

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

Application of Southern California Edison)	
Company (U 338-E) For Approval Of Its 2012-)	A.11-05-017
2014 California Alternate Rates For Energy)	(Filed May 16, 2011)
(CARE) And Energy Savings Assistance)	
Programs And Budgets.)	
Application Of Southern California Gas)	
Company (U 904-G) For Approval Of Low-)	A.11-05-018
Income Assistance Program And Budgets For)	(Filed May 16, 2011)
Program Years 2012-2014.)	
Application Of Pacific Gas And Electric)	
Company For Approval Of The 2012-2014)	A.11-05-019
Energy Savings Assistance And California)	(Filed May 16, 2011)
Alternate Rates For Energy Programs And)	
Budgets (U 39-M))	
Application Of San Diego Gas & Electric)	
Company (U 902-M) For Approval Of Low-)	A.11-05-020
Income Assistance Programs And Budgets For)	(Filed May 16, 2011)
Program Years 2012-2014)	

**SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) 2013 ANNUAL REPORT
FOR 2012 LOW INCOME PROGRAMS**

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

Application of Southern California Edison Company (U 338-E) For Approval Of Its 2012-2014 California Alternate Rates For Energy (CARE) And Energy Savings Assistance Programs And Budgets.)	A.11-05-017 (Filed May 16, 2011)
Application Of Southern California Gas Company (U 904-G) For Approval Of Low-Income Assistance Program And Budgets For Program Years 2012-2014.)	A.11-05-018 (Filed May 16, 2011)
Application Of Pacific Gas And Electric Company For Approval Of The 2012-2014 Energy Savings Assistance And California Alternate Rates For Energy Programs And Budgets (U 39-M))	A.11-05-019 (Filed May 16, 2011)
Application Of San Diego Gas & Electric Company (U 902-M) For Approval Of Low-Income Assistance Programs And Budgets For Program Years 2012-2014)	A.11-05-020 (Filed May 16, 2011)

**SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) 2013 ANNUAL REPORT FOR 2012
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 2012. The information in this report supersedes all prior reports submitted by SCE.

Respectfully submitted,

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May 1, 2013

Attachment A

SCE's ESA and CARE Programs Annual Report for Program Year 2012



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

May 1, 2013

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

TABLE OF CONTENTS

Title	Page
1. Energy Savings Assistance Executive Summary.....	3
1.1 Alignment of ESA Program with Strategic Plan Goals and Strategy	4
1.2 Energy Assistance Savings Program Overview.....	8
1.3 Whole Neighborhood Approach Evaluation.....	8
1.4 ESA Customer Enrollment Evaluation	11
1.5 Disability Enrollment Efforts.....	13
1.6 Leveraging Success Evaluation, Including LIHEAP	15
1.7 Integration Success Evaluation	17
1.8 Workforce Education & Training	20
1.9 Legislative Lighting Requirements Status	21
1.10 Studies.....	23
1.11 Pilots	26
1.12 “Add Back” Measures.....	26
2. CARE Executive Summary.....	27
2.1 Participant Information (Regulatory)	27
2.2 CARE Program Summary.....	32
2.3 CARE Program Costs	33
2.4 Outreach.....	36
2.5 Processing CARE Applications	44
2.6 Program Management.....	46
3. CARE Expansion Program.....	47
3.1 Participant Information	47
3.2 Usage Information	48
3.3 Program Costs.....	48
3.4 Outreach.....	48
3.5 Program Management.....	50
4. Fund Shifting.....	51
5. Appendix: ESA and CARE Program Tables	52

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

1. Energy Savings Assistance Executive Summary

Provide an executive summary of the ESA program year:

SCE's Energy Savings Assistance (ESA) Program helps customers conserve energy and save money. SCE provides free energy-efficient appliances and installation to income-qualified customers, including energy-efficient refrigerators, air conditioners, and more, as well as home efficiency solutions like weatherization that will help them save energy and money every day. To be eligible for the program, customers must meet income guidelines. Specific measures are authorized according to criteria that are observed in each home for existing appliances and feasibility of installation.

There are three stages in the program. Each stage is delivered by respected community organizations and building contractors under contract to SCE.

1. Outreach & Assessment

SCE's contractors determine if customers are eligible according to the following criteria:

- All customers must provide proof of income.
- Homeowners must provide proof of ownership.
- Renters must provide the property owner's written permission.
- SCE's contractors check homes to see if the recommended products or services will work. (For example, if a recommended refrigerator will not fit in the kitchen, SCE will not install it.)

2. Installation

The contractors install appliances or implement other recommendations. The CPUC requires installers to:

- Meet or exceed existing codes and regulations
- Follow accepted building practices

3. Inspection

An independent contractor performs an in-home inspection to ensure the installation contractor completed the work up to standards. If the work is not done properly, it will be redone at no cost to customers.

SCE's 2012 ESA Program operated in accordance with direction provided by the CPUC in Decision (D.) 08-11-031 for the 2009 – 2011 funding cycle, and in D.12-08-044 for the 2012 – 2014 funding cycle. In 2012, SCE used bridge funding to transition between program cycles. SCE continued progress toward offering all eligible customers the opportunity to

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

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 Low Income Energy Efficiency measures by 2020. The Plan lays out two goals in 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 programs 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 – 2014	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. 	<ul style="list-style-type: none"> Partnered and integrated with other Income Qualified Programs, joint enrollment with investor-owned utility (IOU) counterparts, leveraged organizations that service clients with disabilities, and utilized self-certification. Program services and benefits promoted to Latino community during morning news and on TV station's Facebook page. SCE contracts with Community-Based Organizations (CBOs) with existing ties to the disabled customer segment in SCE service territory.
1.2: Develop a recognizable and trustworthy Brand/Tagline for the ESA programs.	<ul style="list-style-type: none"> Launch integrated EE/ESA/DSM brand. 	<ul style="list-style-type: none"> The Statewide ME&O Branding initiative resulted in a new program name, "Energy Savings Assistance" which replaced the IOU specific names for the program in 2011.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

Implementation Plan and Timeline		
Strategies	Mid Term 2012 – 2014	IOU strategy employed this program year
1.3: Improve program delivery.	<ul style="list-style-type: none"> • Use information from segmentation analysis to achieve efficiencies in program delivery. • Leverage with Local, State, and Federal agencies as well as other organizations to increase seamless coordination, efficiency and enrollment. 	<ul style="list-style-type: none"> • In 2012, SCE continued to manage the number of jobs allocated to a contractor within a community to ensure a full day's work could be completed and additional day trips could be avoided. This "neighborhood" approach achieves efficiencies in time and material and helps reduce the program's carbon footprint. • SCE leveraged ESA with SCE's Partnerships group to promote SCE's Income Qualified Programs with local city governments. • ESA established partnerships with organizations that serve clients with limited incomes and/or special needs (e.g. Ability First). • Schedule Manager and Routing Tool (SMART), is a new functionality introduced to SCE's database. This tool provides proximity-based scheduling of jobs, mileage and time calculations, and route maps to and in-between appointments. The tool determines the most efficient overall route available which will decrease crew members' windshield time, reduce operating costs, save on gas consumption, and decrease the program's carbon footprint.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

Implementation Plan and Timeline		
Strategies	Mid Term 2012 – 2014	IOU strategy employed this program year
1.4: Promote the growth of a trained ESA workforce.	<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"> • Three types of training were offered in 2012: home assessment training, inspection training and computer-based training. This training was offered to employees from existing service providers to improve workforce skills and increase program efficiency. • SCE also developed and implemented additional workforce training content for the home assessment training course, including instruction on time management skills, communications skills, customer service skills, and safety best practices.

*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 – 2014	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"> • Conducted research to designate additional document types as acceptable proof of participation in other low income programs; increased applicant convenience and number of successful enrollments. • Employed joint ESA/CARE customer outreach via Spanish language television.
2.2: Coordinate and communicate between ESA, energy efficiency and DSM programs to achieve service offerings that are	<ul style="list-style-type: none"> • Continually reevaluate and update programs to take advantage of new technologies. • Explore in-home displays; home area networks and/or “pay- 	<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 Program. • Single Family Affordable Homes (SASH) Program: SCE coordinates with the SASH

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

Implementation Plan and Timeline		
Strategies	Mid Term 2012 – 2014	IOU strategy employed this program year
seamless for the customer.	as-you-go” technology to assist low income customers manage their use.	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. <ul style="list-style-type: none"> • ESA staff participated in monthly AMI Marketing status meetings to ensure program alignment including timing of ESA customer education on the new online Budget Assistant which AMI will enable.
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"> • 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 central air conditioners).
2.4: Increase delivery of efficiency programs by identifying segmented concentrations of customers.	<ul style="list-style-type: none"> • Evaluate approach determine whether additional segments are needed. 	<ul style="list-style-type: none"> • The ESA Program refined the 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 income eligibility • CARE participants • Non-ESA Program participants • High energy insecurity (disconnects, etc.) • High energy users

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

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:

Program Summary			
	Authorized / Planning Assumptions	Actual	%
Budget	\$72,461,946	\$39,378,995	54%
Homes Treated ^[1]	87,389	49,026	56%
kWh Saved	30,590,926	19,185,248	63%
kW Demand Reduced	6,879	6,403	94%
Therms Saved			
<p>^[1] Although 68,859 homes were enrolled in the program, only 49,026 are considered “treated” according to recent direction in D.12-08-044. Most of the 19,833 homes not considered treated were denied measures due to the Modified Three Measure Minimum (3MM) Rule. Many of the 19,833 homes subsequently will be eligible for electric measures based on measures installed by the gas utility. These homes then will receive electric measures in 2013 through go-back visits and then can be classified as treated.</p> <p>SCE's assumptions for treated homes are:</p> <ul style="list-style-type: none">• A “treated home” is defined as an income qualified and assessed home that meets the 3MM Rule by receiving 1) three electric measures, or 2) three gas measures, or 3) combination of any three gas and electric measures, or 4) one or two measures that achieve a minimum of 125 kWh savings, or 5) one or two gas measures meeting the 25 Therm threshold. SCE can offer in-home energy education in all treated homes.• An income-qualified and assessed home that 1) meets the three measure minimum rule from a gas IOU, and 2) has been assessed for all electric measures with a determination that none are feasible for installation is considered treated by SCE, regardless of whether SCE installs any additional measures. In these homes, SCE can share the cost of in-home energy education with the gas IOU and may count the home as treated.• An income-qualified and assessed multi-family home that does not receive gas measures, but achieves the 125 kWh threshold through the installation of only CFLs, may be counted as treated and SCE can offer in-home energy education in these homes.• An income-qualified and assessed home that does not receive any measures from SCE or a gas IOU is not considered treated and SCE cannot offer or incur cost for in-home energy education.			

