
May	443	181	624
June	438	182	620
July	433	179	612
August	445	178	623
September	442	178	620
October	443	174	617
November	444	169	613
December	441	169	610

SCE ESA and CARE PROGRAMS ANNUAL REPORT – MAY 1, 2017

3.1.1.1 State the total number of residents (excluding caregivers) for residential facilities, and for commercial facilities, by energy source, at year-end.

Table 3.1.1.1. Numbers of Residents

	ESTABLISHED in 2016		RECERTIFIED in 2016		CLOSED in 2016	
	Service Accounts	No. of Beds	Service Accounts	No. of Beds	Service Accounts	No. of Beds
Residential	129	894	63	383	57	395
Commercial	28	1,775	13	484	5	525
TOTAL	157	2,669	76	867	62	920

3.2 Usage Information

3.2.1 Provide the average monthly usage by energy source per residential facility and per commercial facility.

Table 3.2.1. CARE Expansion Program: Average Monthly Gas / Electric Usage

Customer	Gas Therms	Electric KWh
Residential Facilities	N/A	903
Commercial Facilities	N/A	12,497

3.3 Program Costs

3.3.1 Administrative Cost (show the CARE Expansion Program's administrative cost by category).

3.3.1.1 Discount Information

See CARE Table 1.

3.3.1.2 State the average annual CARE discount received per residential facility by energy source.

The average annual CARE discount received per residential facility by energy source is \$654.55.

3.3.1.3 State the average annual CARE discount received per commercial facility by energy source.

The average annual CARE discount received per commercial facility by energy source is \$5,535.07.

3.4 Outreach

3.4.1 *Discuss utility outreach activities and those undertaken by third parties on the utility's behalf.*

Potentially eligible customers may become aware of the CARE Expansion program through SCE's customer call centers. Events conducted by SCE's Local Public Affairs group promote Income Qualified Programs to community leaders across SCE's service territory. Organizations participating in the CARE Capitation Fee program may help an eligible customer complete a CARE application for the Expansion Program

3.4.2 *Discuss each of the following:*

3.4.2.1 *Discuss the most effective outreach method, including a discussion of how success is measured.*

Customers who qualify under the Expansion Program, are primarily group living facilities and homeless shelters, which can be residential or commercial customers. SCE partners with nonprofit organizations throughout the territory for CARE enrollment purposes. SCE's call center representatives promote the Expansion Program to potential qualifying facilities whenever possible. The forums conducted by the Local Public Affairs group highlight the CARE Expansion program as well.

3.4.2.2 *Discuss how the CARE facility data and relevant program information is shared by the utility with other utilities sharing service territory.*

SCE shares its CARE participant data with SoCalGas, Southwest Gas, PG&E, and local water utilities.

3.4.2.3 *Discuss barriers to participation encountered in the prior year and steps taken to mitigate these, if feasible, or not, if infeasible.*

The barrier to participation for the CARE Expansion Program tends to emerge from a lack of knowledge about the availability of CARE to the nonprofit community. To help mitigate these issues, SCE's Call Center representatives are trained to prescreen and offer the program when speaking with potentially-qualified group living facilities and homeless shelters

3.4.3 *Discuss any recommendations to improve the cost-effectiveness, processing of applications, or program delivery. Discuss methods investigated or implemented by the utility or third parties on the utility's behalf to improve outreach and enrollment services to non-participating facilities in the prior year. Provide cost-effectiveness assessments, if available.*

SCE explored additional modifications to the CARE processing system to support CARE Expansion Program processing. The modifications addressed the ability to

SCE ESA and CARE PROGRAMS ANNUAL REPORT – MAY 1, 2017

capture and modify the number of beds per qualifying facility, allowing that data to be easily extracted for reporting purposes.

3.5 Program Management

3.5.1 *Discuss issues and/or events that significantly affected program management in the reporting period and how these were addressed.*

In 2016, there were no significant issues and/or events that impacted program management in this reporting period.

4. Fund Shifting

4.1 ESA Fund Shifting

4.1.1 *Report ESA fund shifting activity that falls within rules laid out in D. 12-08-044.*

There were no ESA fund shifting activity that occurred within the rules laid out in D.12-08-044.

4.2 CARE Fund Shifting

4.2.1 *Report CARE fund shifting activity that falls within rules laid out in D. 12-08-044.*

SCE was authorized \$738,223 for processing, certification, and recertification and the actual spend was \$1,078,914. This resulted in a difference of \$340,691. SCE attributed the over-expenditure to higher than forecasted processing costs.

4.3 Other Fund Shifting

4.3.1 *Was there any ESA or CARE fund shifting activity that occurred that falls outside the rules laid out in D. 12-08-044?*

No ESA or CARE fund shifting activity occurred outside the rules laid out in D.12-08-044.

5. Appendix: ESA and CARE Program Tables

ESA- Table 1- ESA Overall Program Expenses

ESA- Table 2- ESA Expenses & Energy Savings by Measures Installed

ESA- Table 3- ESA Cost Effectiveness

ESA- Table 4- ESA Program Detail by Housing Type and Source

ESA- Table 5- ESA Direct Purchases & Installation Contractors

ESA- Table 6- ESA Installation Cost of Program Installation Contractors

ESA- Table 7- Expenditures by Cost Elements

ESA- Table 8- Homes Unwilling / Unable to Participate

ESA- Table 9- Life Cycle Bill Savings by Measure

ESA- Table 10- Energy Rate Used for Bill Savings Calculations

ESA- Table 11- Bill Savings Calculations by Program Year

ESA- Table 12- ESA Program Fund Shifting

ESA- Table 13- Categorical Enrollment

ESA- Table 14- Leveraging & Integration

ESA- Table 15- Lighting

ESA- Table 16- "Add Back" Measures

CARE- Table 1- CARE Overall Program Expenses

CARE- Table 2- CARE Enrollment, Recertification, Attrition, and Penetration

CARE- Table 3- CARE Post Enrollment Verification Results

CARE- Table 4- Self Certification and Re-Certification Applications

CARE- Table 5- Enrollment by County

CARE- Table 6- Recertification Results

CARE- Table 7- Capitation Contractors

CARE- Table 8- Participants per Month Fund Shifting

CARE- Table 9- Average Monthly Usage & Bill

CARE- Table 10- CARE Surcharge & Revenue

CARE- Table 11- CARE Capitation Applications

CARE- Table 12- CARE Expansion Program

CARE- Table 13- CARE High Usage Verification Results

CARE- Table 14- CARE Categorical Enrollment

CARE- Table 15- CARE Verification and Initial Enrollment 2013

CARE- Table 16- CARE Verification and Initial Enrollment 2014

CARE- Table 17- CARE Verification and Initial Enrollment 2015

CARE- Table 18- CARE Verification and Initial Enrollment 2016

	A	B	C	D	E	F	G
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report ESA Table 3 ESA Program Cost-Effectiveness Southern California Edison						
2		PY - Recorded ^[1]					
3		Ratio of Benefits Over Costs			Net Benefits; \$ Millions		
4	Program Year ^[2]	Utility Cost Test	Total Resource Cost Test ^[3]	Modified Participant Test	Utility Cost Test	Total Resource Cost Test ^[3]	Modified Participant Test
5	2016	0.70	0.62	0.66	\$ (16.03)	\$ (20.16)	(18.08)
6	2015	0.97	0.70	0.90	\$ (1.42)	\$ (12.89)	\$ (4.31)
7	2014	1.14	0.86	0.87	\$ 6.85	\$ (7.17)	\$ (6.67)
8	2013	0.96	0.83	0.81	\$ (2.27)	\$ (9.24)	\$ (10.08)
9	2012	0.74	0.59	0.71	\$ (9.75)	\$ (15.41)	\$ (10.96)
10	2011	0.69	0.55	0.69	\$ (15.48)	\$ (22.78)	\$ (15.63)
11	2010	0.77	0.59	0.74	\$ (14.85)	\$ (26.54)	\$ (17.07)
12	2009	0.77	0.61	0.76	\$ (9.70)	\$ (16.67)	\$ (10.39)
13	2008	0.72	0.61	0.75	\$ (10.81)	\$ (14.83)	\$ (9.45)
14	2007	0.59	0.52	1.29	\$ (13.25)	\$ (15.59)	\$ 9.29
15	2006	0.81	0.72	1.36	\$ (5.92)	\$ (8.91)	\$ 11.38
16	2005	0.69	0.59	0.99	\$ (6.98)	\$ (9.31)	\$ (0.17)
17	2004	0.82	0.63	1.05	\$ (2.89)	\$ (5.90)	\$ 0.79
18							
19	E3 - Version SCE2013 V1c4						
20							
21	^[1] - Source of 2016 data				2016		
22	Resource Benefits, E3 Calculator				\$ 33,262,669		
23	Utility NEB, LIPPT Workbook				\$ 4,131,650		
24	Participant NEB, LIPPT Workbook				\$ 1,873,430		
25	Program Cost, E3 Calculator				\$ 55,451,504		
26	NPV Program Cost, E3 Calculator				\$ 53,427,350		
27	NPV Utility Cost, E3 Calculator				\$ 53,427,350		
28	NPV Bill Savings, LIPPT				\$ 33,470,336		
29							
30	^[2] Data from prior years have been entered from prior ESA (LIEE) Annual Reports						
31							
32	^[3] SCE calculated the Total Resource Cost Test results without non-energy benefits. The Commission directed the utilities to measure ESA program cost effectiveness using the Utility Cost Test and the Modified Participant Test with the appropriate non-energy benefits for each in D.01-12-020.						
33	Purchased but un-used inventory is excluded from calculations						
34							

	A	B	C	D	E	F	G
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report ESA Table 4 Detail by Housing Type and Source Southern California Edison						
2			2016 Energy Savings				
3	Customer	Housing Type	# Homes Treated	(MWh)	MW	(mTherm*)	2016 Expenses [1]
4	Gas and Electric Customers						
5	Owners - Total						
6		Single Family					
7		Multi Family					
8		Mobile Homes					
9	Renters - Total						
10		Single Family					
11		Multi Family					
12		Mobile Homes					
13	Electric Customers (only)						
14	Owners - Total						
15		Single Family	20,162	11,131,202	2,002	N/A	\$ 26,875,646
16		Multi Family	316	186,598	24	N/A	\$ 298,715
17		Mobile Homes	2,656	5,167,086	678	N/A	\$ 6,337,893
18	Renters - Total						
19		Single Family	10,805	5,965,313	1,073	N/A	\$ 14,402,904
20		Multi Family	6,579	3,884,895	491	N/A	\$ 6,219,133
21		Mobile Homes	552	1,073,882	141	N/A	\$ 1,317,213
22	Gas Customers (only)						
23	Owners - Total						
24		Single Family					
25		Multi Family					
26		Mobile Homes					
27	Renters - Total						
28		Single Family					
29		Multi Family					
30		Mobile Homes					
31							
32	Totals:		41,070	27,408,976	4,409	-	\$ 55,451,504
33							
34							
35	Penetration History						
36	Year	Homes Treated [2]	Ineligible & Unwilling [3]	Estimated Eligible in Current Year [4]	Current Year Penetration Rate for Homes Treated		
37	2002	29,685					
38	2003	33,348					
39	2004	38,996					
40	2005	36,420					
41	2006	53,017					
42	2007	44,323					
43	2008	54,635					
44	2009	61,834	22,109	83,445	74%		
45	2010	121,016	41,110	83,445	145%		
46	2011	93,771	25,067	83,446	112%		
47	2012	49,026	19,833	87,389	56%		
48	2013	69,031	37,449	87,389	79%		
49	2014	76,983	40,596	87,389	88%		
50	2015	54,127	57,193	87,389	62%		
51	2016	41,070	57,303	87,389	47%		
52	2017						
53	2018						
54	2019						
55	2020						
56	Total Homes Treated since 2002	857,282					
57							
58	[1] Excluding indirect program costs.						
59	[2] Homes treated since 2002 are reported to track progress toward meeting the 2020 Programmatic Initiative.						
60	[3] Ineligible & Unwilling homes most typically include homes denied service due to the Modified 3 Measure Minimum Rule. Other situations are when owners refuse to make required copayments, postponements are requested, owners do not grant approval or submit authorization forms, accounts are not active, homes have been served through another program such as LIHEAP, documents are incomplete/missing, or customers are not interested.						
61	[4] Based on Attachment F of D.12-08-044.						
62							
63							
64							
65		Utility in Shared Service Territory	Eligible Households in Shared Service Territory	Eligible households treated by both utilities in shared service territory			
66	Year						
67	2015	PG&E	6,594	47			
68	2015	SDG&E	0	0			
69	2015	SoCalGas	1,288,979	22,454			