1.3 Whole Neighborhood Approach Evaluation

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 2012, SCE continued to employ its ESA database to identify neighborhoods with a dense low-income population and low ESA program penetration. The database tracks the marketing and outreach tactics used in the various neighborhoods to evaluate effectiveness and provide guidance to our contractors/community-based organizations (CBOs). Marketing efforts are staggered to address specific neighborhoods (small geographic areas or "ZIP7s") within SCE's

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

service territory where city partnerships may have been established.
For example:

- In 2012, SCE deployed six ethnic direct mail postcard campaigns where customers were instructed to contact an assigned local contractor. The contractor-specific mailers were deployed in segmented “neighborhood” ZIP Code clusters targeting customers within the Chinese, Vietnamese, Korean, and Filipino communities, promoting ESA services, and encouraging customers to contact their local SCE-approved contractors for an immediate appointment. This eliminated the need to contact SCE’s call center and expedited the process by allowing customers to contact the service providers directly in their preferred language.
- In 2012, SCE deployed several automated “direct connect” calling campaigns targeting over 15,600 customers in segmented “neighborhood” ZIP Code clusters. The campaigns identified those customers who may be eligible to receive ESA services and provided customers with the opportunity to directly connect with an assigned local contractor to immediately schedule an appointment for enrollment.
- In 2012, SCE identified and targeted over 388,000 CARE-enrolled customers who registered on SCE.com’s “My Account” but had not participated in the ESA Program. The campaigns were launched utilizing e-mail blast messaging to promote ESA program benefits through an informative video that encouraged customers to “Apply Now.”
- Throughout the 2012 program year, SCE hosted several Community Forums targeting the Latino, African American, Native American, and Pacific Islander segments. These Community Forums provide a wealth of information on programs and services available to customers, businesses and non-profit organizations. This strategy builds program awareness at a grass-root and community level where many income-qualified households may connect.

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.

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

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

scheduled each marketing and outreach campaign to address specific neighborhoods within the service territory. Marketing efforts conform to the Whole Neighborhood Approach (WNA) by targeting customers in ZIP7 clusters through the use of targeted direct mail postcards, automated direct connect calling campaigns, mass mailers and e-mail blast campaigns.

The ESA program aggregates leads in small geographic areas and then allocates the leads among service providers in a manner that engaged the service provider in a full day's worth of work within a specific neighborhood. This method was used to manage the work throughout the funding cycle in order to distribute ESA work throughout the year for each ESA service provider.

Continued expansion of the paperless enrollment process with the use of the Tablet PC technology increased the effectiveness of Outreach by allowing mobility in door-to-door canvassing. Assessors were able to sort leads based on ZIP-7 clusters to determine the order of customers to be visited. Assessors were able to determine customer's previous participation and eligibility while in the customer's home which eliminated wasted return visits.

SCE partners with CBOs and private contractors to assess homes and deliver ESA Program services in local communities. SCE in ESA Table 5 lists contracts, activities, and actual expenses for SCE's ESA contractors, as well as WMDVBE status.

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. Other components of the ESA Program, in general, have not changed in terms of enrollment, assessment, energy audit, measure installations, and inspections. Specific improvements and system enhancements were developed related to bulk assignment of leads and installation jobs ensuring assessors and work crews maintain a full day's worth of work and minimize the program's carbon footprint.

In 2012, methods of identifying, marketing and outreaching to specific customer segments were developed through the Customer Marketing Tool within the EMAPS database. Additionally, utilizing Athens Research eligibility estimates has helped improve identification of underpenetrated areas within SCE's service territory and has served as

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

the foundation of planned marketing and outreach efforts. The Marketing Tool module helps to strategically group customers specific to a targeted effort, assist in gathering customers based on the criteria of an effort (Climate Zone, County, City, Zip Code), and ultimately track the results of an effort. In 2012, ESA continued its aggressive integration and partnering efforts with various local governments and internal and external organizations that serve within the disabled community to increase program penetration and bring benefits to a wider range of customers. In addition, categorical and self-certification enrollment were implemented to ease the enrollment process.

SCE continued to strategize effective ways to enhance and improve current ESA Program deliveries and deploy effective marketing and outreach efforts to bring ESA services to underserved communities. While deploying the WNA strategy, SCE remains cognizant of the need to ensure contractors throughout SCE's service area have sufficient and balanced demand for services. SCE also ensures that customers receive a timely response to ESA service requests even if they are not within a neighborhood currently being targeted through a WNA strategy.

1.4 ESA Customer Enrollment Evaluation

1.4.1 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.

The number of homes treated in 2012 as "go backs" was less than 1%. These customers were identified as having received services between 1999 and 2001.

No. of Homes Treated 2012	No. of Service Accounts Treated in 2012	Percentage of Go Back Homes
	Previously Treated in 1999-2001	
49,026	336	0.7%

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:

- Supplementing the traditional direct mailers to customers to include the contact information of service providers assigned to the area. By including the service provider's contact information on the direct mailer, it legitimizes the service provider and reduces the

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

enrollment wait time by allowing the customer to contact the service provider directly.

- Launching automated ‘direct connect’ calling campaigns allows for customers to speak in their preferred language directly to an assigned service provider.
- Households that met the income verification requirements for either CARE and/or the Energy Assistance Fund (EAF) are referred to the service providers. Since these households’ incomes have been verified by the respective program(s), the households are not required to provide additional income documentation in order to qualify for ESA enrollment.
- Customers that can provide documentation proving one or more household members currently participates in one of several state or federal assistance programs do not need to provide additional income documentation in order to qualify for the ESA Program.
- With the current paper enrollment process, previous participation and eligibility is determined when the assessor brings enrollment paperwork back to the agency office for validation. Implementing a paperless enrollment process with the use of the Tablet PC technology increases the effectiveness of outreach by allowing mobility in door-to-door canvassing. Assessors are able to determine customer’s previous participation and eligibility at the customer’s home which minimizes visits to ineligible homes. Furthermore, customers are enrolled in the program faster because they are not required to provide hard copies of income documents. The tablet PC provides immediate validation of customer data at the point of capture, and customer data is immediately transferred to SCE’s customer database to determine measure eligibility.

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 its 2012 annual goal of homes treated because new policy direction required changes to program procedures, contractor training, and clarification from the Commission. The changes in program policy that impacted the results achieved include:

- Interim month-to-month bridge funding and the delay in issuing D.12-08-044 created uncertainty and resulted in a late ramp-up toward the end of 2012.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

- The Modified Three Measure Minimum (3MM) Rule impacted the reporting of homes treated. Many homes are being denied measures due to the 3MM Rule, which requires that 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 in 2013 through go-back visits and then can be classified as treated.

The ESA Program has developed a more aggressive marketing plan to generate leads and help service providers with enrollment of eligible customers. The CPUC approved SCE's proposal to offer the smart power strip measure in D.12-08-044. The measure was not procured in time for 2012 but will enable more homes to meet the modified 3MM Rule and avoid being denied measures in future program years.

1.5 Disability Enrollment Efforts

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

In 2012, SCE continued its efforts to target low-income customers with disabilities and opportunities to work with disability-related community based organizations. For example:

- On March 14th and 20th, SCE conducted outreach to the La Sierra Senior Center in the City of Riverside and to the City of Moreno Valley Senior Center, respectively. SCE discussed the various Income Qualified Programs, Medical Baseline Program, public safety related topics, and a Senior Resource Guide with local senior residents. The outreach efforts help build awareness and support for SCE's Income Qualified Programs.
- On June 23rd, SCE attended the Southern California Latino Disability Conference in the City of San Bernardino hosted by Disability Rights California (DRC). DRC is a nonprofit disability rights organization, working since 1978 to advance human and legal rights of Californians with disabilities. The event provided workshops to over 125 attendees, discussing topics such as housing, education, voting, Department of Rehabilitation, and immigration. Various vendors and community organizations attended and provided resource information on special programs and services. SCE provided income qualified program information to all participants, and enrolled customers on location.
- In observation of Disability Awareness Month, on October 11th, SCE held its first Community Resource Festival within the Grace

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

T. Black Auditorium located in the City of El Monte. The fair focused on educating and exposing SCE customers to readily accessible resources within the community to help customers become better off financially, healthier, safer, and more involved. With over 150 attending seniors, customers with disabilities, and families, the event allowed customers to learn about services available on utility assistance, health and wellness, government agencies, financial education, local food banks, and leisure activities.

- On November 3rd, SCE sponsored and attended an annual conference hosted by 'Fiesta Educativa.' Fiesta Educativa's mission is to empower parents of children with disabilities through education programs. The conference allows Fiesta Educativa to outreach to families by educating, supporting, networking, referring, and collaborating with numerous organizations in their community that share similar goals. SCE set up a booth, shared, discussed, and networked with over 175 families, local businesses, and non-profit organizations that may be able to distribute program information to their clients, friends, and family.
- On November 5th, SCE provided Income Qualified Program information to over 50 seniors at the La Fetra Senior Center as part of the EYE-DAS (EYE Diseases Are Serious) support group. EYE-DAS is an organization dedicated in helping the visually impaired in the San Gabriel Valley by providing members with resources, ongoing education, current information, problem sharing, and social activities to enable independence and improve the quality of life. SCE discussed the benefits of the ESA, CARE, Medical Baseline and EAF Programs and provide answers to various questions.
- On November 13th, SCE provided Income Qualified Program information to seniors at the Arcadia Community Center as part of the EYE-DAS support group. Identical to the program described above, the EYE-DAS support group received helpful information on SCE's Income Qualified Programs.