PY 2016 Energy Savings Assistance and CARE Programs Annual Report
ESA Table 5
ESA Program Direct Purchases & Installation Contractors
Southern California Edison

Contractor	County ^[1]	Contractor Type				2016 Annual Expenditures
		Private	CBO	WMDVBE	LIHEAP	
American Electric Supply, Inc. ^[2]	All	x				\$ 626,868
American Insulation, Inc.	14	x		x		\$ 156,326
Assert, Inc.	2		x			\$ 543,201
Autocell Electronics, Inc. ^[2]	All	x		x		\$ 956,930
Community Action Partnership of San Bernardino County	8		x	x	x	\$ 4,321
Community Action of Ventura County	9, 11		x		x	\$ 176,319
Energy Efficiency Resources, Inc. ^[2]	All	x		x		\$ 15,744,973
Energy Save	1, 2, 4, 6, 7	x		x		\$ 1,828,081
Environmental Assessment Services & Education of California	14	x		x		\$ 183,673
FCI Management Consultants	4	x		x		\$ 59,500
Ferguson Enterprises ^[2]	All	x				\$ 3,011,013
Gary's Pool Supplies ^[2]	All	x				\$ 2,345,006
Home Energy Assistance Living, Inc.	4, 6	x		x		\$ 702,887
Inter City Energy Systems, Inc.	14	x		x		\$ 453,531
Inyo Mono Advocates for Community Action	1, 5		x		x	\$ -
John Harrison Contracting, Inc.	7, 8	x		x		\$ 5,042,340
Long Beach Community Services Development Corp.	4		x	x	x	\$ 69,332
Maravilla Foundation	2, 4, 8, 10, 11		x	x	x	\$ 2,709,855
Pacific Asian Consortium in Employment	4		x	x	x	\$ 51,683
Peace Officers for Green Environment	4, 6, 7, 8, 9, 11	x		x		\$ 3,046,844
Proteus, Inc.	2, 3, 4, 8, 10, 11, 12		x			\$ 2,595,287
Quality Conservation Services, Inc.	14	x				\$ 552,614
Reliable Energy Management, Inc.	1, 2, 4, 6, 8	x		x		\$ 1,505,188
Richard Heath and Associates, Inc. ^[3]	All	x		x		\$ 435,171
Saving Energy Consulting Services, Inc.	7, 8	x		x		\$ 513,480
SEARS Commercial ^[2]	All	x				\$ 348,956
Silicon Valley Foundation	14	x		x		\$ 571
Synergy Companies	14	x				\$ 240,819
Tri-State Home Improvements, Inc.	4, 7, 8	x		x		\$ 5,686,854
Veterans in Community Services, Inc.	4		x	x		\$ 79,868
Village Solutions Foundation	4, 6		x			\$ 56,934
Total Direct Purchases & Installations						\$ 49,728,425

^[1] Legend for Counties Served

1 Inyo

2 Kern

3 Kings

4 Los Angeles

5 Mono

6 Orange

7 Riverside

8 San Bernardino

9 Santa Barbara

10 Tulare

11 Ventura

12 Fresno

13 Service clients from within the organization

14 Service SCG customers only

^[2] Appliance Supplier

^[3] Inspections

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report ESA Table 6 ESA Program Installation Cost of Program Installation Contractors Southern California Edison																		
2		Unit of Measure	CBO/WMDVBE						Non-CBO/WMDVBE						2016 Program Total				
3			Installations		Dwellings		Costs		Installations		Dwellings		Costs		Units Installed	Households	Costs	Cost/ Unit	Cost/ Household
4			Units	%	Units	%	\$	%	Units	%	Units	%	\$	%					
5	Dwellings	Each			36,261	87%					4,809	13.0%				41,070	\$ 49,896,067		\$1,215
6	Appliances																		
7	High Efficiency Clothes Washer	Each																	
8	Refrigerators	Each	13,649	100%	13,649	100%	\$ 13,735,431	100%		0%		0%		0%	13,649	13,649	\$ 13,735,431	\$1,006	\$1,006
9	Microwaves	Each																	
10	Domestic Hot Water																		
11	Water Heater Blanket	Home	36	100%	36	100%	\$ 1,868	100%		0%		0%		0%	36	36	\$ 1,868	\$52	\$52
12	Low Flow Shower Head	Home	386	100%	492	100%	\$ 12,261	100%		0%		0%		0%	386	492	\$ 12,261	\$32	\$25
13	Water Heater Pipe Insulation	Home	97	100%	97	100%	\$ 1,908	100%		0%		0%		0%	97	97	\$ 1,908	\$20	\$20
14	Faucet Aerator	Home	363	100%	716	100%	\$ 4,522	100%		0%		0%		0%	363	716	\$ 4,522	\$12	\$6
15	Water Heater Repair/Replacement	Each																	
16	Thermostatic Shower Valve	Each																	
17	Enclosure																		
18	Air Sealing / Envelope	Home	675	100%	675	100%	\$ 68,145	100%		0%		0%		0%	675	675	\$ 68,145	\$101	\$101
19	Attic Insulation	Home	1	100%	1	100%	\$ 864	100%		0%		0%		0%	1	1	\$ 864	\$864	\$864
20	HVAC																		
21	FAU Standing Pilot Light Conversion	Each																	
22	Furnace Repair/Replacement	Each																	
23	Room A/C Replacement	Each	714	74%	962	100%	\$ 768,783	100%		0%		0%		0%	962	962	\$ 768,783	\$799	\$799
24	Central A/C Replacement	Each	2,933	100%	2,788	100%	\$ 10,862,130	100%		0%		0%		0%	2,933	2,788	\$ 10,862,130	\$3,703	\$3,896
25	Heat Pump Replacement	Each	136	100%	135	100%	\$ 566,821	100%		0%		0%		0%	136	135	\$ 566,821	\$4,168	\$4,199
26	Evaporative Coolers (Replacement)	Each																	
27	Evaporative Coolers (Installation)	Each	10,220	100%	10,220	100%	\$ 9,890,412	100%		0%		0%		0%	10,220	10,220	\$ 9,890,412	\$968	\$968
28	Duct Testing and Sealing	Home	3,011	100%	2,864	100%	\$ 615,950	100%		0%		0%		0%	3,011	2,864	\$ 615,950	\$205	\$215
29	Maintenance																		
30	Furnace Clean and Tune	Home																	
31	Central A/C Tune-up	Home	3	100%	3	100%	\$ 390	100%		0%		0%		0%	3	3	\$ 390	\$130	\$130
32	Evaporative Cooler Maintenance	Home																	
33	Lighting																		
34	Compact Fluorescent Lights (CFLs)	Each	253,281	88%	48,348	89%	\$ 1,798,006	88%	34,700	12%	6,026	11%	\$ 254,781	12%	287,981	54,374	\$ 2,052,787	\$7	\$38
35	Interior Hard wired CFL fixtures	Each																	
36	Exterior Hard wired CFL fixtures	Each	2,537	100%	2,537	100%	\$ 187,765	85%		0%		0%		0%	2,537	2,537	\$ 219,680	\$87	\$87
37	Torchiere	Each	9,322	92%	8,570	92%	\$ 548,545	92%	813	8%	775	8%	\$ 47,893	8%	10,135	9,345	\$ 596,438	\$59	\$64
38	Occupancy Sensor	Each																	
39	LED Night Lights	Each																	
40	Miscellaneous																		
41	Pool Pumps	Each	2,426	100%	2,426	100%	\$ 2,980,038	100%		0%		0%		0%	2,426	2,426	\$ 2,980,038	\$1,228	\$1,228
42	Smart Power Strips	Each	33,153	84%	21,607	82%	\$ 1,330,665	84%	6,357	16%	4,888	18%	\$ 253,107	16%	39,510	26,495	\$ 1,583,772	\$40	\$60
43	Pilots																		
44		Each																	
45		Each																	
46	Customer Enrollment																		
47	Outreach & Assessment	Home	67,012	91%	67,012	91%	\$ 4,752,770	93%	7,014	9%	7,014	9%	\$ 378,709	7%	74,026	74,026	\$ 5,131,479	\$69	\$69
48	In-Home Education	Home	47,858	89%	47,858	89%	\$ 717,496	89%	5,662	11%	5,662	11%	\$ 84,892	11%	53,520	53,520	\$ 802,388	\$15	\$15

	A	B	C	D	E
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report ESA Table 7 Expenditures Recorded by Cost Element Southern California Edison				
2	ESA Program:	Labor ^[1]	Non-Labor ^[2]	Contract ^[3]	Total
3	Energy Efficiency				
4	Appliances			\$ 14,379,893	\$ 14,379,893
5	Domestic Hot Water			\$ 20,559	\$ 20,559
6	Enclosure			\$ 69,011	\$ 69,011
7	HVAC			\$ 22,704,095	\$ 22,704,095
8	Maintenance			\$ 390	\$ 390
9	Lighting			\$ 2,868,905	\$ 2,868,905
10	Miscellaneous			\$ 4,563,809	\$ 4,563,809
11	Customer Enrollment			\$ 5,131,479	\$ 5,131,479
12	In Home Education			\$ 802,388	\$ 802,388
13	Pilot			\$ -	\$ -
14	Energy Efficiency TOTAL			\$ 50,540,529	\$ 50,540,529
15		\$ -	\$ -		
16	Training Center	\$ 95,826	\$ 18,517		\$ 114,343
17	Inspections	\$ 72,410	\$ 8,657	\$ 826,207	\$ 907,275
18	Marketing and Outreach		\$ 186,619	\$ 485,589	\$ 672,207
19	Statewide Marketing Education and Outreach	\$ -	\$ -	\$ -	\$ -
20	Measurement and Evaluation Studies	\$ 26,569	\$ (66,971)	\$ 139,079	\$ 98,677
21	Regulatory Compliance	\$ 379,521	\$ 5,721		\$ 385,242
22	General Administration	\$ 1,622,650	\$ 619,388	\$ 1,096,849	\$ 3,338,887
23	CPUC Energy Division			\$ 38,809	\$ 38,809
24					
25	TOTAL PROGRAM COSTS	\$ 2,196,976	\$ 771,931	\$ 53,127,062	\$ 56,095,969
26					
27	^[1] Labor costs include any internal direct (administrative and/or implementation) costs (indirect costs are a separate line item), burdened by overhead, that represents person hours.				
28	^[2] Non-Labor costs include all direct internal (administrative and/or implementation) costs (indirect costs are given as a separate line item) not covered under labor.				
29	^[3] Contract costs include all outsourced costs (administrative and/or implementation). Contract costs do not need to be further broken out by labor/non-labor. This category includes agency employees.				