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. Once a home has been identified as including a person with a disability, this information will enable assessment and installation contractors to customize service delivery for households based on their needs.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

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

SCE referrals generated 3,292 enrollments of customers with disabilities. Joint Utility data sharing generated 4,362 enrollments of customers with disabilities. Outreach activities generated 1,186 enrollments of customers with disabilities. Total enrollments of customers with disabilities was 8,840, or approximately 13% of the 68,859 total ESA enrollments.

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

In 2012, SCE implemented new marketing and outreach tactics targeting customers with disabilities in an effort to reach the 15% target. Although the combined overall target was not reached, SCE Referrals achieved results above 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 that were not classified as such because of the challenge posed by Decision 08-11-031, Section 7.1, paragraph 3 (page 68), “*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 make every effort to achieve the 15% target by implementing 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 Evaluation, Including LIHEAP

Decision 08-11-031 defines leveraging as “an IOU’s effort to coordinate its ESA programs with programs outside the IOU that serve low income customers, including programs offered by the public, private, non-profit or for-profit, local, state, and federal government sectors that result in energy efficiency measure installations in low income households”. Progress will be measured by tracking the following criteria:

- *Reduce Program Costs.* Leveraging efforts are measurable and quantifiable in terms of dollars saved by the IOU (Shared/contributed/donated resources, elimination of redundant processes, shared/contributed marketing materials, discounts or reductions in the cost of installation, replacement, and repair of

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

measures, among others are just some examples of cost savings to the IOU).

- *Increase Energy Savings.* Leveraging efforts are measurable and quantifiable in terms of home energy benefits/savings to the eligible households.
- *New Customer Enrollments.* 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.

Grid Alternatives, the external company administering the Single-family Affordable Solar Homes (SASH) program, provides SCE with a list of homes determined to be eligible for SASH treatment. SCE ensures that the homes on that list are enrolled in the ESA Program and receive all eligible and feasible measures, if they have not been previously enrolled. 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.

SCE also contracts with agencies that serve other IOU ESA programs. Contracting with the same service providers allows the IOUs to split the cost of jointly educating the customer on energy efficiency practices and resources. This leveraging has been highly successful in terms of the large number of jointly treated households, and can help reduce denial of energy education or other measures to homes due to the Modified 3MM Rule.

1.6.2 In addition to tracking and reporting whether each leveraging effort meets 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. For example, 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

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

external programs also likely enhances the credibility of the marketing for all programs involved, helping to 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 agency and thus will be more likely to trust the ESA Program messaging coming from that agency.

SCE employs several contractors that also have contracts with SoCalGas’s ESA Program. This type of leveraging has multiple benefits, including reducing the number of contractor visits to a customer’s home, as compared to being enrolled by separate contractors for each utility with additional trips and expenses required 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 project was created to address two closely related problems: LIHEAP contractors are typically unaware of homes previously serviced through ESA and what services have been installed until they actually do the assessment visit.

Similarly, ESA contractors are typically unaware of homes previously serviced through LIHEAP and what services have been installed. This wastes resources by ESA and LIHEAP contractors pursuing previously treated homes that have no remaining feasible measures to be installed.

SCE enhanced its database to allow LIHEAP Contractors to enter into SCE’s Energy Management Assistance Partnership System (EMAPS) data on homes treated, services installed, and whether ESA services were installed. For example, a contractor can record if a household received a refrigerator, evaporative cooler, clothes washer, etc. EMAPS supports this leveraging for any ESA appliance.

1.7 Integration Success Evaluation

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 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.”

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

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

SCE continues to use the customers enrolled on CARE as one of, and typically the main, customer segmentation criteria for targeted ESA marketing. In 2012, SCE continued to employ Automated Outbound Calling, where CARE customers receive an automated outbound call that asks a few basic ESA eligibility questions. The result of this effort is ESA leads which are batched by ZIP code and automatically routed by EMAPS to ESA contractors to schedule in-home enrollment appointments. Additionally, “direct connect” is a feature of Outbound Calling that directly connects customers with assigned local contractors to immediately schedule an appointment for enrollment.

In addition, the ESA and CARE marketing plans are now jointly coordinated to integrate efforts 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.

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

SCE continued the integration work initiated by the Program Integration Team consisting of members of ESA, CARE, and other Residential Energy Efficiency program groups. As part of this coordinated effort, ESA and CARE staffs ensure that appropriate low income messaging is included in the redesigned Mobile Education and Assistance Unit (MEU). The MEU is dispatched to major outreach events serving as an anchor for SCE’s demand-side management and customer assistance outreach. Additionally, the Comprehensive Mobile Home Program (CMHP) contractor completed onsite ESA applications and assessments for potentially qualified mobile home households. Through this integrated program offering, the contractor is able to enroll households in the most appropriate program which anecdotally enhances the perceived value of both programs by potential participants.

SCE also reviewed the customer materials between Residential Energy Efficiency and ESA to identify low-cost ways to integrate various program offerings for the target audiences. As a result, enhanced ESA messaging was incorporated into a number of brochures and flyers.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

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) staffs continued to coordinate plans and schedules for outreach events. ESA staff met with LGP staff multiple times 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.

Examples of these efforts include:

- ESA staff met with LGP and city officials from Culver City and Santa Monica in April, and the city of Redlands in June. SCE provided information regarding the ESA program and sought opportunities to promote the program, increasing awareness and participation.
- In March an event at the City of Moreno Valley Senior Center focused on working with seniors and special needs customers to enhance customer service and promote health and safety. The key objectives were to promote SCE's Medical Baseline Program, Income Qualified Programs, and other SCE initiatives.
- In September, SCE partnered with SoCalGas and the City of Irvine to provide program information, including the services offered and their benefits, to residents at their local community center.

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 this integration effort, ESA Program educational and marketing materials now contain information on the central A/C remote switching device for the Residential Demand Response Program Summer Discount Plan (SDP).

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

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 SASH and Multifamily Affordable Solar Housing (MASH) programs. SASH is managed by a company outside of SCE, and therefore coordination with SASH falls under the “leveraging” umbrella and is described in Section 1.6.1 above. SCE’s MASH staff meets with multi-family housing organizations, including those who may sign up for CSI and explains opportunities that may be available for their tenants through the ESA Program. These organizations then can explain to their residents how to enroll in ESA.

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.

The ESA program provides training on different aspects of the program to contractors, CBOs and vendors working in the program. Contractors and CBOs are required to maintain a license in good standing with the California State Licensing Board (CSLB).

The training curriculum includes workshops related to the policies and procedures for home enrollment and assessment, service delivery and inspections. The curriculum includes hands-on interactive workshops to ESA service providers in the use of EMAPS, which is the web-based database used to process and track program activity. The assessment training curriculum also has been updated to include instruction on the benefits associated with SmartConnect, specifically as it relates to the implementation of new functions and features available to customers, such as Budget Assistant and Save Power Day Events.

In addition, web seminars (“webinars”) have been implemented as a low-cost alternative to face-to-face meetings. Since the use of webinars reduces the overhead and travel costs typically associated with face-to-face meetings and can be scheduled almost immediately, plans are being developed to expand the use of this method to other program components wherever appropriate.

New service providers were brought in to the ESA program to help provide services to more homes. Therefore, it was necessary to provide in-depth training that reflected the full scope of the program. Instead of focusing on providing updates, this training involved a

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

“from-the-ground-up” approach to accelerate the learning curve for new service providers.

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 and, particularly, CBOs are situated in low-income and disadvantaged communities and provide jobs within these communities. Currently, these organizations provide over 600 jobs that support the ESA program. This figure includes employees of service providers performing ancillary services (e.g., janitorial and clerical) but may not be a comprehensive list. SCE’s training includes:

- Home Assessment Training – Offered to new employees hired by the ESA program service providers and required prior to employees conducting customer enrollment, income verification, and home assessment activities.
- Inspection Training – Offered to new inspectors being certified to verify that the ESA service providers’ work was performed properly and measures installed safely.
- Computer Skills Training – Offered to existing and new employees. Workshop includes, but is not limited to, basic computer skills and utilizing tools such as Microsoft Word, Excel and PowerPoint.

Type of training or recruitment conducted	Employees trained	Employees hired
Home Assessment Training	272	230
Inspection Training	22	22
Computer Skills Training	0	0

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 has not experienced any Compact Florescent Light bulb (CFL) supply issues and does not anticipate any future issues. As part of the procurement process, the lighting supplier was evaluated on the availability of product and ability to communicate if shortages should occur.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

However, the cost of CFLs is rising and may affect costs in future years due to:

- Initiative that is phasing out the incandescent;
- Increased demand for rare earth phosphorus; and
- New policies enacted by China, such as imposing 1) export quotas and 2) export duties, taxes, and tariffs.

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

The ESA home energy education program for customers meeting the Modified 3MM Rule 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 adequately 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 16 (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, the electric IOUs coordinated the procurement of the CFLs in order to obtain the highest quality at the lowest possible price. Each IOU remained responsible for issuing its own agreement 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. The ESA program agreement requires the supplier to maintain at least 30 days of product for all service providers and deliver product to the service providers' facilities within 14 days from the order date.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

- 1.9.4 Provide a summary of IOU activities in preparation for a drawdown of CFL-supporting subsidies at the end of the 2010-2011 cycle, and where, as experienced by the IOU, they feel new lighting technologies could be used in the ESA program.*

Although the 2009-2011 cycle has been completed, SCE's ESA program will continue to coordinate with the energy efficiency lighting programs to seek opportunities to introduce new lighting technologies and help ease the transition when incandescent bulbs are no longer available.