	A	B	C	D	E	F	G	H	I
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report ESA Table 8 ESA Homes Unwilling / Unable to Participate Southern California Edison								
2	Reason Provided								
3	County	Customer/ Landlord Declined Program Measures or is Non- Responsive	Customer Unavailable - Scheduling Conflicts	Hazardous Environment (unsafe/unclean)	Insufficient feasible Measures	Ineligible Dwelling - Prior Program Participation ^[1]	Household Income Exceeds Allowable Limits ^[1]	Unable to Provide Required Documentation	Other
4	Fresno	-	-	-	-	-	-	-	-
5	Imperial	-	-	-	-	-	-	-	-
6	Inyo	-	1	-	7	2	2	9	7
7	Kern	8	28	2	239	516	4	271	489
8	Kings	10	13	4	120	227	4	80	88
9	Los Angeles	239	261	77	2,916	8,243	169	4,720	11,462
10	Madera	-	-	-	-	-	-	-	-
11	Mono	-	1	-	2	2	2	-	-
12	Orange	31	140	3	903	1,755	80	1,245	2,690
13	Riverside	212	329	23	2,712	2,836	89	4,037	3,321
14	San Bernardino	443	471	45	3,501	4,771	93	3,176	3,366
15	San Diego	-	-	-	-	-	-	-	-
16	Santa Barbara	1	4	-	28	2	3	1	22
17	Tulare	45	71	10	742	2,263	21	347	465
18	Tuolumne	-	-	-	-	-	-	-	-
19	Ventura	18	30	1	279	158	15	126	648
20	Total	1,007	1,349	165	11,449	20,775	482	14,012	22,558
21									
22	^[1] Not considered "Unwilling" nor "Unable". Counts from these columns are not included in summary count of 57,303 Unwilling/Unable households elsewhere in report.								

	A	B	C
	PY 2016 Energy Savings Assistance and CARE Programs Annual Report ESA Table 10 Energy Rate Used for Bill Savings Calculations Southern California Edison		
1			
2	Year	\$/kWh [1]	\$/Therm
3	2016	0.1293	N/A
4	2017	0.1332	N/A
5	2018	0.1372	N/A
6	2019	0.1413	N/A
7	2020	0.1455	N/A
8	2021	0.1499	N/A
9	2022	0.1544	N/A
10	2023	0.1590	N/A
11	2024	0.1638	N/A
12	2025	0.1687	N/A
13	2026	0.1738	N/A
14	2027	0.1790	N/A
15	2028	0.1844	N/A
16	2029	0.1899	N/A
17	2030	0.1956	N/A
18	2031	0.2014	N/A
19	2032	0.2075	N/A
20	2033	0.2137	N/A
21	2034	0.2201	N/A
22	2035	0.2267	N/A
23	2036	0.2335	N/A
24	2037	0.2405	N/A
25	2038	0.2478	N/A
26	2039	0.2478	N/A
27	2040	0.2552	N/A
28			

	A	B	C	D	E
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report ESA Table 11 Bill Savings Calculations by Program Year Southern California Edison				
2	Program Year ^[1]	Program Costs ^[1]	Program Lifecycle Bill Savings ^{[2] [3]}	Program Bill Savings/ Cost Ratio	Per Home Average Lifecycle Bill Savings ^{[2] [3]}
3	2014	\$ 55,604,816	\$ 40,191,998	0.72	\$ 582
4	2015	\$ 51,331,186	\$ 36,544,121	0.71	\$ 675
5	2016	\$ 56,095,969	\$ 33,470,336	0.60	\$ 815

PY 2016 Energy Savings Assistance and CARE Programs Annual Report

ESA Table 13

**Categorical and Other Enrollment
Southern California Edison**

Type of Enrollment	Number of customers treated ^[1]
Women, Infants, and Children Program (WIC)	2,729
Supplemental Security Income (SSI)	1,703
CalFresh/Supplemental Nutrition Assistance Program - Food Stamps	1,611
CalWORKs/Temporary Assistance for Needy Families (TANF)	189
Tribal TANF	2
Medicaid/Medi-Cal for Families	3,419
Healthy Families A&B	-
National School Lunch Program (NSLP) - Free Lunch	468
Low-income Home Energy Assistance Program (LIHEAP)	1
Bureau of Indian Affairs General Assistance	-
Head Start Income Eligible - (Tribal Only)	-
Other (specify)	-

^[1] Number of customers treated reflects categorical programs selected by customer. Please note in some case customer select more than one eligible program for a single account.

[illegible]

	A	B	C	D	E	F
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report ESA Table 15 Lighting Southern California Edison					
2						
3	ESA Program CFL Tracking Table					
4	<i>Instructions: Please identify the CFL bulbs used within your ESA program and fill in the remaining columns for each</i>					
5	Bulb Name / Identification	Bulb Description (wattage, lumens)	Bulb Cost (material)	Admin Cost (overhead, contractor fee,	Total Bulb Cost (material + admin)	AB 1109 Compliant? ^[1]
6	13 Watt - CFL	13 Watt - CFL			\$ 6.68	Yes
7	19 Watt - CFL	19 Watt - CFL			\$ 7.11	Yes
8	23 Watt - CFL	23 Watt - CFL			\$ 7.18	Yes
9						
10						
11	Year	Number of Homes Treated in ESA Program	Number of Homes Provided	Avg. # of CFL bulbs given per home	Est. total energy savings from installed CFLs ^[2]	
12	2016	41,070	54,374	5.29	4,790,106	
13						
14						
15	^[1] Compliant in regards to: 1) Do bulbs meet or exceed CEC energy efficiency standatds for general purpose lighting? 2) Do all models comply with Europe's RoHS standards on toxicity?					
16						
17	^[2] All savings are calculated based on the "PY2011 Energy Savings Assistance Program Impact Evaluation Final Report, August 30, 2013", when data are available, and other sources as described in Attachment A-2 of SCE's Testimony in Support of Application for Approval of Low Income Programs and Budgets for Program Years 2012 - 2014, filed May 16, 2011.					

	A	B	C	D	E	F	G	H
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report ESA Table 16 "Add Back" Measures Southern California Edison							
2			Ratio of Benefits Over Costs [1]				Budget Impact of "Add Back" [2]	Energy Savings Impact (kWh Annual) [3]
3	Measure	Climate Zone	Utility Cost Test	Modified Participant Test	Total Resource Cost Test	Quantity Installed		
4	Central Heat Pump - Multi-Family Zone 15	15	0.38	0.26	0.35	5	\$ 18,316	3,373
5	Central Heat Pump - Single Family Zone 15	15	0.30	0.20	0.27	96	\$ 401,626	56,381
6	Central Air Conditionning - Multi-Family Zone 14	14	0.05	0.04	0.04	41	\$ 145,625	3,978
7	Central Air Conditionning - Single Family Zone 14	14	0.05	0.04	0.04	2,009	\$ 7,508,257	202,266
8	Central Air Conditionning - Single Family Zone 15	15	0.16	0.18	0.16	642	\$ 2,361,056	255,465
9	Room Air Conditioner - Mobile Home Zone 10	10	0.05	0.08	0.08	71	\$ 55,918	2,909
10	Room Air Conditioner - Mobile Home Zone 13	13	0.08	0.12	0.11	19	\$ 15,292	1,118
11	Room Air Conditioner - Multi-Family Zone 10	10	0.06	0.09	0.08	1	\$ 800	800
12	Room Air Conditioner - Multi-Family Zone 13	13	-	-	-	-	\$ -	-
13	Room Air Conditioner - Single Family Zone 10	10	0.06	0.09	0.08	162	\$ 128,416	128,416
14	Room Air Conditioner - Single Family Zone 13	13	0.08	0.12	0.11	268	\$ 215,990	215,990
15	Central AC Maintenance - Mobile Home Zone 14	14	-	-	-	-	\$ -	-
16	Central AC Maintenance - Mobile Home Zone 15	15	-	-	-	-	\$ -	-
17	Central AC Maintenance - Multi-Family Zone 14	14	-	-	-	-	\$ -	-
18	Central AC Maintenance - Multi-Family Zone 15	15	-	-	-	-	\$ -	-
19	Central AC Maintenance - Single Family Zone 14	14	0.76	0.86	0.77	1	\$ 130	204
20	Central AC Maintenance - Single Family Zone 15	15	0.77	0.83	0.74	2	\$ 260	408
21	Envelope & Air Sealing - Mobile Home 6	6	-	-	-	-	\$ -	-
22	Envelope & Air Sealing - Moible Home 8	8	-	-	-	-	\$ -	-
23	Envelope & Air Sealing - Mobile Home 9	9	1.50	0.38	1.45	1	\$ 88	54.00
24	Envelope & Air Sealing - Mobile Home 10	10	0.79	0.61	0.72	7	\$ 586	380.03
25	Envelope & Air Sealing - Mobile Home 13	13	-	-	-	-	\$ -	-
26	Envelope & Air Sealing - Mobile Home 14	14	0.70	0.53	0.64	10	\$ 893	491.00
27	Envelope & Air Sealing - Mobile Home 15	15	0.66	0.50	0.60	3	\$ 318	162.00
28	Envelope & Air Sealing - Mobile Home 16	16	1.07	0.82	0.97	3	\$ 104	102.00
29	Envelope & Air Sealing - Single Family 6	6	0.69	0.43	0.64	73	\$ 6,212	2,774.00
30	Envelope & Air Sealing - Multi Family 8	8	0.12	0.09	0.11	20	\$ 2,344	185.40
31	Envelope & Air Sealing - Multi Family 9	9	1.08	0.62	1.00	133	\$ 12,900	9,908.50
32	Envelope & Air Sealing - Multi Family 10	10	0.42	0.32	0.38	25	\$ 1,328	394.75
33	Envelope & Air Sealing - Multi Family 13	13	1.01	0.77	0.92	4	\$ 230	209.40
34	Envelope & Air Sealing - Multi Family 14	14	1.01	0.77	0.92	60	\$ 3,657	3,327.00
35	Envelope & Air Sealing - Multi Family 15	15	1.92	1.39	1.76	40	\$ 3,099	8,686.80
36	Envelope & Air Sealing - Multi Family 16	16	-	-	-	-	\$ -	-
37	Envelope & Air Sealing - Single Family 6	6	0.70	0.30	0.67	23	\$ 2,789	874.00
38	Envelope & Air Sealing - Single Family 8	8	0.08	0.07	0.08	14	\$ 2,011	108.64
39	Envelope & Air Sealing - Single Family 9	9	0.87	0.68	0.80	20	\$ 2,783	2,066.20
40	Envelope & Air Sealing - Single Family 10	10	0.42	0.33	0.39	67	\$ 6,624	1,994.59
41	Envelope & Air Sealing - Single Family 13	13	0.47	0.37	0.43	7	\$ 1,347	460.74
42	Envelope & Air Sealing - Single Family 14	14	0.32	0.25	0.29	106	\$ 13,176	2,874.72
43	Envelope & Air Sealing - Single Family 15	15	1.76	1.37	1.61	46	\$ 6,779	16,441.78
44	Envelope & Air Sealing - Single Family 16	16	0.01	0.01	0.01	13	\$ 1,743	15.34
45	[1] Employed cost effectiveness formulas from 2012-2014 program cycle, and kWh/kW savings estimates from the "PY2011 Energy Savings Assistance Program Impact Evaluation Final Report, August 30, 2013", when data are available, and other sources as described in Attachment A-2 of SCE's							
46	Testimony in Support of Application for Approval of Low Income Programs and Budgets for Program Years 2012 - 2014, filed May 16, 2011.							
47	[2] Dollars spent on these Add Back Measures							
48	[3] All measures provide energy savings by upgrading existing equipment or in the case of evaporative coolers are installed in homes with functional air conditioners to provide an alternative to operating the existing air conditioners on all but the most humid days.							

	A	B	C	D	E	F	G	H
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report CARE Table 1 Overall Program Expenses Southern California Edison							
2	Category	Overall [1]			Authorized Budget	% of Budget Spent	Total Shifted	Shifted to/from?
3		Electric	Gas	Total				
4	Outreach	\$2,256,767	-	\$2,256,767	\$2,613,000	86.4%		-
5	Processing, Certification, Recertification [1]	\$1,078,914	-	\$1,078,914	\$1,078,914	100.0%		To Post Enrollment Verification
6	Post Enrollment Verification [2]	\$589,283	-	\$589,283	\$1,082,959	54.4%		From Processing, Certification, Recertification
7	IT Programming	\$935,500	-	\$935,500	\$1,000,000	93.5%		
8	Cool Centers	\$55,441	-	\$55,441	\$107,921	51.4%		
9	Pilots	\$333,420	-	\$333,420	\$368,340	90.5%		
10	Measurement & Evaluation	\$3,373	-	\$3,373	\$50,000	6.7%		
11	Regulatory Compliance	\$203,497	-	\$203,497	\$264,000	77.1%		
12	General Administration	\$523,447	-	\$523,447	\$725,000	72.2%		
13	CPUC Energy Division	\$90,556	-	\$90,556	\$140,000	64.7%		-
14								
15	TOTAL Program Costs	\$6,070,197	-	\$6,070,197	\$7,430,134	81.7%	-	-
16								
17	CARE Rate Discount	\$348,951,329	-	\$348,951,329	\$416,800,000	83.7%	-	-
18	Service Establishment Charge Discount	-	-	-	-	-	-	-
19								
20	TOTAL PROGRAM COSTS & CUSTOMER DISCOUNTS [3]	\$ 355,021,527	\$ -	\$ 355,021,527	\$424,230,134	83.7%	-	-
21								
22	[1] [2] SCE shifted shifted \$340,691 from Post Enrollment Verification to Processing, Certification & Recertification. See 2017 ESA/CARE Annual Report Fund Shifting section.							
23	[3] Includes FERA administrative expenses							

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	
	PY 2016 Energy Savings Assistance and CARE Programs Annual Report CARE Table 2 Enrollment, Recertification, Attrition, & Penetration Southern California Edison																									
1		New Enrollment										Recertification ^[1]					Attrition					Enrollment		Total CARE Participants	Estimated CARE Eligible	Penetration Rate % (WX)
2		Automatic Enrollment				Self-Certification (Income or Categorical)				Capitation ^[4]	Total New Enrollment (E+I+J)	Scheduled	Non-Scheduled (Duplicates)	Automatic	Total Recertification (L+M+N)	No Response	Failed PEV	Failed Recertification	Other	Total Attrition (P+Q+R+S)	Gross (K+O)	Net Adjusted (K-T)				
3		Inter-Utility ^[1]	Intra-Utility ^[2]	Leveraging ^[3]	Combined (B+C+D)	Online	Paper	Phone	Combined (F+G+H)																	
4	2016																									
5	January	1,324	890	0	2,214	3,873	6,343	6,510	16,726	210	20,249	21,847	14,164	0	36,011	8,733	199	703	15,866	29,397	56,260	-9,148	1,277,380	1,520,058	84.0%	
6	February	1,875	234	0	2,109	3,225	7,514	6,082	16,821	261	17,000	14,867	10,238	0	25,105	7,074	96	524	14,086	23,307	42,105	-6,307	1,271,845	1,520,058	83.7%	
7	March	2,500	715	0	3,215	2,968	9,786	5,841	18,615	244	18,697	20,072	14,819	0	34,891	11,002	164	683	14,250	24,387	53,588	-5,690	1,262,687	1,520,058	83.1%	
8	April	3,048	346	0	3,394	2,940	12,600	5,312	20,852	212	18,118	28,009	13,961	0	41,970	8,338	111	1,119	16,859	26,945	60,068	-8,827	1,264,951	1,520,058	83.2%	
9	May	4,702	959	0	5,660	3,882	14,169	4,915	22,866	219	28,545	19,668	17,273	0	36,941	7,761	71	848	9,507	20,995	65,486	7,550	1,266,254	1,520,058	83.3%	
10	June	3,487	349	0	3,836	3,928	8,560	6,127	18,615	295	22,748	21,054	12,284	0	33,338	16,136	59	887	14,314	23,653	56,094	-907	1,266,096	1,520,058	83.3%	
11	July	2,610	530	0	3,140	4,231	5,893	6,861	16,985	171	25,051	21,415	13,736	0	35,151	11,724	61	905	10,510	23,609	60,202	1,442	1,267,287	1,520,058	83.4%	
12	August	2,057	571	0	2,628	4,722	7,444	9,148	21,314	197	23,573	16,890	13,694	0	30,584	10,236	36	660	13,555	25,130	54,157	-1,557	1,266,399	1,520,058	83.3%	
13	September	1,191	477	0	1,668	4,652	6,932	8,301	19,885	224	21,092	20,860	12,138	0	32,998	19,448	46	899	12,289	22,379	54,090	-1,287	1,253,686	1,520,058	82.6%	
14	October	2,448	590	0	3,038	2,990	10,257	6,642	19,889	184	24,779	21,832	16,157	0	37,989	16,584	168	841	18,709	32,957	62,768	-8,178	1,245,085	1,520,058	81.9%	
15	November	1,740	504	0	2,244	3,024	9,469	5,626	18,119	102	21,342	30,829	14,346	0	45,175	14,397	158	1,272	9,355	18,037	66,517	3,305	1,235,455	1,520,058	81.3%	
16	December	2,046	474	0	2,520	3,145	11,880	5,849	20,874	235	25,073	17,910	13,416	0	31,326	14,508	119	624	16,587	26,072	56,399	-999	1,235,755	1,520,058	81.3%	
17	YTD Total	29,028	6,638	-	35,666	43,400	110,847	77,114	231,361	2,554	266,265	255,253	166,226	-	421,479	145,941	1,288	9,965	165,887	323,081	687,744	-56,816	1,235,755	1,520,058	81.3%	
18																										
19	[1] Enrollments via data sharing between the IOUs.																									
20	[2] Enrollments via data sharing between departments and/or programs within the utility. Includes HEAP payment data file from Accounts Payable Dept.																									
21	[3] Enrollments via data sharing with programs outside the IOU that serve low-income customers.																									
22	[4] Not including Recertification.																									
23	[5] Recertification results are tied to the month initiated. Therefore, recertification results may be pending due to the time permitted for a participant to respond.																									

	A	B	C	D	E	F	G	H	I
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report CARE Table 3A Post-Enrollment Verification Results (Model) 2016 Southern California Edison								
2	2016	Total CARE Households Enrolled	Households Requested to Verify	% of CARE Enrolled Requested to Verify	CARE Households De-Enrolled (Due to no response)	CARE Households De-Enrolled (Verified as Ineligible) ^[1]	Total Households De-Enrolled ^[2]	% De-enrolled through Post Enrollment Verification	% of Total CARE Households De-Enrolled
3	January	1,277,380	1,096	0.09%	671	17	688	62.77%	0.05%
4	February	1,271,845	34	0.00%	16	0	16	47.06%	0.00%
5	March	1,262,687	5,491	0.43%	3,381	74	3,455	62.92%	0.27%
6	April	1,264,951	7,293	0.58%	4,761	79	4,840	66.37%	0.38%
7	May	1,266,254	96	0.01%	45	2	47	48.96%	0.00%
8	June	1,266,096	13,426	1.06%	10,005	88	10,093	75.18%	0.80%
9	July	1,267,287	8,332	0.66%	5,884	60	5,944	71.34%	0.47%
10	August	1,266,399	2,129	0.17%	1,369	13	1,382	64.91%	0.11%
11	September	1,253,686	177	0.01%	109	0	109	61.58%	0.01%
12	October	1,245,085	4,640	0.37%	2,987	69	3,056	65.86%	0.25%
13	November	1,235,455	7,415	0.60%	2,765	99	2,864	38.62%	0.23%
14	December	1,235,755	6,435	0.52%	35	86	121	1.88%	0.01%
15	YTD Total	1,235,755	56,564	4.58%	32,028	587	32,615	57.66%	2.64%
16									
17	^[1] Includes customers verified as over income or who requested to be de-enrolled.								
18	^[2] Verification results are tied to the month initiated. Therefore, verification results may be pending due to the time permitted for a participant to respond.								
19	Note: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.								
20									
21									
22	PY 2016 Energy Savings Assistance and CARE Programs Annual Report CARE Table 3B Post-Enrollment Verification Results (High Usage) 2016 Southern California Edison								
23	2016	Total CARE Households Enrolled	Households Requested to Verify	% of CARE Enrolled Requested to Verify	CARE Households De-Enrolled (Due to no response)	CARE Households De-Enrolled (Verified as Ineligible) ^[1]	Total Households De-Enrolled ^[2]	% De-enrolled through Post Enrollment Verification	% of Total CARE Households De-Enrolled
24	January	1,277,380	6,079	0.48%	5,545	103	5,648	92.91%	0.44%
25	February	1,271,845	7,446	0.59%	6,826	136	6,962	93.50%	0.55%
26	March	1,262,687	619	0.05%	572	6	578	93.38%	0.05%
27	April	1,264,951	332	0.03%	303	5	308	92.77%	0.02%
28	May	1,266,254	0	0.00%	0	0	0	0.00%	0.00%
29	June	1,266,096	1,962	0.15%	1,845	14	1,859	94.75%	0.15%
30	July	1,267,287	0	0.00%	0	0	0	0.00%	0.00%
31	August	1,266,399	6,110	0.48%	5,823	15	5,838	95.55%	0.46%
32	September	1,253,686	8,090	0.65%	7,317	175	7,492	92.61%	0.60%
33	October	1,245,085	3,967	0.32%	3,572	103	3,675	92.64%	0.30%
34	November	1,235,455	1,179	0.10%	1,069	24	1,093	92.71%	0.09%
35	December	1,235,755	1,734	0.14%	942	6	948	54.67%	0.08%
36	YTD Total	1,235,755	37,518	3.04%	33,814	587	34,401	91.69%	2.78%
37									
38	^[1] Includes customers verified as over income or who requested to be de-enrolled.								
39	^[2] Verification results are tied to the month initiated. Therefore, verification results may be pending due to the time permitted for a participant to respond.								
40	Note: Any required corrections/adjustments are reported herein and supersede results reported in prior months and may reflect YTD adjustments.								

[illegible]

[illegible]