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.*

D.12-08-044 identified four new statewide studies to be conducted during 2012 and 2013. These include: a Needs Assessment, an Energy Education Study, a Multi-Family Segment Study, and an Impact Evaluation. Since the decision authorizing the four studies was not adopted until the end of August 2012, only planning activities occurred during 2012. No work was completed on the studies in 2012.

The four studies were initiated simultaneously with similar schedules. As such, many of the activities and their timing of the activities are similar. Additional details on each of these projects and are described in the subsequent study-specific sections.

The study team, which includes IOUs and Energy Division, undertook planning activities for the projects in September and October 2012. These activities included: generating Requests for Proposals (RFPs) and publically posting the RFPs on several national industry-specific websites to ensure a wider distribution of these opportunities. Responses to the RFPs were completed in November and December. Proposals were scored and contracts for the studies were awarded in December 2012 and January 2013. The projects began work in Q1 2013.

All studies are expected to be completed in 2013, to inform the 2015-2017 ESA Program Applications. The August 2012 Decision shortened the time available to complete the studies. The aggressive schedule, logistics, and technical requirements to meet the defined objectives within authorized budgets create some challenges for each study. The following table provides an overview of the 2012-2014 studies:

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

ESA Program Study	Consultant	Managing Utility	Project Initiation Held	Public Meeting Held	Final Report Expected
Low Income Multifamily Segment Study	Cadmus Group	PG&E	1/18/2013	3/5/2013	6/14/2013
ESA Energy Education Study	Hiner / KEMA	SCE	1/24/2013	3/7/2013	8/31/2013
Low Income Needs Assessment Study	Evergreen Economics	SCE	2/22/2013	3/19/2013	8/31/2013
ESA PY2011 Impact Evaluation	Evergreen Economics	SDG&E	1/23/2013	2/20/2013	8/31/2013

Joint Utility Impact Evaluation

The Impact Evaluation is a statewide study directed by the Energy Division. The IOU contract manager for the project is SDG&E. The contract was awarded to Evergreen Economics in December 2012. As in the past, the objective of the impact evaluation is to provide electric and gas savings estimates for the ESA Program by measure, utility, household, climate zone, and other relevant dimensions. The Impact Evaluation conducted during this program cycle is utilizing the 2011 program installation data as the basis for determining the program impacts. Analyses of the program impacts on energy savings are used to update savings forecasts, and meet filing and reporting requirements (including informing the development of the IOUs' 2015-2017 Energy Savings Assistance Program Applications).

Preliminary findings and draft report are expected to be delivered in July, after which a public workshop will be held. The final report is expected to be issued by August 31, 2013 to inform the planning for upcoming IOU applications.

Joint Utility Energy Education Study

The Energy Education Study is a joint statewide study directed by a study team that includes Energy Division and the four IOUs. The contract was awarded to Hiner and Partners with KEMA as a sub-contractor. IOU contract manager for the project is Southern California Edison.

The Energy Education Study is focused on identifying ways to optimize and/or improve the educational component of the program. In particular, the research seeks to understand best practices and areas of improvement related to ESA Energy Education delivery practices as well as an examination of the materials and content delivered to customers. The study is also expected to describe a method to

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

determine whether Energy Education offerings result (or could result) in realized energy or bill savings for program participants.

Preliminary findings and draft report are expected to be delivered in July. A public workshop is expected to be held in mid-August and the final report issued by August 31, 2013.

Joint Utility Needs Assessment Study

The Needs Assessment Study is a joint statewide study directed by a study team that includes Energy Division and the four IOUs. In December 2012 the research contract was awarded to Evergreen Economics. The IOU contract manager for the project is Southern California Edison. The Needs Assessment Study seeks to learn more about the nature and needs of the low income IOU customers in California in order to inform program and regulatory decisions impacting the next cycle of ESA and CARE programs. In particular, the study addresses relevant questions related to program participation and enrollment processes across a number of key dimensions including various demographic and psychographic variables (e.g., housing type, household size, climate zone, program interest, willingness and barriers related to participation), as well as other related customer needs and desires for energy efficiency measures and services offered by the CARE and ESA programs. The final report is due in August 2013.

Joint Utility Multifamily Segment Study

The Multifamily Segment Study is a joint statewide study directed by a study team that includes Energy Division and the four IOUs. In December 2012, the research contract was awarded to The Cadmus Group. The IOU contract manager for the project is PG&E.

The ESA Program Multifamily Segment Study envisioned by the Commission in D.12-08-044 includes a number of directives and objectives. The overall goal of the Multifamily Segment Study is to develop market segment profile information and use the information to investigate promising comprehensive and long term multifamily segment strategies for the ESA Program. This information is expected to help California develop and advance more long-term plans to meet the needs of low income IOU customers living in multifamily housing as either owners or renters.

A report for Phase 1 will be completed by June 14, 2013. Additional information and analyses allocated to Phase 2 will be available in September 2013.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

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.

No spending on the studies approved in D.12-08-044 occurred in 2012.
No results or reports were issued in 2012.

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 any pilots in 2012.

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 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 18. These measures were “added back” by the Commission in Ordering Paragraphs 41 (Envelope & Air Sealing), 45 (Central AC), 46 (Room AC), 48 (Heat Pumps), and 52 (Central AC Service) in D.12-08-044.

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.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

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 CARE 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.

2.1 Participant Information (Regulatory)

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 1		
Residential CARE Program Customers by Month¹ (electric usage)		
2012	CARE Customers	Percentage Change
January	1,444,003	0%
February	1,442,651	0%
March	1,440,834	0%
April	1,439,551	0%
May	1,437,474	0%
June	1,429,033	-1%
July	1,428,737	0%
August	1,425,912	0%
September	1,422,955	0%
October	1,419,614	0%
November	1,412,341	-1%
December	1,402,052	-1%

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 the CPUC in D.01-03-028 to develop quarterly and monthly penetration estimates in 2012.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

This method entails 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.

The most recent important change affecting the eligibility estimates was the CPUC's adoption of Federal Poverty Guidelines (FPG) as the source for income limits. This included decoupling one and two person household income limits, leading to a drop in eligibility relative to the previous limits, which used a common income limit for both one and two person households.

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

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" (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, as well as positive changes that are 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

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

Department county and MSA level labor force series. This adjustment to block group income marginal 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, Athens developed an improved method for estimation of payer status-specific eligibility. This method took into consideration 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 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. 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/aggregated to various geographic levels within a given utility area: ZIP+2, ZIP, tract, county, territory, etc. Statewide estimates,

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

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 .333.

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 69,117.

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 37,585.

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 54.38%.

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 the recertification of CARE and FERA. This approach has proven to be more effective than the previous tactic of solely approaching the

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

mobile home park owners/managers in increasing tenant enrollments/recertification.

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

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

2.2 CARE Program Summary

2.2.1 Please provide CARE program summary costs.

CARE Budget Categories	Authorized Budget	Total Expenditures	% of Budget Spent
Outreach (Includes Automatic Enrollment)	\$2,050,000	\$1,716,689	84%
Proc., Certification and Verification	\$7,980,000	\$1,039,069	13%
Information Tech./Programming	\$950,000	\$314,706	33%
Pilots ^[4]	\$216,000	\$238,424	121%
Measurement and Evaluation	\$90,000	\$53,107	34%
Regulatory Compliance	\$251,000	\$149,904	60%
General Administration	\$680,000	\$473,620	70%
CPUC Energy Division Staff	\$140,000	\$53,203	38%
Cooling Centers ^[1]	N/A	N/A	N/A
Total Expenses	\$12,357,000	\$4,038,722	33%
Subsidies and Benefits ^[2] ^[3]	\$330,200,000	\$342,170,176	104%
Total Program Costs and Discounts	\$342,557,000	\$346,208,897	101%

^[1] SCE's authorized Cool Center budget is not part of the CARE budget.

^[2] Subsidies and benefits include rate discounts.

^[3] The CARE discount exceeded the authorized amount in 2012. Per D.02-09-021, SCE can recover the full value of the discount through the CARE two-way balancing account without a reasonableness review.

^[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.

CARE Penetration			
Participants Enrolled	Eligible Participants	Penetration rate	Target Met?
1,402,052	1,456,590	96%	Yes

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.

At this time, SCE is not aware any recertification complaints received in 2012. The complaints previously reported in SCE's monthly reports

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

related to the customers' CARE verification efforts, and were misclassified as recertification complaints.

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 discount per CARE customer was \$19.96.

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 \$342,170,176.

2.3.2 *Administrative Cost*

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

See Section 2.2.1.

2.3.2.2 *Explain what is included in each administrative cost category.*

The requested information is provided in the table below:

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

CARE Administrative Cost Category	Description
Outreach	Includes: Bill inserts, advertising, applications (printing and mailing), posters, brochures, flyers, postage, sub-meter, non-profit, and agricultural housing outreach, information technology (technical support and software licensing), staff labor, out-bound dialing, 800#, outreach pilot, and Capitation Fee Project.
Processing, Certification, and Verification	Includes: Staff labor, information technology (technical support and software licensing), application processing, training, programming labor, and sub-meter certification.
Information Technology/ Programming	Includes: Programming and labor costs associated with system enhancements and maintenance of existing processes.
Measurement & Evaluation	Includes: Needs Assessment Study and Customer Satisfaction Survey.
Regulatory Compliance	Includes: Applications, 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 information technology (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, 2012 was \$19.346 million.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

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 administration costs associated with the CARE Program to SCE's Public Purpose Programs rate component. D.02-09-021¹ 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 total CARE revenues paid. (Patricia Castillo/Anthony-review)*

CARE Surcharge and Revenue Collected by Customer Class (2012) ^[2]					
Customer Class	Average Monthly		CARE Surcharge As Percent Of Bill	Total CARE Surcharge Revenue Collected	Percentage Of CARE Surcharge Revenue Collected ^[1]
	CARE Surcharge	Monthly Bill			
Residential	\$7,314,230	\$404,724,588	1.8%	\$87,770,759	27.9%
Commercial	\$13,834,455	\$403,845,600	3.4%	\$166,013,459	52.8%
Agricultural	\$537,411	\$15,787,823	3.4%	\$6,448,930	2.1%
Large/Industrial	\$2,903,151	\$54,278,976	5.3%	\$34,837,817	11.1%
Totals	\$24,589,247	\$878,636,987	2.8%	\$295,070,965	93.9%

^[1] Public Authority, Railroads, and Inter-department totals represent the remaining 6.1%.