	A	B	C	D	E	F	G	H
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report CARE Table 7 CARE Capitation Contractors Southern California Edison							
2	Contractor Name ^[1]	Contractor Type (Check one or more if applicable)				Enrollments ^[3]		
3		Private	CBO	WMDVBE ^[2]	LIHEAP	Rural	Urban	Total
4	ALPHA ENTERPRISES		x			0	1	1
5	ANTELOPE VLY BOYS & GIRLS CLUB	x		x		0	0	0
6	APAC SERVICE CENTER	x				0	22	22
7	ARMENIAN RELIEF SOCIETY	x				0	0	0
8	ASIAN AMERICAN DRUG ABUSE PROG	x				0	6	6
9	ASIAN AMERICAN RESOURCE CENTER	x		x		0	2	2
10	ASIAN YOUTH CENTER	x				0	0	0
11	BEST PARTNERS	x				0	282	282
12	BETHEL BAPTIST CHURCH	x				0	0	0
13	BISHOP PAIUTE TRIBE	x				0	0	0
14	BOYS & GIRLS CLUB OF STANTON	x				0	0	0
15	C.O.R. COMM DEVELOPMENT CORP	x				0	0	0
16	CAREGIVERS VOLUNTEERS ELDERLY		x			0	0	0
17	CHINESE CHRISTIAN HERALD CRUS.	x				0	1	1
18	CHINO NEIGHBORHOOD HOUSE		x			0	0	0
19	CHRIST UNITY CENTER	x				0	0	0
20	CITIHOUSING REAL ESTATE SERVIC		x			0	0	0
21	CITRUS VALLEY HEALTH PARTNERS	x				0	0	0
22	CITY IMPACT	x				0	0	0
23	CITY OF BEAUMONT SENIOR CENTER		x	x		0	0	0
24	COMM CENTER AT TIERRA DEL SOL	x				0	0	0
25	COMMUNITY PANTRY	x				0	0	0
26	CORONA NORCO FAMILY YMCA	x				0	1	1
27	COUNCIL ON AGING-ORANGE COUNTY	x				0	0	0
28	CROSS CONNEXTION	x				0	0	0
29	DESERT ARC	x				0	0	0
30	DESERT MANNA MINISTRIES INC	x				0	2	2
31	DISABLED RESOURCES CTR, INC		x	x		0	9	9
32	EL CONCILIO DEL CONDADO DE	x		x		0	0	0
33	FAIR HOUSING COUNCIL RIVERSIDE	x				0	0	0
34	FAITH TEMPLE CHURCH	x				0	0	0
35	FAMILY SERVICE ASSOCIATION	x				0	0	0
36	FAMILY SVC ASSOC OF REDLANDS	x				0	0	0
37	FOOD SHARE	x				0	3	3
38	GO THE CALENDAR STOP		x			0	2,192	2,192
39	HEART OF COMPASSION	x				0	0	0
40	HELP OF OJAI, INC.	x				0	1	1
41	HI DESRT. TRANS. LIVNG. CONN.	x				0	0	0
42	HOLLON MARKETING SYSTEMS		x			0	0	0
43	HOME OF NEIGHBORLY SERVICE	x		x		0	0	0
44	HOUSING AUTH.-SAN BUENAVENTURA		x			0	0	0
45	HOUSING AUTHORITY OF KINGS CO	x		x		0	0	0
46	KERNVILLE UNION SCHOOL DISTRIC	x				0	0	0
47	KIDS COME FIRST	x				0	0	0
48	KINGS COMMUNITY ACTION ORG	x				0	0	0
49	KINGS CTY COMMISSION ON AGING	x				0	0	0
50	KOREAN CHURCHES COMM DEV- KCCD	x		x		0	0	0
51	KOREAN COMMUNTY SERVICES	x				0	0	0
52	LA COUNTY HOUSING AUTHORITY		x			0	0	0
53	LEAGUE OF CALIF HOMEOWNERS	x				0	0	0
54	LIGHTHOUSE LEARNING RES CTR	x				0	0	0
55	LTSC COMM. DEVEL. CORP	x				0	6	6
56	LUTHERAN SOCIAL SVC OF SO CAL	x				0	0	0
57	MENIFEE VALLEY CHAMBER		x			0	0	0
58	MENTAL HEALTH ASSOCIATION		x			0	0	0
59	MEXICAN AMERICAN OPPORTUNITY		x	x		0	0	0
60	MTN COMM FAM RESOURCE CNTR	x				0	2	2
61	NEW GREATER CIR. MISSION, INC	x				0	0	0
62	NEW HOPE VILLAGE, INC	x				0	0	0
63	NEW HORIZONS CAREGIVERS GROUP		x			0	3	3
64	OCCC	x				0	2	2
65	OMIDMULTICULTURAL INST FOR DEV		x			0	0	0
66	ONEOC	x				0	8	8

	A	B	C	D	E	F	G	H
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report CARE Table 7 CARE Capitation Contractors Southern California Edison							
2	Contractor Name ^[1]	Contractor Type (Check one or more if applicable)				Enrollments ^[3]		
3		Private	CBO	WMDVBE ^[2]	LIHEAP	Rural	Urban	Total
67	OPERATION GRACE	x				0	0	0
68	OUR COMMUNITY WORKS	x				0	4	4
69	OXNARD/HUENEME SALVATION ARMY	x				0	0	0
70	PACIFIC ISLANDER HLTH (PIHP)	x				0	0	0
71	PACIFIC PRIDE FOUNDATION	x				0	1	1
72	PAVING THE WAY FOUNDATION	x				0	0	0
73	REACH OUT 29	x				0	0	0
74	RIVERSIDE DEPT COMM ACTION		x	x	x	3	0	3
75	SALVATION ARMY SANTA FE SPGS	x				0	0	0
76	SALVATION ARMY VISALIA CORPS	x				0	0	0
77	SANTA ANITA FAMILY SERVICE	x				0	0	0
78	SENIOR ADVOCATES OF THE DESERT	x				0	3	3
79	SENIOR SERVICES OF I.W.V.	x				0	0	0
80	SHARE OUR SELVES	x				0	0	0
81	SMILES FOR SENIORS FOUND.	x				0	0	0
82	SOUTHEAST CITIES SERVICE CTR.		x			0	0	0
83	SOUTHEAST COMMUNITY DEVELOPMEN	x				0	0	0
84	SPECIAL SVC FOR GROUPS	x				0	0	0
85	SRCC/MCC	x				0	0	0
86	ST JOHN OF GOD HEALTH CARE SER	x				0	0	0
87	ST JOSEPH CHURCH		x			0	0	0
88	ST VINCENT DE PAUL		x			0	0	0
89	THE CAMBODIAN FAMILY	x				0	0	0
90	UNITED CAMBODIAN COMMUNITY INC		x			0	0	0
91	VICTOR VALLEY COMM SVC COUNCIL	x				0	0	0
92	VIETNAMESE COMMUNITY OF OC INC	x				0	0	0
93	VOLUTNEERS OF EAST LOS ANGELES	x		x		0	0	0
94	XFINITI SOLUTIONS, LLC					3	2,551	2,554
95								
96	^[1] All capitation contractors with current contracts are listed regardless of whether they have signed up customers or submitted invoices this year.							
97	^[2] WMDVBE status based on verbal confrimation from agency. No status (blanks) applied for agencies that were unable to be reached.							
98	^[3] Numbers reflect customers that have been placed on the rate YTD. Capitation payments may lag by a month or more depending on when SCE is invoiced by the contractors.							

	A	B	C	D
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report CARE Table 9 CARE Average Monthly Usage & Bill Southern California Edison			
2	Average Monthly Gas / Electric Usage ^[1]			
3	Residential Non-CARE vs. CARE Customers ^[3]			
4				
5	Customer	Gas Therms	Gas Therms	Total
6		Tier 1	Tier 2	
7	Non-CARE	70	3	74
8	CARE	13	1	13
9				
10	Customer	Electric KWh	Electric KWh	Total
11		Tier 1	Tier 2	
12	Non-CARE	297	257	554
13	CARE	323	175	498
14				
15				
16	Average Monthly Gas / Electric Bill			
17	Residential Non-CARE vs. CARE Customers ^[1] ^[3]			
18	(Dollars per Customer)			
19	Customer	Gas	Electric	
20	Non-CARE	\$41.86	\$102.54	
21	CARE ^[2]	\$34.64	\$54.48	
22				
23	^[1] Excludes master-meter usage.			
24	^[2] After CARE Discount.			
25	^[3] Does not include submetered customers.			

	A	B	C	D	E	F
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report CARE Table 10 CARE Surcharge & Revenue Southern California Edison					
2						
3	Electric					
4	CARE Surcharge and Revenue Collected by Customer Class					
5	Customer Class	Average Monthly		CARE Surcharge as Percent of Bill	Total CARE Surcharge Revenue Collected	Percentage of CARE Surcharge Revenue Collected
6		CARE Surcharge	Monthly Bill			
7						
8	Residential ^[1]	\$8,524,527	\$398,944,499	2.14%	\$102,294,327	28.01%
9	Agricultural	\$690,901	\$18,295,323	3.78%	\$8,290,807	2.27%
10	Commercial	\$16,703,576	\$432,964,462	3.86%	\$200,442,914	54.89%
11	Industrial	\$2,846,331	\$42,372,521	6.72%	\$34,155,974	9.35%
12	Public Authority	\$1,630,631	\$40,838,542	3.99%	\$19,567,572	5.36%
13	Railroads	\$33,589	\$973,291	3.45%	\$403,062	0.11%
14	Interdepartmental ^[2]	\$0	\$12,050	0.00%	\$0	0.00%
15	^[1] Excludes CARE customers ^[2] Electricity supplied for Edison-owned water & gas operations on Santa Catalina Island					
16						
17						
18						
19	Gas					
20	CARE Surcharge and Revenue Collected by Customer Class					
21	Customer Class	Average Monthly		CARE Surcharge as Percent of Bill	Total CARE Surcharge Revenue Collected	Percentage of CARE Surcharge Revenue Collected
22		CARE Surcharge	Monthly Bill			
23						
24	Residential	\$645.68	\$45,791.70	1.41%	\$7,748.17	35.13%
25	Commercial	\$1,192.53	\$98,486.33	1.21%	\$14,310.34	64.87%
26	NG Vehicle	\$0.00	\$0.00	0.00%	\$0.00	0.00%
27	Industrial	\$0.00	\$0.00	0.00%	\$0.00	0.00%

	A	B	C	D	E	F
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report CARE Table 11 CARE Capitation Applications Southern California Edison					
2	Entity ^[1]	Total Received	Approved	Denied	Pending/ Never Completed	Duplicate
3	ALPHA ENTERPRISES	2	1	0	0	1
4	ANTELOPE VLY BOYS & GIRLS CLUB	0	0	0	0	0
5	APAC SERVICE CENTER	22	22	0	0	0
6	ARMENIAN RELIEF SOCIETY	0	0	0	0	0
7	ASIAN AMERICAN DRUG ABUSE PROG	11	6	0	0	5
8	ASIAN AMERICAN RESOURCE CENTER	3	2	0	0	1
9	ASIAN YOUTH CENTER	0	0	0	0	0
10	BEST PARTNERS	282	282	0	0	0
11	BETHEL BAPTIST CHURCH	0	0	0	0	0
12	BISHOP PAIUTE TRIBE	0	0	0	0	0
13	BOYS & GIRLS CLUB OF STANTON	0	0	0	0	0
14	C.O.R. COMM DEVELOPMENT CORP	0	0	0	0	0
15	CAREGIVERS VOLUNTEERS ELDERLY	0	0	0	0	0
16	CHINESE CHRISTIAN HERALD CRUS.	2	1	0	0	1
17	CHINO NEIGHBORHOOD HOUSE	0	0	0	0	0
18	CHRIST UNITY CENTER	0	0	0	0	0
19	CITIHOUSING REAL ESTATE SERVIC	0	0	0	0	0
20	CITRUS VALLEY HEALTH PARTNERS	0	0	0	0	0
21	CITY IMPACT	0	0	0	0	0
22	CITY OF BEAUMONT SENIOR CENTER	0	0	0	0	0
23	COMM CENTER AT TIERRA DEL SOL	0	0	0	0	0
24	COMMUNITY PANTRY	0	0	0	0	0
25	CORONA NORCO FAMILY YMCA	4	1	1	0	2
26	COUNCIL ON AGING-ORANGE COUNTY	0	0	0	0	0
27	CROSS CONNEXION	0	0	0	0	0
28	DESERT ARC	0	0	0	0	0
29	DESERT MANNA MINISTRIES INC	5	2	3	0	0
30	DISABLED RESOURCES CTR, INC	10	9	1	0	0
31	EL CONCILIO DEL CONDADO DE	1	0	0	0	1
32	FAIR HOUSING COUNCIL RIVERSIDE	0	0	0	0	0
33	FAITH TEMPLE CHURCH	0	0	0	0	0
34	FAMILY SERVICE ASSOCIATION	0	0	0	0	0
35	FAMILY SVC ASSOC OF REDLANDS	1	0	0	0	1
36	FOOD SHARE	5	3	0	0	2
37	GO THE CALENDAR STOP	2,193	2,192	1	0	0
38	HEART OF COMPASSION	0	0	0	0	0
39	HELP OF OJAI, INC.	1	1	0	0	0
40	HI DESRT. TRANS. LIVNG. CONN.	0	0	0	0	0
41	HOLLON MARKETING SYSTEMS	0	0	0	0	0
42	HOME OF NEIGHBORLY SERVICE	0	0	0	0	0
43	HOUSING AUTH.-SAN BUENAVENTURA	0	0	0	0	0
44	HOUSING AUTHORITY OF KINGS CO	0	0	0	0	0
45	KERNVILLE UNION SCHOOL DISTRIC	0	0	0	0	0
46	KIDS COME FIRST	0	0	0	0	0
47	KINGS COMMUNITY ACTION ORG	0	0	0	0	0
48	KINGS CTY COMMISSION ON AGING	0	0	0	0	0
49	KOREAN CHURCHES COMM DEV- KCCD	0	0	0	0	0
50	KOREAN COMMUNITY SERVICES	0	0	0	0	0

	A	B	C	D	E	F
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report CARE Table 11 CARE Capitation Applications Southern California Edison					
2	Entity ^[1]	Total Received	Approved	Denied	Pending/ Never Completed	Duplicate
51	LA COUNTY HOUSING AUTHORITY	0	0	0	0	0
52	LEAGUE OF CALIF HOMEOWNERS	0	0	0	0	0
53	LIGHTHOUSE LEARNING RES CTR	0	0	0	0	0
54	LTSC COMM. DEVEL. CORP	6	6	0	0	0
55	LUTHERAN SOCIAL SVC OF SO CAL	0	0	0	0	0
56	MENIFEE VALLEY CHAMBER	0	0	0	0	0
57	MENTAL HEALTH ASSOCIATION	0	0	0	0	0
58	MEXICAN AMERICAN OPPORTUNITY	3	0	0	0	3
59	MTN COMM FAM RESOURCE CNTR	2	2	0	0	0
60	NEW GREATER CIR. MISSION, INC	0	0	0	0	0
61	NEW HOPE VILLAGE, INC	0	0	0	0	0
62	NEW HORIZONS CAREGIVERS GROUP	3	3	0	0	0
63	OCCC	8	2	5	0	1
64	OMIDMULTICULTURAL INST FOR DEV	0	0	0	0	0
65	ONEOC	14	8	4	0	2
66	OPERATION GRACE	0	0	0	0	0
67	OUR COMMUNITY WORKS	6	4	1	0	1
68	OXNARD/HUENEME SALVATION ARMY	0	0	0	0	0
69	PACIFIC ISLANDER HLTH (PIHP)	0	0	0	0	0
70	PACIFIC PRIDE FOUNDATION	1	1	0	0	0
71	PAVING THE WAY FOUNDATION	0	0	0	0	0
72	REACH OUT 29	0	0	0	0	0
73	RIVERSIDE DEPT COMM ACTION	11	3	3	0	5
74	SALVATION ARMY SANTA FE SPGS	1	0	1	0	0
75	SALVATION ARMY VISALIA CORPS	0	0	0	0	0
76	SANTA ANITA FAMILY SERVICE	0	0	0	0	0
77	SENIOR ADVOCATES OF THE DESERT	3	3	0	0	0
78	SENIOR SERVICES OF I.W.V.	0	0	0	0	0
79	SHARE OUR SELVES	0	0	0	0	0
80	SMILES FOR SENIORS FOUND.	0	0	0	0	0
81	SOUTHEAST CITIES SERVICE CTR.	0	0	0	0	0
82	SOUTHEAST COMMUNITY DEVELOPMEN	0	0	0	0	0
83	SPECIAL SVC FOR GROUPS	0	0	0	0	0
84	SRCC/MCC	0	0	0	0	0
85	ST JOHN OF GOD HEALTH CARE SER	0	0	0	0	0
86	ST JOSEPH CHURCH	0	0	0	0	0
87	ST VINCENT DE PAUL	0	0	0	0	0
88	THE CAMBODIAN FAMILY	0	0	0	0	0
89	UNITED CAMBODIAN COMMUNITY INC	0	0	0	0	0
90	VICTOR VALLEY COMM SVC COUNCIL	0	0	0	0	0
91	VIETNAMESE COMMUNITY OF OC INC	0	0	0	0	0
92	VOLUTNEERS OF EAST LOS ANGELES	0	0	0	0	0
93	XFINITI SOLUTIONS, LLC	0	0	0	0	0
94	Grand Total	2,600	2,554	20	-	26
95	^[1] Includes all entities with activity in 2014					

	A	B	C	D	E	F	G
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report CARE Table 12 CARE Expansion Program Southern California Edison						
2	Participating Facilities by Month						
3	2016	Gas			Electric		
4		CARE Residential Facilities	CARE Commercial Facilities	Total Gas	CARE Residential Facilities	CARE Commercial Facilities	Total Electric
5	January	-	-	-	440	175	615
6	February	-	-	-	434	173	607
7	March	-	-	-	430	172	602
8	April	-	-	-	443	179	622
9	May	-	-	-	443	181	624
10	June	-	-	-	438	182	620
11	July	-	-	-	433	179	612
12	August	-	-	-	445	178	623
13	September	-	-	-	442	178	620
14	October	-	-	-	443	174	617
15	November	-	-	-	444	169	613
16	December	-	-	-	441	169	610
17							
18							
19	Average Monthly Gas / Electric Usage ^[1]						
20	Customer	Gas	Electric				
21		Therms	KWh				
22	Residential Facilities	N/A	903				
23	Commercial Facilities	N/A	12,497				
24							
25							
26	CARE Expansion Self-Certification and Self-Recertification Applications						
27		Received	Approved	Denied	Pending/Never Completed	Duplicates	
28	Total	206	192	14	-	-	
29	Percentage	-	93.2%	6.8%	-	-	
30							
31							
32	^[1] Excludes master meter usage.						

	A	B	C	D	E	F	G	H	I	J
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report CARE Table 13 CARE High Usage Verification Results Southern California Edison									
2	Stage 1 - IRS Documentation and ESA Agreement				Stage 2 - ESA Participation			Stage 3 - Usage Monitoring		
3	Households Requested to Verify	Removed (No Response)	Removed (Verified Ineligible) ^[1]	Income Verified and Referred to ESA ^[5]	Failed and Removed ^[2]	Ineligible ^[3]	Completed	Removed ^[4]	Appeals Denied	Appeals Approved
4	37,518	34,568	592	3,381	1294	237	1850	20	67	87
5										
6										
7	^[1] Includes customers who were verified as over income, requested to be removed, or did not agree to participate in ESA.									
8	^[2] Includes customers who declined to participate in ESA, failed to respond to appointment requests, or missed multiple appointments.									
9	^[3] Includes customers who previously participated, did not meet the three-measure minimum, landlord refused, etc.									
10	^[4] Customers removed for exceeding 600% of baseline.									
11	^[5] Some High Usage accounts referred to ESA Program were Income Verified in previous year.									
12										

	A	B
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report CARE Table 14 Categorical Enrollment Southern California Edison	
2	Type of Enrollment	Number of customers Enrolled ^[1]
3	Bureau of Indian Affairs General Assistance	290
4	CalFresh/Supplemental Nutrition Assistance Program - Food Stamps	59,679
5	CalWORKs/Temporary Assistance for Needy Families (TANF)	-
6	Head Start Income Eligible - (Tribal Only)	1,252
7	Healthy Families A&B	24,873
8	Low-income Home Energy Assistance Program (LIHEAP)	4,940
9	Medicaid/Medi-Cal	128,758
10	National School Lunch Program (NSLP) - Free Lunch	40,775
11	Supplemental Security Income (SSI)	23,644
12	Tribal TANF	11,267
13	VRU - State Programs	317
14	Women, Infants, and Children Program (WIC)	41,407
15		
16	[1] Number of customers enrolled reflects categorical programs selected by customer. Please note in some case customer select more than one eligible program for a single account.	

	A	B	C	D	E
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report CARE Table 15 Verification and Initial Enrollment 2013 Southern California Edison				
2					
3	2013 Successful Verifications - Initial Enrollment				
4	Enrollment Channel	Eligibility			
5		Categorical	Income	Unknown ^[1]	Total
6	Initial Enrollment Channel Unavailable	464		2,710	3,174
7	Call Center - Internet Enrollment	1,216	762		1,978
8	Call Center - Application Mailed to Customer	1,385	619	2	2,006
9	Customer Internet Enrollment	1,301	1,080		2,381
10	Direct Mail (mail application annually to non-CARE customers)	466	339	1	806
11	External Data Share (Energy & Water IOUs)	106	14	766	886
12	General Outreach (e.g., community events)	783	549	6	1,338
13	Internal Data Share (e.g., ESA, Energy Assistance Fund [EAF])	5	5	19	29
14	Recertification	6,998	3,752	14	10,764
15	Verification	92	40	10	142
16	Total	12,816	7,160	3,528	23,504
17					
18	2013 De-enrolled and Ineligible Verifications - Initial Enrollment				
19	Enrollment Channel	Eligibility			
20		Categorical	Income	Unknown ^[1]	Total
21	Initial Enrollment Channel Unavailable	493		5,297	5,790
22	Call Center - Internet Enrollment	4,464	3,671		8,135
23	Call Center - Application Mailed to Customer	2,961	1,565	1	4,527
24	Customer Internet Enrollment	3,228	3,355		6,583
25	Direct Mail (mail application annually to non-CARE customers)	904	749	3	1,656
26	External Data Share (Energy & Water IOUs)	269	33	3,099	3,401
27	General Outreach (e.g., community events)	1,659	1,461	7	3,127
28	Internal Data Share (e.g., ESA, Energy Assistance Fund [EAF])	24	12	49	85
29	Recertification	7,950	6,280	12	14,242
30	Verification	85	37	2	124
31	Total	22,037	17,163	8,470	47,670
32					
33	^[1] Eligibility basis often is unknown when enrollment occurs through data sharing				

	A	B	C	D	E
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report CARE Table 16 Verification and Initial Enrollment 2014 Southern California Edison				
2					
3	2014 Successful Verifications - Initial Enrollment				
4	Enrollment Channel	Eligibility			
5		Categorical	Income	Unknown ^[1]	Total
6	Initial Enrollment Channel Unavailable	312		1,617	1,929
7	Call Center - Internet Enrollment	1,614	687	0	2,301
8	Call Center - Application Mailed to Customer	1,180	944	0	2,124
9	Customer Internet Enrollment	341	261	1	603
10	Direct Mail (mail application annually to non-CARE customers)	116	15	823	954
11	External Data Share (Energy & Water IOUs)	700	632	9	1,341
12	General Outreach (e.g., community events)	17	4	11	32
13	Internal Data Share (e.g., ESA, Energy Assistance Fund [EAF])	5,420	2,520	8	7,948
14	Recertification	371	237	28	636
15	Verification	1,014	665	0	1,679
16	Total	11,085	5,965	2,497	19,547
17					
18	2014 De-enrolled and Ineligible Verifications - Initial Enrollment				
19	Enrollment Channel	Eligibility			
20		Categorical	Income	Unknown ^[1]	Total
21	Initial Enrollment Channel Unavailable	682		6,933	7,615
22	Call Center - Internet Enrollment	5,337	2,237	3	7,577
23	Call Center - Application Mailed to Customer	5,347	4,376	0	9,723
24	Customer Internet Enrollment	1,191	668	1	1,860
25	Direct Mail (mail application annually to non-CARE customers)	568	40	4,356	4,964
26	External Data Share (Energy & Water IOUs)	3,199	2,456	25	5,680
27	General Outreach (e.g., community events)	185	40	78	303
28	Internal Data Share (e.g., ESA, Energy Assistance Fund [EAF])	14,935	8,953	14	23,902
29	Recertification	3,297	1,875	22	5,194
30	Verification	6,016	4,297	0	10,313
31	Total	40,757	24,942	11,432	77,131
32					
33	^[1] Eligibility basis often is unknown when enrollment occurs through data sharing				