^[2] Revenue Billed

¹ 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 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).

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

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/FERA programs partner with internal SCE departments such as Equal Opportunity, Public Affairs, Consumer Affairs, Customer Experience Management, Corporate Communications, Community Involvement, Speakers Bureau, employee volunteer-based Resource Groups, as well as external organizations and 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 who are willing to participate in CARE. CARE enrollment increased from 1,437,537 on December 31, 2011 to 1,402,052 on December 31, 2012 which represents a net decrease of 35,485.

Since January 2010, SCE's Customer Communications Organization extended the ability for all phone center representatives to enroll eligible customers in the CARE Program via the online web enrollment application. Year to date, 144,447 eligible customers have been enrolled through Call Center outreach efforts.

SCE participated in eight Community Forums designed to provide a platform for sharing critical information on sector-specific strategies to meet the needs of SCE's customer base in and the following ethnic communities: African American, Latino, Native American, and Asian Pacific Islander. The objectives of these forums were to (1) educate and inform ethnic communities about valuable SCE programs and services; (2) create, renew, and strengthen strategic relations within these communities; and (3) explore ways SCE can leverage opportunities to assist and better serve these communities during the current economic challenges. SCE served these objectives by sharing the CARE, FERA, and ESA programs along with potential contracting opportunities for these organizations through the Capitation Fee Project. The forum dates and locations are as follows:

April 27, 2012	Santa Barbara
May 4, 2012	Irwindale
May 17, 2012	Palm Springs
June 29, 2012	Costa Mesa
July 20, 2012	Tulare
August 17, 2012	Pomona

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

September 14, 2012	Adelanto
December 14, 2012	El Monte

In 2012, SCE's CARE and FERA programs had a presence at 201 outreach events, where hundreds of CARE applications were distributed to potentially eligible customers throughout SCE's service territory. At many of these events, eligible customers had the opportunity to enroll or recertify for CARE via the real-time online enrollment application available on www.sce.com and learn about the programs directly from a CARE/FERA subject matter expert. Such events provided SCE with the opportunity to uphold a presence in the community, continue to educate the public about SCE program offerings, and enroll eligible customers.

CHANGES

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), to provide limited English speaking customers in-language education, needs and dispute resolution, and outreach for energy issues. The program is administered through the same community contractor, Self Help for the Elderly (SHE) and 22 CBOs, which also administer the CPUC's Telecommunications Education and Assistance in Multiple-Languages (TEAM) program.

Of the 22 organizations in the program, five are in SCE's service territory. The five organizations serving SCE's territory include: 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. The Resolution directs the pilot to be funded by SCE, PG&E, SDG&E and SoCalGas, through CARE outreach program funding.

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 18 languages.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

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 reports, CHANGES completed the following activities for SCE (January-December 2012):

Component (in language)	Activity
Community Events:	
Dari Farsi Phasto Spanish Tagalog Vietnamese	CBOs did outreach and distributed materials at local community events serving 6,850 customers.
Media:	
<u>Television</u>	No television interviews were conducted in 2012.
<u>Radio</u> Chinese Spanish Vietnamese	Rainbow Under the Sky (No. Reached: 150,000) KUNX 1590 AM (No. Reached: 20,000) KLRJ 97.6 AM Radio Impacto 105.5 (No. Reached: 10,000) Bolsa Radio (No. Reached: 25,000)
<u>Print</u> Armenian Vietnamese Spanish English	Nor Haystan & SONG Magazine (No. Reached: 20,000) Rumores (No. Reached: 15,000) Asian Journal (No. Reached: 25,000)
Consumer Education: By Topic	
Armenian Chinese English Indonesian Korean Spanish Tagalog Vietnamese	CBOs provided small workshops and one-to-one education with 3,269 customers.

Marketing

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

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

- SCE made an enhancement to customers' bills starting in January 2012. Customers who have successfully completed the CARE/FERA recertification process will receive a recertification complete bill message indicating they will remain on the CARE/FERA rate. A new program letter is also available to Domestic Multifamily Service (DMS) customers to advise them they have been successfully recertified for CARE/FERA.
- In February and March, the CARE program launched a voluntary pilot confirmation campaign via automated phone calls targeting an initial 11,000 customers. This campaign was designed to reach out to active CARE participants who have not recently been asked to recertify or verify their eligibility for the CARE program. During the call, customers are asked to self-certify their program eligibility based on current guidelines. Customers who press a key in response to a prompt indicating they no longer qualify for the program will be removed from the CARE rate. This effort is completely voluntary, and customers who choose not to respond will not be affected and will continue to receive the CARE discount uninterrupted. The initial results show a 46% response rate. In June, additional automated outbound-call and direct mail campaigns will be implemented as part of this same effort.
- In March 2012, SCE engaged nine water utilities with overlapping shared service territory to facilitate D.11-05-020 that directs class A and B water utilities and energy utilities to exchange information relating to customers that are currently on their respective low income rate discount programs. The purpose of this effort is to increase participation rates for water low-income assistance programs. This month's activities included: finalizing confidentiality agreements and testing secured file transfer connectivity between the utilities.
- Through the online Welcome Kit at SCE.com/welcome, new SCE customers were provided information on financial assistance, which included CARE/FERA program details and enrollment options.
- Participated in community events that target customers seeking information on bill payment assistance and energy savings, for example: Earth Day Events, Cinco de Mayo Festivals, Deaf Nation Expo, ADA Conference, County Fairs, and other local community events.
- As part of the CARE/FERA annual solicitation process in June 2012, SCE included CARE enrollment applications in the bill of

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

non-CARE/FERA customers receiving a paper bill. Due to this effort, SCE received 5,159 new enrollments in CARE.

- SCE's Home Energy Efficiency Survey Recommendations report included information on CARE and FERA programs.
- From July-December, income-qualified (CARE and ESA) print ads tailored to the African American, Chinese, Vietnamese, Korean, Filipino, and Cambodian markets ran in 16 targeted publications, including, but not limited to: Black Voice News, LA Sentinel, China Press, Korea Times, Saigon Times, Asian Journal, and Angkor-Borei.

Earned Media (PR and Outreach)

SCE developed a press release with the topic "Keep Cool and Save Money with Tips from Southern California Edison" and added a secondary message that reference payment arrangements and financial assistance programs.

The press release was distributed to African American, Asian and Hispanic consumer markets and translated into Spanish, Cambodian, Chinese, Korean, and Vietnamese.

News release generated a total of 13 stories across ethnic markets as follows:

- Three stories published in the African American community.
- Nine stories (print and online) in Filipino, Chinese, Korean, and Vietnamese with a total of 1,047,479 audience reach.
- One story aired in the Hispanic community with a total of 20,315 audience reach

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 most effective outreach methods in 2012 were:

1. Call Center enrollment efforts which generated 48% of all enrollments;
2. Collateral materials distributed at community outreach events directed customers to SCE's website for additional program information including how to enroll on-line. Strategic page

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

placement of assistance programs information and direct links on sce.com web-site appeal to customers utilizing the internet. Customer enrolling via internet generated 20% of all enrollments;

3. Internal and external data sharing efforts which generated 13% of enrollments; and
4. General enrollment efforts which generated 13% of enrollments. General outreach efforts include the Capitation Fee Project and enrollments through third-party interactive voice response campaigns.

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

Although no formal study has been conducted by SCE to identify barriers to participation, SCE believes through anecdotal information and experience that some barriers to participation do exist. These include lack of knowledge about the availability of CARE, language and cultural barriers, geographical barriers to reach potentially-eligible customers, and a certain segment of the eligible population that does not wish to participate. In 2012, as penetration rates reached higher levels, SCE also found that it became increasingly difficult to reach each new customer.

As described in this report, SCE uses a multifaceted outreach approach to reach its potential CARE-eligible customers. In 2012, significant outreach efforts included, but were not limited to, active recruitment of new CARE Capitation agencies, multilingual outreach, ethnic and general market media, and designing CARE marketing and correspondence to reach increasing numbers of ethnic populations and under-penetrated geographic areas. SCE believes this approach continues to make progress in overcoming barriers to enrollment.

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, PG&E, and local water utilities as directed in D.11-05-020 to share CARE participant data electronically to assist customers to enroll in each utility's program. In 2012, nearly 35,795 customers were enrolled in SCE's CARE rate through sharing data with the aforementioned utilities.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

- 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 assessment services assist customers in completing a CARE application, if the customer is qualified. Through this effort, 2,161 customers enrolled in CARE during 2012. The CARE program continually integrates its efforts and messaging with the ESA program at all outreach events, communications, and marketing campaigns. SCE also enrolled 137 new CARE customers through the Energy Assistance Fund (EAF) program; a program which provides utility payment assistance through voluntary customer and employee 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 2012, SCE partnered with food banks, clothing distribution centers, employment workshops, farmers' markets, faith 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 1,895 enrollments in 2012.

- 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) as a result of these agreements).*

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

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

“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’s agreement with CSD provides that, upon request by CSD, SCE will provide CSD (1) the total number of households receiving CARE and Energy Assistance Fund (EAF) assistance and (2) the total dollar amount of CARE and EAF assistance received by all participating households from October of the previous year through September of the current year. This information is to be provided to CSD for inclusion in its federal funds leveraging application.

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

In 2012, to improve cost effectiveness for processing increasing levels of post-enrollment verification requests, all CARE processors were trained to process verification documents. This enabled flexible deployment of resources to more effectively manage the activity. In addition, SCE’s Call Center representatives are continuing to enroll qualified customers on-line when they call in for other inquiries, such as billing disputes or payment issues, instead of mailing an application to their homes. Also, through quarterly joint utility meetings, best practices are continually being discussed and reviewed to improve the effectiveness of SCE’s CARE program.

In early 2012, SCE worked with nine local water utilities with shared service territory to comply with the D.11-05-020 requirement that water and energy utilities share low-income customer information to increase participation rates for water low-income assistance programs. The first data exchange was completed in June 2012 and a second exchanged occurred in September 2012. Ongoing data exchanges will occur twice a year, in March and in September.

Cost effectiveness of various outreach and enrollment strategies is described in Section 2.5.2.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

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 the sub-metered tenants based upon their initial CARE enrollment date when it is time for recertification of program eligibility; similar to the process used to communicate recertifications to non-sub-metered CARE customers.

SCE reports random verification results in CARE Table 3. SCE initiated development of an Interim CARE Verification Model in late 2012 to address CARE high-user verifications in D.12-08-044. The data will be tracked and reported going forward to include information including, but not limited to, how customers initially enrolled in CARE.

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 (e.g., private, CBO, WMDVBE, and LIHEAP contractor).

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

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

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

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. The following table shows that SCE's enrollment cost is about 9% of that for the Capitation Fee program.

Comparison of Cost per Enrollment between SCE and Third Parties			
	Enrolled	Outreach Cost	Cost per Enrollment
SCE	330,753	\$1,550,510	\$4.69
Capitation Fee Project ^[1]	3,054	\$164,738	\$54.94
^[1] Includes all costs including capitation fees. Does not include enrollments from ESA contractors as they do not have an unbundled fee for a CARE enrollment.			

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

Comparison of Enrollment Percent Between SCE and Third Parties			
Enrollment Activity	Received	Approved	Percent
SCE			
SCE Call Center Requests	161,268	144,447	90%
SCE Direct Mail	7,037	5,286	75%
Special Projects/Events	19,522	18,586	95%
Internet Enrollments	59,034	59,034	100%
PG&E Data Exchange ²	209	147	70%
SWG Data Exchange ²	533	361	68%
SoCalGas Data Exchange ³	34,483	33,621	98%
Water Utilities Data	2,026	1,666	82%

² For PG&E, SWG and DCSD "Received" counts are those records that were active customer account matches with SCE's database after scrubbing all records received for non-matches, closed accounts, ineligible rates and existing accounts on CARE.

³ For SoCalGas, "Received" counts are those records that were active customer account matches with SCE's database after scrubbing all records received for non-matches, closed accounts, and ineligible rates. However, existing accounts on CARE are included in order to use these to automatically recertify these accounts for participation.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

Exchange			
DCSD Automatic Enrollment ²	0	0	0%
Other Miscellaneous Sources	55,990	29,801	53%
Third Parties			
Capitation Fee Project	4,865	3,054	63%
ESA Contractors	2,215	2,161	98%

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.

There were no significant issues/events that impacted program management in this reporting period.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

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.

CARE Expansion Program Participating Facilities by Month			
2012	CARE Residential Facilities	CARE Commercial Facilities	Total
January	404	191	595
February	409	191	600
March	405	191	596
April	403	187	590
May	403	186	589
June	400	186	586
July	400	186	586
August	437	194	631
September	441	196	637
October	446	198	644
November	441	198	639
December	368	172	540

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.

ESTABLISH IN 2012			RECERT IN 2012		CLOSED in 2012	
Commercial/ Residential	Service Accounts	No. of Beds	Service Accounts	No. of Beds	Service Accounts	No. of Beds
Commercial	17	1,344	109	5,999	45	2,775
Residential	92	1,186	224	3,926	103	1,083
TOTAL	109	2,530	333	9,925	148	3,858

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

3.2 Usage Information

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

CARE Expansion Program Average Monthly Gas / Electric Usage		
Customer	Gas Therms	Electric KWh
Residential Facilities	N/A	948
Commercial Facilities	N/A	12,622

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 \$680.03.

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 \$4,813.28.

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. SCE also conducts consumer outreach public awareness initiatives, which include presentations to community groups and contacts with community agencies through which customers may become aware of the program. Organizations participating in the CARE Capitation Fee program may assist a customer who is eligible to complete a CARE application for the Expansion Program.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

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 would qualify under the Expansion Program, primarily group living facilities, which can be residential or commercial customers, cannot be identified using SCE's customer database to enable SCE to selectively contact them. SCE's most effective outreach method to domestic customers is direct mailing based on demographic data. This would probably be the best method for the Expansion Program if potentially-eligible customers could be identified. Domestic customers receive information throughout the year about CARE. Therefore, if a group living facility is on a domestic rate, it would receive information and could inquire about enrolling. If a customer operating a group living facility is a business, the rate would typically be commercial. To most effectively reach commercial customers, SCE would probably use a bill message or bill insert to provide information about CARE.

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 collaborates with SoCalGas, Southwest Gas, PG&E and local water utilities to share CARE participant data electronically to enroll qualified customers in each utility's program.

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.*

See SCE's response to question 2.4.3.

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.*

See SCE's response to question 2.4.8.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

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.

There were no significant issues/events that impacted program management in this reporting period.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

4. Fund Shifting

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

SCE did not shift funds between categories in 2012. SCE is authorized to carryover or carryback funds within categories and subcategories in the 2012-2014 program cycle. Over-expenditures and under-expenditures in 2009 - 2011 will affect the available funds for ESA in 2012 in all categories and subcategories.

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

SCE reports a \$22,424 fund shift from the General Administration budget category to the Pilots budget category for the CHANGES Pilot. Additional information is provided in CARE Table 13. The shift was made due to an expense for a cancelled invoice that, although never paid, was charged to the program. In April 2013, the charge was reversed.

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

There was no ESA or CARE fund shifting activity that occurred outside the rules laid out in D.12-08-044.

SCE ESA AND CARE PROGRAMS ANNUAL REPORT – MAY 1, 2012

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 Penetration

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- Detail by Housing Type and Source

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- Whole Neighborhood Approach

ESA- Table 13- Categorical Enrollment

ESA- Table 14- Leveraging

ESA- Table 15- Integration

ESA- Table 16- Lighting

ESA- Table 17- Studies & Pilots

ESA- Table 18- “Add Back” Measures

ESA- Table 19- ESA Fund Shifting

CARE- Table 1- CARE Overall Program Expenses

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

CARE- Table 3- CARE Verification

CARE- Table 4- Self Certification and Re-Certification

CARE- Table 5- Enrollment by County

CARE- Table 5- Capitation Contractors

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

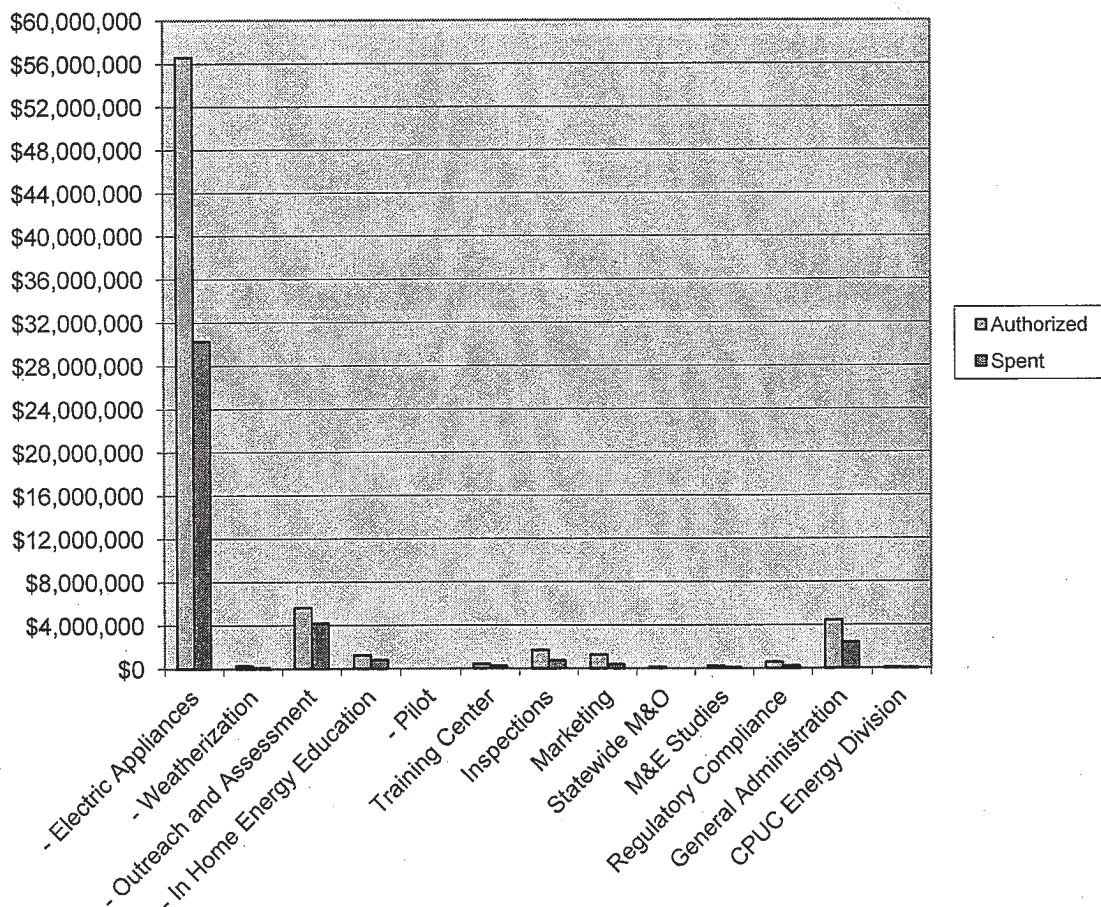
CARE- Table 11- CARE Capitation Applications