	A	B	C	D	E
1	PY 2016 Energy Savings Assistance and CARE Programs Annual Report CARE Table 17 Verification and Initial Enrollment 2015 Southern California Edison				
2					
3	2015 Successful Verifications - Initial Enrollment				
4	Enrollment Channel	Eligibility			
5		Categorical	Income	Unknown ^[1]	Total
6	Initial Enrollment Channel Unavailable	93	0	846	939
7	Call Center - Internet Enrollment	576	370	0	946
8	Call Center - Application Mailed to Customer	963	322	8	1,293
9	Customer Internet Enrollment	803	462	0	1,265
10	Direct Mail (mail application annually to non-CARE customers)	318	194	18	530
11	External Data Share (Energy & Water IOUs)	82	11	487	580
12	General Outreach (e.g., community events)	572	444	10	1,026
13	Internal Data Share (e.g., ESA, Energy Assistance Fund [EAF])	6	8	7	21
14	Recertification	3,855	1,426	5	5,286
15	Verification	620	254	141	1,015
16	Total	7,888	3,491	1,522	12,901
17					
18	2015 De-enrolled and Ineligible Verifications - Initial Enrollment				
19	Enrollment Channel	Eligibility			
20		Categorical	Income	Unknown ^[1]	Total
21	Initial Enrollment Channel Unavailable	482	0	7,405	7,887
22	Call Center - Internet Enrollment	6,148	3,512	0	9,660
23	Call Center - Application Mailed to Customer	5,262	1,894	19	7,175
24	Customer Internet Enrollment	5,869	3,658	0	9,527
25	Direct Mail (mail application annually to non-CARE customers)	1,808	793	31	2,632
26	External Data Share (Energy & Water IOUs)	707	51	3,873	4,631
27	General Outreach (e.g., community events)	3,935	2,613	47	6,595
28	Internal Data Share (e.g., ESA, Energy Assistance Fund [EAF])	193	151	85	429
29	Recertification	17,826	8,784	30	26,640
30	Verification	2,733	1,171	254	4,158
31	Total	44,963	22,627	11,744	79,334
32					
33	^[1] Eligibility basis often is unknown when enrollment occurs through data sharing				

PY 2016 Energy Savings Assistance and CARE Programs Annual Report
CARE Table 18
Verification and Initial Enrollment 2016
Southern California Edison

2016 Successful Verifications - Initial Enrollment				
Enrollment Channel	Eligibility			
	Categorical	Income	Unknown ^[1]	Total
Initial Enrollment Channel Unavailable	156		1,159	1,315
Call Center - Internet Enrollment	685	422	0	1,107
Call Center - Application Mailed to Customer	983	296	7	1,286
Customer Internet Enrollment	1,016	503	0	1,519
Direct Mail (mail application annually to non-CARE customers)	610	408	13	1,031
External Data Share (Energy & Water IOUs)	131	16	540	687
General Outreach (e.g., community events)	777	542	5	1,324
Internal Data Share (e.g., ESA, Energy Assistance Fund [EAF])	12	16	2	30
Recertification	5,140	1,524	10	6,674
Verification	1,248	412	307	1,967
Total	10,758	4,139	2,043	16,940

2016 De-enrolled and Ineligible Verifications - Initial Enrollment				
Enrollment Channel	Eligibility			
	Categorical	Income	Unknown ^[1]	Total
Initial Enrollment Channel Unavailable	565		7,473	8,038
Call Center - Internet Enrollment	6,677	3,278	0	9,955
Call Center - Application Mailed to Customer	5,173	1,474	14	6,661
Customer Internet Enrollment	6,758	3,338	2	10,098
Direct Mail (mail application annually to non-CARE customers)	4,089	1,628	24	5,741
External Data Share (Energy & Water IOUs)	914	40	4,179	5,133
General Outreach (e.g., community events)	5,956	3,245	47	9,248
Internal Data Share (e.g., ESA, Energy Assistance Fund [EAF])	311	170	110	591
Recertification	20,848	8,038	38	28,924
Verification	2,226	651	388	3,265
Total	53,517	21,862	12,275	87,654

^[1] Eligibility basis often is unknown when enrollment occurs through data sharing



**Southern California Edison Company's (U-338 E)
Report for the Family Electric Rate Assistance
(FERA) Program
for the Period January - December 2016**

May 1, 2017

**SOUTHERN CALIFORNIA EDISON COMPANY'S REPORT FOR THE
FERA PROGRAM**

January 1, 2016 through December 31, 2016

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1. Participant Information

1.1 Provide the total number of FERA CUSTOMERS By month, for the reporting period.

See Table 1.

Table 1. FERA Customers Enrolled

2016	FERA Enrolled	FERA Receiving Tier 3 Benefit¹
January	19,833	N/A
February	19,674	N/A
March	19,488	N/A
April	19,654	N/A
May	19,611	N/A
June	19,544	N/A
July	19,558	N/A
August	19,645	N/A
September	19,493	N/A
October	19,381	N/A
November	19,108	N/A
December	19,102	N/A

¹ Effective October 1st 2015, the FERA rate was updated to a flat 12% discount.

1.2 Provide the total number of FERA-eligible households, FERA-participating households, and FERA household penetration rates by quarter.

See Table 2, following.

Table 2. FERA Penetration Rate

2016 Quarter Ending	FERA-Eligible Households	FERA-Participating Households	FERA Household Penetration Rate²
March 31	218,491	19,488	8.9%
June 30	218,491	19,544	8.9%
September 30	218,491	19,493	8.9%
December 31	218,491	19,102	8.7%

1.3 Discuss how the estimates of current FERA-eligible households were developed.

To develop FERA penetrations estimates for 2016, SCE used the joint energy utility methodology for the CARE program adopted by the California Public Utilities Commission (Commission) in Decision D.01-03-028.

Sources for these estimates include:

- Current year small area vendor distribution on household characteristics, census Public Use Microdata Sample (PUMS)
- American Community Survey ("ACS/PUMS")
- U.S. Census and Integrated Public Use MicroData Series ("IPUMS-CPS") from the Minnesota Population Center, University of Minnesota
- Labor Market Information Data ("EDD/LMID") from the California Employment Development Department, and
- Additional data sources, including estimated small area unemployment data from Synergos Technologies, Inc.

As described in the ESA/CARE Annual Report the data were used to provide household size and income distributions as a basis for the eligibility estimates used in 2016. This CARE methodology estimates a demographic eligibility rate by county (and various smaller geographic unit) for customers, based on an income limitation of 200% of the federal poverty guideline. The demographic eligibility rate is multiplied by the total number of technically eligible customers (those having an eligible meter or sub-meter) to determine the total number of eligible households. The total number of participating households is divided by the number of eligible households to estimate the CARE penetration rate. The CARE methodology can be extended to cover other programs with guidelines involving

² FERA Household Penetration Rate is calculated by dividing FERA Participating Households by FERA-Eligible Households.

household size and income, and the Joint Utilities have done this with FERA income and household size guidelines.

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

As of December 31, 2016, there were 87 sub-metered tenants participating in FERA

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

SCE did not encounter any problems administering the sub-metered FERA program during 2016.

2. Program Costs

2.1 Discount Cost

- 2.1.1** State the average monthly FERA discount received, in dollars per FERA customer.

The average monthly FERA discount received, in dollars per FERA customer was \$23.42.³

- 2.1.2** State the cumulative annual discount for all FERA customers.

The cumulative annual discount for all FERA customers was \$5,485,538.⁴

2.2 Administrative Cost

- 2.2.1** Show the FERA Program's administrative cost by category.

See Table 3, following.

Table 3. FERA Program Administrative Costs by Category and Benefits

Category	\$ Cost
Outreach/Marketing	\$ 33,424
Processing, Certification, Recertification ⁵	-0-
Post Enrollment Verification ⁵	-0-
General Administration ⁵	-0-
Information Technology	\$ 49,217
Capitation	\$ 1,132
TOTAL PROGRAM COSTS	\$ 83,773
CUSTOMER BENEFITS	\$ 5,485,538
TOTAL PROGRAM COSTS & CUSTOMER BENEFITS	\$ 5,569,331

³ Includes all enrolled customers who received a discount in any month.

⁴ Includes all enrolled customers who received a discount in any month.

⁵ Costs are not tracked separately from CARE; therefore, costs in these categories have been charged to the CARE Program.

2.3 Explain what is included in each administrative cost category.

See Table 4, following

Table 4. Administrative Cost Categories

Category	Description
Outreach	Includes: <ul style="list-style-type: none"> • Bill onsert, advertising, applications (printing and mailing), posters, brochures, flyers, postage, other outreach, staff labor, costs related to out bound dialing, 800#, and Capitation Fee Project.
Processing, Certification, Recertification	Includes: <ul style="list-style-type: none"> • Staff labor, information technology, application processing, training, programming labor, and sub-meter certification.
Post Enrollment Verification	Includes: <ul style="list-style-type: none"> • Staff labor, information technology, verification processing, training, programming labor, and sub-meter verification.
General Administration	Includes: <p>Information Technology / Programming:</p> <ul style="list-style-type: none"> • Programming and labor costs associated with system enhancements, compliance, and maintenance of existing processes. <p>Regulatory Compliance:</p> <ul style="list-style-type: none"> • Applications, testimony, advice filings, comments and reply comments, hearings, reports and studies, working group meetings, public input meetings, and tariff revisions. <p>Other:</p> <ul style="list-style-type: none"> • Office supplies, market research, program management labor (including pensions and benefits), and technical support and software licensing.
Startup	Includes: <ul style="list-style-type: none"> • Labor and system programming to implement the program.
Benefits	Includes: <ul style="list-style-type: none"> • Rate discounts/subsidy.

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

The costs of distinct CARE and FERA activities are charged separately to each program. Costs not tracked separately are charged to the CARE program.

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

SCE's FERA Balancing Account was closed prior to December 31, 2009. In A.08-05-026, SCE proposed to:

- Include FERA-related O&M Administrative funding in the authorized CARE administrative revenue requirement,
- Record actual FERA-related expenses in the CARE Balancing Account (CBA),
- Transfer the December 31, 2008 Family Electric Rate Assistance Balancing Account (FERABA) balance to the Public Purpose Programs Adjustment Mechanism (PPPAM) balancing account, and
- Eliminate Preliminary Statement, Part Z, FERABA.

The Commission approved SCE's proposal in D.08-11-031.

As authorized in D.08-11-031, SCE subsequently filed Advice 2300-E, which was approved by the Commission on March 17, 2009 with an effective date of January 1, 2009. In January 2010, SCE transferred the December 31, 2008 FERABA balance of \$79,257 to the PPPAM and eliminated the FERABA.

3. Outreach

3.1 Discuss utility outreach activities and those undertaken by third parties on the utility's behalf.

SCE's goal is to enroll as many eligible customers as are willing to participate on FERA. FERA enrollment decreased from 19,838 from December 31, 2015, to 19,102 on December 31, 2016, which represents a net decrease of 736 households.

FERA outreach was conducted as an adjunct to CARE outreach from January through December 2016 as follows:

- The CARE and FERA programs' outreach efforts and communications to SCE's in-language and under-penetrated areas continued to be a priority. SCE's CARE and FERA programs partner with internal SCE departments such as Public Affairs, Consumer Affairs, Customer Experience Management, Corporate Communications, Community Involvement, Speakers Bureau, and employee volunteer-based Resource Groups, and with external organizations — various chambers, foundations, faith-based organizations (FBOs), and community-based organizations (CBOs) — in outreach activities that target SCE's hard-to-reach customer base.
- Since January 2010, all phone center representatives in SCE's Customer Communications Organization can enroll eligible customers in the CARE or FERA Programs via the on-line web enrollment application, or can send out paper applications if requested.
- In 2016, SCE hosted several events at our Irwindale Energy Education Center honoring Black History Month, Asian American Pacific Islander Month, and Hispanic Heritage Month. These events provided a wealth of information on programs and services, including the CARE, FERA and Energy Savings Assistance (ESA) Programs, available to customers, businesses, and non-profit organizations. This strategy builds program awareness at a grassroots and community level where many income-qualified households may connect.
- In 2016, SCE participated in nearly 140 community events targeting customers seeking information on bill payment and assistance through rate assistance and energy savings. At events including--but not limited to--Martin Luther King and Black History Month celebrations, senior and faith-based community events, Earth Day festivals, and winter festivals over 21,000 customers received information on the CARE, FERA and ESA Programs as ways to help lower their energy usage and electric bills.