CARE- Table 12- CARE Expansion Program

CARE- Table 13- CARE Fund Shifting

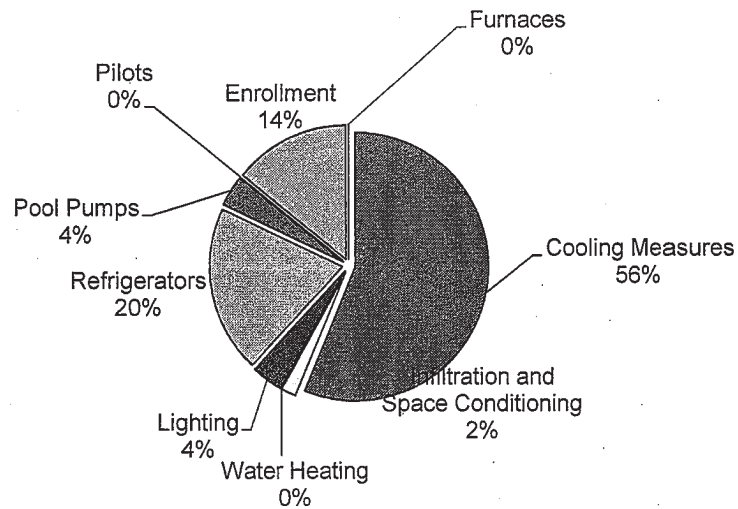
	A	B	C	D	E	F
1		Budget Category	Authorized	Spent		
2		- Electric Appliances	\$56,599,010	\$30,303,958		
3		- Weatherization	\$269,085	\$94,034		
4		- Outreach and Assessment	\$5,613,631	\$4,162,839		
5		- In Home Energy Education	\$1,245,480	\$793,868		
6		- Pilot	\$0	\$0		
7		Training Center	\$403,628	\$218,100		
8		Inspections	\$1,690,112	\$732,296		
9		Marketing	\$1,252,000	\$364,250		
10		Statewide M&O	\$120,000	\$0		
11		M&E Studies	\$200,000	\$69,060		
12		Regulatory Compliance	\$581,000	\$239,673		
13		General Administration	\$4,428,000	\$2,378,116		
14		CPUC Energy Division	\$60,000	\$22,801		
15						
16		TOTAL	\$ 72,461,946	\$ 39,378,995		

2012 ESA Authorized Budget and Actual Expenditures



	A	B	C	D	E	F	G	H
	PY2012 ESA and CARE Annual Report ESA Table 2 ESA Expenses and Energy Savings by Measures Installed Southern California Edison							
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	A	B	C	D	E	F
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2			2012 Expenses from ESA Table 2			
3						
4			Furnaces	\$1,182		
5			Cooling Measures	\$19,681,386		
6			Infiltration and Space Conditioning	\$618,722		
7			Water Heating	\$14,412		
8			Lighting	\$1,347,066		
9			Refrigerators	\$7,060,030		
10			Pool Pumps	\$1,311,649		
11			Pilots	\$0		
12			Enrollment	\$4,956,706		
13						
14			Total	\$34,991,153		
15						
16			ESA 2012 Expenditures by Measure Group			
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	A	B	C	D	E	F	G
1	PY2012 ESA and CARE Annual Report ESA Table 3 ESA Cost-Effectiveness Southern California Edison						
2		PY - Recorded ^[1]					
3		Ratio of Benefits Over Costs			Net Benefits; \$ Millions		
4	Program Year	Utility Cost Test	Total Resource Cost Test ^[2]	Modified Participant Test	Utility Cost Test	Total Resource Cost Test ^[2]	Modified Participant Test
5	2012	0.74	0.59	0.71	\$ (9.75)	\$ (15.41)	\$ (10.96)
6	2011	0.69	0.55	0.69	\$ (15.48)	\$ (22.78)	\$ (15.63)
7	2010	0.77	0.59	0.74	\$ (14.85)	\$ (26.54)	\$ (17.07)
8	2009	0.77	0.61	0.76	\$ (9.70)	\$ (16.67)	\$ (10.39)
9	2008	0.72	0.61	0.75	\$ (10.81)	\$ (14.83)	\$ (9.45)
10	2007	0.59	0.52	1.29	\$ (13.25)	\$ (15.59)	\$ 9.29
11	2006	0.81	0.72	1.36	\$ (5.92)	\$ (8.91)	\$ 11.38
12	2005	0.69	0.59	0.99	\$ (6.98)	\$ (9.31)	\$ (0.17)
13	2004	0.82	0.63	1.05	\$ (2.89)	\$ (5.90)	\$ 0.79
14	2003	0.73	0.58	1.04	\$ (5.13)	\$ (7.70)	\$ 0.74
15	2002	1.08	0.93	1.94	\$ 1.16	\$ (1.14)	\$ 14.25
16							
17	^[1] Source of 2012 data						
18	Resource Benefit	\$	22,326,212		E-3		
19	Utility NEB	\$	5,472,762		LIPPT Workbook		
20	Participant NEB	\$	1,991,663		LIPPT Workbook		
21	Program Cost	\$	39,378,995		E-3		
22	Total Cost	\$	37,732,506		E-3		
23	Utility Cost	\$	37,546,039		E-3		
24	Bill Saving (NPV)	\$	24,591,923		LIPPT Workbook		
25							
26	Data from prior years have been entered from prior LIEE Annual Reports						
27							
28	^[2] SCE has calculated the Total Resource Cost Test results without non-energy benefits. The Commission has 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.						

	A	B	C	D	E
	PY2012 ESA and CARE Annual Report ESA Table 4 ESA Penetration Southern California Edison				
1	Customer	Housing Type	# Homes Treated	Current Year Penetration Rate for Homes Treated	
2	Gas and Electric Customers				
3	Owners - Total				
4		Single Family			
5		Multi Family			
6		Mobile Homes			
7	Renters - Total				
8		Single Family			
9		Multi Family			
10		Mobile Homes			
11	Electric Customers (only)				
12	Owners - Total		36,373		
13		Single Family	31,552		
14		Multi Family	533		
15		Mobile Homes	4,288		
16	Renters - Total		32,486		
17		Single Family	18,312		
18		Multi Family	13,306		
19		Mobile Homes	868		
20	Gas Customers (only)				
21	Owners - Total				
22		Single Family			
23		Multi Family			
24		Mobile Homes			
25	Renters - Total				
26		Single Family			
27		Multi Family			
28		Mobile Homes			
29					
30					
31	Total Homes Treated in PY2012 ^[1]		68,859	79%	
32	Total Homes Eligible in PY ^[2]		87,389		
33					
34	^[1] Of 68,859 homes enrolled, 49,026 were treated. See Footnote 2 in ESA Table 2.				
35	^[2] Based on Attachment F of D.12-80-044.				
36					
37					
38	Penetration History				
39	Year ^[2]	Homes Treated	Ineligible & Unwilling ^[3]	Estimated Eligible in Current Year	Current Year Penetration Rate for Homes Treated
40	2002	29,685			
41	2003	33,348			
42	2004	38,996			
43	2005	36,420			
44	2006	53,017			
45	2007	44,323			
46	2008	54,635			
47	2009	61,834	22,109	83,445	74%
48	2010	121,016	41,110	83,445	145%
49	2011	93,771	25,067	83,446	112%
50	2012	49,026	19,833	87,389	56%
51	2013				
52	2014				
53	2015				
54	2016				
55	2017				
56	2018				
57	2019				
58	2020				
59	Total Homes Treated since 2002	616,071			
60					
61	^[2] Homes treated since 2002 are reported to track progress toward meeting the 2020 Programmatic Initiative. Data from prior years have been entered from prior LIEE Annual Reports.				
62	^[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.				
63					
64	Year	Utility in Shared Service Territory	Eligible Households in Shared Service Territory	Eligible households treated by both utilities in shared service territory	
65					
66	2012	PG&E	6,810	-	
67	2012	SoCalGas	1,256,020	33,672	
68	2012	SDG&E	N/A	N/A	

	A	B	C	D	E	F	G
1	PY2012 ESA and CARE Annual Report ESA Table 5 ESA Direct Purchases & Installation Contractors Southern California Edison						
2	Contractor	County [1]	Contractor Type (Check one or more if applicable)				PY Annual Expenditures
3			Private	CBO	WMDVBE	LIHEAP	
4	American Insulation	14	x		x		\$ 89,396
5	Assert	2,4		x			\$ 104,826
6	Autocell Electronics, Inc. [2]	12	x				\$ 120,620
7	CAP of Orange County	6		x	x	x	\$ 1,761
8	CAP of San Bernardino County	8		x	x	x	\$ 14,950
9	CAP of Ventura County	9, 11		x		x	\$ 179,587
10	Community Enhancement Services [3]	4, 6, 9, 11		x		x	\$ 850
11	Energy Efficiency Resources [2]	12	x		x		\$ 9,479,974
12	Energy Save	4	x				\$ 964,401
13	Environmental Assessment Services	4, 7	x				\$ 200,631
14	FCI Management	4	x		x		\$ 44,417
15	Gary's Pool [2]	12	x				\$ 951,204
16	Home Energy Assistance Living Inc.	4	x		x		\$ 386,792
17	Inter City Energy Systems	14	x				\$ 714,050
18	Inyo Mono Advocate for Comm. Action	1, 4, 5		x		x	\$ 3,870
19	John Harrison Contracting, Inc	4, 7, 8	x		x		\$ 4,347,091
20	Lights of America [2]	12	x		x		\$ 272,518
21	Long Beach Community Services	4, 6		x		x	\$ 33,268
22	Maravilla Foundation	2, 4, 8, 10		x	x	x	\$ 1,523,786
23	Pacific Asian Consortium in Employment	4		x	x	x	\$ 44,571
24	Peace Officers for a Green Environment	4, 6, 7, 8, 9, 11	x		x		\$ 2,332,802
25	Proteus	2, 3, 4, 8, 10		x			\$ 2,612,934
26	Quality Conservation Services	14	x				\$ 299,959
27	Reliable Energy Management Co.	1, 2, 4, 6, 8, 11	x		x		\$ 1,416,795
28	Richard Heath [3]	12	x		x		\$ 629,974
29	Savings Energy Consulting Services	4, 6, 7	x		x		\$ 319,211
30	SEARS Commercial [2]	12	x				\$ 141,310
31	Synergy Companies	14	x				\$ 305,284
32	Tri State Home Improvements	4, 7, 8	x		x		\$ 3,894,650
33	Veterans in Community Services	4		x	x	x	\$ 220,732
34	Village Solutions Foundation	6		x			\$ 26,108
35	WBC Enterprises	6		x			\$ 711
36							
37	Total Contractor Expenditures						\$ 31,679,031
38							
39	[1] Legend for Counties Served						
40							
41	1 Inyo	6 Orange		11 Ventura			
42	2 Kern	7 Riverside		12 Fresno			
43	3 Kings	8 San Bernardino		13 Service clients from within the organization			
44	4 Los Angeles	9 Santa Barbara		14 Service SCG customers only			
45	5 Mono	10 Tulare					
46							
47	[2] Appliance Supplier						
48	[3] Inspections						

	A	B	C	D	E
1	PY2012 ESA and CARE Annual Report ESA Table 7 Expenditures by Cost Elements Southern California Edison				
2		2012 Expenditures Recorded by Cost Element			
3	LIEE Program:	Labor ^[1]	Non-Labor ^[2]	Contract ^[3]	Total
4	Energy Efficiency				
5	- Gas Appliances	\$ -	\$ -	\$ -	\$ -
6	- Electric Appliances	\$ -	\$ -	\$ 30,303,958	\$ 30,303,958
7	- Weatherization	\$ -	\$ -	\$ 94,034	\$ 94,034
8	- Outreach and Assessment	\$ -	\$ -	\$ 4,162,839	\$ 4,162,839
9	- In Home Energy Education	\$ -	\$ -	\$ 793,868	\$ 793,868
10	- Education Workshops	\$ -	\$ -	\$ -	\$ -
11	- Pilot	\$ -		\$ -	\$ -
12	Energy Efficiency TOTAL	\$ -	\$ -	\$ 35,354,699	\$ 35,354,699
13					
14	Training Center	\$ 140,954	\$ 47,216	\$ 29,931	\$ 218,100
15	Inspections	\$ 74,862	\$ 637,220	\$ 20,213	\$ 732,296
16	Marketing	\$ -	\$ 360,827	\$ 3,423	\$ 364,250
17	Statewide M&O	\$ -	\$ -	\$ -	\$ -
18	M&E Studies	\$ 34,883	\$ 34,178	\$ -	\$ 69,060
19	Regulatory Compliance	\$ 255,246	\$ (15,573)	\$ -	\$ 239,673
20	General Administration	\$ 1,417,227	\$ 519,724	\$ 441,165	\$ 2,378,116
21	CPUC Energy Division	\$ -	\$ 22,801	\$ -	\$ 22,801
22					
23	TOTAL PROGRAM COSTS	\$ 1,923,172	\$ 1,606,393	\$ 35,849,431	\$ 39,378,995
24					
25	^[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.				
26	^[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.				
27	^[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
1	PY2012 ESA and CARE Annual Report ESA Table 8 Detail by Housing Type and Source Southern California Edison							
2	Customer	Housing Type	2012 Energy Savings			2012 Expenses ^[1]	2012 Households Treated	2012 Households Eligible
3			(mWh)	MW	(mTherm*)			
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	11,339	4.29		\$ 23,271,468	31,552	
16		Multi Family	95	0.03		\$ 195,075	533	
17		Mobile Homes	1,380	0.69		\$ 2,831,202	4,288	
18	Renters - Total							
19		Single Family	4,411	1.09		\$ 9,052,841	18,312	
20		Multi Family	1,735	0.33		\$ 3,560,497	13,306	
21		Mobile Homes	228	0.07		\$ 467,911	868	
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	Total Homes Treated in PY2012 ^[2]						68,859	
33	Total Homes Eligible in PY2012 ^[3]							87,389
34								
35								
36	* Thousands of Therms							
37	^[1] Excluding indirect program costs							
38	^[2] Of 68,859 homes enrolled, 49,026 were treated. See Footnote 2 in ESA Table 2.							
39	^[3] Based on Attachment F of D1208044							

	A	B	C	D	E	F
	PY2012 ESA and CARE Annual Report ESA Table 9 Life Cycle Bill Savings by Measure Southern California Edison					
1						
2	Measure Description	PY Number Installed	Per Measure Electric Impact - Average (kWh)	Per Measure Gas Impact (Therms)	Effective Useful Life (EUL)	2012 Total Measure Life Cycle Bill Savings
3	Heating Systems					
4	Furnaces	1	-			-
5	Cooling Measures					
6	A/C Replacement - Room	577	83		15	\$ 63,907
7	A/C Replacement - Central	2,628	184		18	\$ 726,289
8	A/C Tune-up - Central	1	-		7	\$ -
9	A/C Services - Central	-	-		7	\$ -
10	Heat Pump	86	693		15	\$ 79,707
11	Evaporative Coolers	10,461	480		15	\$ 6,717,552
12	Evaporative Cooler Maintenance	-	-		4	\$ -
13	Infiltration & Space Conditioning					
14	Envelope and Air Sealing Measures	618	17		13	\$ 12,852
15	Duct Sealing	2,417	524		18	\$ 1,908,495
16	Attic Insulation	-	-			
17	Water Heating Measures					
18	Water Heater Conservation Measures	357	84		12	\$ 34,238
19	Water Heater Replacement - Gas					
20	Water Heater Replacement - Electric					
21	Tankless Water Heater - Gas					
22	Tankless Water Heater - Electric					
23	Lighting Measures					
24	CFLs	187,564	20		9	\$ 3,352,354
25	Interior Hard wired CFL fixtures					-
26	Exterior Hard wired CFL fixtures	823	69		16	\$ 79,588
27	Torchiere	1,653	191		9	\$ 289,072
28	Refrigerators					
29	Refrigerators - Primary	8,726	705		18	\$ 9,258,442
30	Refrigerators - Secondary					
31	Pool Pumps					
32	Pool Pumps	1,234	1,686		10	\$ 2,069,430
33	New Measures					
34	Forced Air Unit Standing Pilot Change Out					
35	Furnace Clean and Tune					
36	High Efficiency Clothes Washer					
37	Microwave					
38	Thermostatic Shower Valve					
39	LED Night Lights					
40	Occupancy Sensor					
41						
42						
43						
44						
45	Pilots					
46	A/C Tune-up Central					
47	Interior Hard wired CFL fixtures					
48	Ceiling Fans					
49	In-Home Display					
50	Programmable Controllable Thermostat					
51	Forced Air Unit					
52	Microwave					
53	High Efficiency Clothes Washer					
54						
55	Total Homes Served By the Program	49,026				\$ 24,591,923
56	Life Cycle Bill Savings Per Home					\$ 501.61

	A	B	C
1	PY2012 ESA and CARE Annual Report ESA Table 10 Energy Rate Used for Bill Savings Calculations Southern California Edison		
2	Year	\$/kWh ^[1]	\$/Therm
3	2012	0.1227	N/A
4	2013	0.1264	N/A
5	2014	0.1302	N/A
6	2015	0.1341	N/A
7	2016	0.1381	N/A
8	2017	0.1422	N/A
9	2018	0.1465	N/A
10	2019	0.1509	N/A
11	2020	0.1554	N/A
12	2021	0.1601	N/A
13	2022	0.1649	N/A
14	2023	0.1698	N/A
15	2024	0.1749	N/A
16	2025	0.1802	N/A
17	2026	0.1856	N/A
18	2027	0.1911	N/A
19	2028	0.1969	N/A
20	2029	0.2028	N/A
21	2030	0.2089	N/A
22	2031	0.2151	N/A
23	2032	0.2216	N/A
24	2033	0.2282	N/A
25	2034	0.2351	N/A
26	2035	0.2421	N/A
27	2036	0.2494	N/A
28	^[1] - for 2012 average cost per kWh paid by participants. Cost is escalated 3% annually in 24 subsequent years		
29			

	A	B	C	D	E
1	PY2012 ESA and CARE Annual Report ESA Table 11 Bill Savings Calculations by Program Year Southern California Edison				
2	Program Year ^[1]	Program Costs	Program Lifecycle Bill Savings	Program Bill Savings/ Cost Ratio	Per Home Average Lifecycle Bill Savings
3	2010	\$ 65,126,882	\$ 79,710,207	1.22	\$ 654.00
4	2011	\$ 50,340,375	\$ 55,501,061	1.10	\$ 591.88
5	2012	\$ 39,378,995	\$ 24,591,923	0.62	\$ 501.61
6	^[1] Report Activity for Last 3 Years. Data from prior years have been entered from prior ESA Annual Reports.				
7					
8					
	2012 Lifecycle Bill Savings are Net Present Value				

	A	B	C	D	E	F
1	PY2012 ESA and CARE Annual Report ESA Table 12 Whole Neighborhood Approach Southern California Edison					
2	A	B	C	D	E	F
3	Table is not Required This Year					