The CHANGES Pilot Program

On November 19, 2010, the Commission approved Resolution CSID-004, a one-year pilot program named Community Help and Awareness with Natural Gas and Electricity Services (CHANGES). This pilot was authorized as an ongoing program in Decision 15-12-047, adopted on December 15, 2015, and became permanent June 1, 2016. The program provides limited English-speaking customers in-language education, needs and

dispute resolution, and outreach for energy issues. The program is administered through a contract with the California Public Utilities Commission (CPUC), using the same community contractor, Self Help for the Elderly (SHE) and 27 CBOs, which also administer the CPUC's Telecommunications Education and Assistance in Multiple-Languages (TEAM) program.

The CHANGES CBOs during the pilot in SCE's service territory were: Asian American Educational & Cultural Center, Inc., Delhi Center, El Concilio del Condado de Ventura, Vietnamese Community of Orange County, Inc., and YMCA of Greater Long Beach. When the program transitioned to permanent on June 1, 2016, all 27 CHANGES CBOs could work on cases from any IOU (in the pilot, the CBOs up north were limited to PG&E, but that is not the case any longer.) The following is a list of the CBOs:

1. Afghan Coalition
2. Alliance for African Assistance
3. Asian American Resource Center
4. Asian Community Center
5. Campaign for Social Justice
6. CASA Familiar
7. Central California Legal Services
8. Centro la Familia
9. Chinatown Service Center
10. Chinese Newcomers Service Center
11. Deaf Community Services of San Diego
12. Delhi Center
13. El Concilio of San Mateo County
14. Filipino Workers Center
15. Fresno Center for Ne Americans
16. International Institute of Los Angeles
17. Good Samaritan Family Resource Center
18. Korean American Community Services
19. Korea town Youth And Community Center
20. Lao Khmu Association, Inc.
21. Little Tokyo Service Center
22. Madera Coalition for Community Justice
23. Portuguese Community Center
24. Self-Help for the Elderly
25. Southeast Asian Community Center
26. SUSCOL Intertribal Council
27. Vietnamese Community of Orange County

The Resolution directs the pilot to be funded by SCE, PG&E, SDG&E and SoCalGas, through CARE outreach program funding. SCE pays CPUC directly through monthly invoices.

The CHANGES program includes three in-language components: education, dispute and

need resolution, and outreach:

1. Education: The education component includes trainings, workshops, or one-to-one technical assistance for customers on various topics. Some of the topics covered include: avoiding disconnections, payment arrangements, assistance programs available, how to read a utility bill, tiered rates, and energy conservation.
2. Dispute and Need Resolution: CBOs work directly with customers and utilities to assist with issues such as bill inquiries, payment arrangements, avoidance of service disconnections, and restoration of service. The current CHANGES program provides assistance in 21 languages.
3. Outreach: CBOs leverage the existing TEAM outreach activities as an opportunity to introduce information about CHANGES, provide new energy-related materials, and market the program via various media outlets.

Based on the program administrator's monthly reports, CHANGES completed the following activities for SCE (January-December 2016):

Table 5. CHANGES Activities

Component (in language)	Activity
Community Events:	
<ul style="list-style-type: none"> • Armenian • Cambodian • Cantonese • Cebuano • Chinese • English • Filipino • Ilocano • Japanese • Korean • Spanish • Tagalog • Vietnamese 	CBOs did outreach and distributed materials at several local events
Media:	
<u>Television</u> Spanish	La Farandula
<u>Radio</u> <ul style="list-style-type: none"> • Korean • Vietnamese 	<ul style="list-style-type: none"> • KYPA – 1230 AM Radio • Bolsa Radio
<u>Print</u> <ul style="list-style-type: none"> • Korean – reached 40,000 • Spanish – reached 15,000 	<ul style="list-style-type: none"> • Korean Daily • Miniodas el Portavozde la Comunidad Latina

Component (in language)	Activity
<ul style="list-style-type: none"> • Tagalog – reached 25,000 • Vietnamese – reached 5,000 	<ul style="list-style-type: none"> • Weekend Balita • VietAmerican Weekly
<u>Social Media</u> <ul style="list-style-type: none"> • Tweets • Facebook Posts • Instagram Posts • Post to other Ethnic Networks 	
Consumer Education: By Topic	
<ul style="list-style-type: none"> • Armenian • Cantonese • English • Indonesian • Japanese • Korean • Mandarin • Spanish • Tagalog • Vietnamese 	<p>CBOs provided small workshops with topics including:</p> <ul style="list-style-type: none"> • Understanding Your Bill • Safety Tips • Level Pay Plan • Energy Conservation • CARE/FERA and Other Assistance Programs • Avoiding Disconnection, and • High Energy Use) <p>Also provided one-to-one education with 5,895 SCE/ SoCalGas customers.</p>

Marketing

In order to continue to offer relevant solutions to income-qualified customers, SCE deployed the following integrated efforts:

- Income qualified programs and other assistance programs (CARE, FERA, ESA, Level Pay Plan and Medical Baseline) were featured in customers' monthly electric bill 'onserts' – pre-printed newsletter-type communications – with articles providing resources to help reduce their electricity bills.
- Throughout 2016, SCE continued to reach out potentially eligible customers in an effort to enroll them in CARE or FERA as appropriate. Targeted direct to consumer mailings were sent to households on a quarterly basis, leveraging advanced analytics based on previous responses to fine-tune the targeting process.
- As part of the CARE/FERA annual solicitation process in June 2016, SCE included CARE/FERA enrollment applications in the bills of nearly 3 million customers receiving a paper bill (not receiving bills on-line).
- SCE's Customer Contact Centers within continues to utilize the on-line CARE/FERA enrollment application at www.sce.com to directly enroll customers into the CARE or FERA program over the phone or offer the option to send a CARE/FERA application to the customer as appropriate.

- CARE/FERA enrollment is coordinated with other low-income programs such as ESA, LIHEAP, SoCalGas income qualified programs and certain water utilities' programs. ESA participants are automatically enrolled in CARE or FERA each month and LIHEAP participants are automatically enrolled in CARE or FERA each quarter, as appropriate. The CARE/FERA Program continuously integrates its efforts and messaging with the ESA program at all outreach events, and in communications, and marketing campaigns.
- The CARE/FERA Capitation Fee Program team is continuing its efforts to re-engage existing capitation agencies while strategically registering additional contractors to overcome enrollment barriers, including language, culture, and special needs, in order to enroll the hardest-to-reach customers.

Paid Media (Advertising)

The 2016 IQP advertising campaign utilized digital banners (desktop and mobile) and Search Engine Marketing (SEM) placements. Digital media ads were placed through Maxpoint, a top performing advertising network used in past SCE campaigns. The campaign ran throughout the entire year and generated over 75 million impressions targeting Hispanic, Asian and General Market audience segments.

- SEM targeted all customers throughout SCE's service territory and delivered one (1) million impressions, 11,000 clicks and a 1.10% click-through rate (CTR). The average SEM CTR for SCE campaigns in 2016 was 0.96%
- Desktop display and mobile placements targeted General Market, Asian, and Hispanic segments with a household income less than \$75,000. The desktop and mobile placements delivered 64 million impressions and 163,000 clicks at a CTR of 0.26%.⁶

General Market

The advertising campaign launched January 1 and ended December 31, 2016. General Market media delivered 12,422,642 impressions, including over 2.3 million impressions that spilled into African American market.

Asian Market:

The Advertising campaign launched January 1 and ended December 31, 2016. Asian media delivered 28,243,119 impressions.

Digital Summary:

Digital placements were delivered in-language to Cambodian, Chinese, Vietnamese, Tagalog and Korean audiences across desktop and mobile devices:

- Desktop placements delivered 7,153,856 impressions and a CTR of 0.17%.
- Mobile placements delivered 21,089,263 impressions and a CTR of 0.33%.
- 61,000 visits to the site can be attributed to the Asian online advertising

⁶ The Sizmek Industry Benchmark for Digital is 0.13%.

campaign

Hispanic Market:

The Advertising campaign launched January 1 and ended December 31, 2016. Hispanic media delivered 35,031,068 impressions.

Digital Summary:

- Desktop placements delivered 8,744,020 impressions and a CTR of 0.11%.
- Mobile placements delivered 26,287,048 impressions and a CTR of 0.27%.
- 0,000 visits to the site can be attributed to the Hispanic online advertising campaign.

Earned Media

In 2016, there were three earned media coverage on SCE's income-qualified programs.

- Asian media outlets: 1
- General media: 2

Table 6. Media Coverage

Date	Media Outlet	Headline	Language
21-Mar-16	KPCC	California regulators tell utilities to spend more on energy-saving programs for poor households. ⁷	English
22-May-16	New Tang Dynasty TV	Story mentions SCE's electric bill discounts in an account of a Chinese immigrant who applied for a discount that saved him 20% per month on his electricity bill. ⁸	Chinese
4-Nov-16	PCC	New energy saving program targets low-income renters. ⁹	English

3.2 Discuss each of the following:

- 3.2.1** How FERA customer data and other relevant program information is shared within the utility; for example, between its LIEE and other appropriate low-income programs.

Both CARE and FERA are promoted through a joint application. All outreach efforts for FERA are combined with the CARE program. Additionally, customer data received from the LIEE program regarding potentially eligible customers is

⁷ <http://www.scpr.org/news/2016/03/21/58705/regulators-tell-utilities-to-spend-more-on-energy/>.

⁸ <http://www.ntdtv.com/xtr/b5/2016/05/22/a1267880.html>.

⁹ <http://www.scpr.org/news/2016/11/14/66128/new-energy-saving-program-targets-low-income-rent/>.

shared with the CARE program.

3.2.2 Discuss barriers to participation encountered during the reporting period and steps taken to mitigate them.

FERA program marketing efforts are leveraged with CARE efforts in order to minimize the cost to the programs. FERA is a program that targets middle income households with high energy usage. SCE believes FERA penetration is unlikely to match CARE due to the smaller level of benefits that are paid to participants.

As a result, the benefits of the FERA program do not provide enough incentive for customers to remain on the program. Only approximately half of the customers enrolled in FERA actually receive a discount in any given month. It is more complicated to market a program that may or may not have a benefit and is consequently less appealing to customers.

4. Processing FERA Applications

4.1 Processing Self-Certification and Self-Recertification Applications (individual and sub-metered customers)

4.1.1 Provide the number of utility and third-party FERA self-certification and self-recertification applications provided, received, approved, denied, pending/never completed, or duplicates for the reporting period.

See Table 7, following.

Table 7. FERA Self-Certification and Self-Recertification Applications¹⁰

	Provided¹¹	Received	Approved	Denied¹²	Pending / Never Completed¹³	Duplicates
Utility		43,025	5,963	33,486	3,448	128
Capitation		69	53	16	-	-
Other Third-Party		120	5	115	-	-
Total		43,214	6,021	33,617	3,448	128

4.2 Processing Random Post-Enrollment Verification Requests

4.2.1 Provide the total number of verifications requested, received, approved, denied, pending/never completed, or duplicates, for the reporting period.

See Table 8, following.

Table 8. FERA Random Post-Enrollment Verification Requests^{14, 15}

	Requested	Received	Approved	Denied	Pending / Never Completed¹⁶	Duplicates
Total	1,174	178	17	161	996	0

¹⁰ Includes sub-metered tenants.

¹¹ Self-Certification applications are distributed and/or /mailed through a wide variety of fulfillment and outreach methods so it is not possible to determine an actual amount. Recertification applications are tracked.

¹² Denied Self-Certification applications are counted to the CARE Program due to the dual CARE/FERA application.

¹³ Includes cancelled recertification requests and closed accounts.

¹⁴ Verification process for FERA is the same for CARE.

¹⁵ SCE is reviewing its verification system to determine if it is functioning properly based on the small number of verification requests shown in Table 8.

¹⁶ Includes customers dropped due to non-response, cancelled requests, and closed accounts.

5. Program Management

5.1 Discuss issues and/or events that significantly affected program management in the reporting period and how these were addressed.

No issues or events significantly affected FERA program management in PY2016.