



**SOUTHERN CALIFORNIA EDISON COMPANY'S (U-338 E)
ANNUAL PROGRESS REPORT FOR THE CALIFORNIA ALTERNATE RATES
FOR ENERGY PROGRAM FOR THE PERIOD JANUARY - DECEMBER 2001**

May 1, 2002

**SOUTHERN CALIFORNIA EDISON COMPANY'S ANNUAL PROGRESS
REPORT FOR CALIFORNIA ALTERNATE RATES FOR ENERGY
RESIDENTIAL AND EXPANDED PROGRAMS**

January 1, 2001 through December 31, 2001

CARE RESIDENTIAL PROGRAM

This section covers individual and sub-metered participants (tenants of qualifying master-meter customers).

I. Participant Information

- A. Provide the total number of residential CARE customers, including sub-metered tenants, by month, by energy source, for the reporting period.**

ANS. See Table 1.

TABLE 1		
Residential CARE Program Customers by Month ¹ (electric usage)		
2001	CARE Customers	Percentage Change
January	550,183	1%
February	564,294	3%
March	587,696	4%
April	605,130	3%
May	614,602	2%
June	657,748	7%
July	683,161	4%
August	687,974	1%
September	684,760	0%
October	711,382	4%
November	713,058	0%
December	729,367	2%

Notes:

1 Total individually-metered and sub metered.

1. Explain any monthly variance of 5% or more in the number of participants.

ANS. A seven percent increase was experienced in June due to the CARE annual solicitation mailing with electric bills.

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

ANS. SCE used two methodologies to report CARE penetration in 2001. The first methodology was in effect for reporting the March 31, 2001 results in Table 2 and also had been used in prior years. SCE switched to the joint energy utility methodology adopted by the Commission in D.01-03-028 for developing quarterly penetration estimates for June, September, and December 2001.

For the March 31 figures, this procedure was carried out at the county level, making some adjustments for differences between county boundaries, SCE boundaries, and the 1990 Census Public Use Microdata Sample (PUMS) coverage. Essentially, an estimate of the joint distribution of 1990 eligibility, in terms of 2001 dollars and 2001 household size requirements, was adjusted for changes in the size of the low-income population in SCE's territory. SCE first used the 1990 PUMS to establish the joint relationship between household size and income. This file contains all the Census long form information from a sample of individuals and households, with each sample member identified at a sub-county level of geography. The file was modified to match SCE service territory geography by using the sub-county geographic areas and contains the number of members in a household and the dollar amount of annual household income. This Census information was used to classify households as CARE-eligible or not eligible, giving an estimate of the number of CARE-eligible households in SCE's service territory in 1990.

SCE then used a second data source, the Claritas demographic estimation data, that gives annual estimates of the number of households in SCE's service territory that fall in various income groups, starting with below \$15,000, \$15,000 to \$24,999, and so on. SCE multiplied the 1990 PUMS estimate of the number of eligible households by the ratio of recent-year households with income below 150% of poverty level to 1990 households at that income level. This adjusted the 1990 estimate by the overall change in near-poverty-level households in SCE's service territory that occurred between 1990 and 2001, and produces the current-year estimate of the number of eligible households which is divided into the number of participating households to produce the CARE penetration rate. The penetration rate for March 2001 is reported in Table 2.

For June, September, and December 2001, the joint utility methodology was used. The joint utility methodology also relies on PUMS 1990 data to establish a joint relationship between household size and household income. Data from a vendor (AGS) is used to provide 2001 household size and 2001 income information. This methodology develops a demographic eligibility rate by county for customers, presuming an income limitation of 175% of the federal poverty guideline. The demographic eligibility rate is applied to

the total of technically-eligible customers (with SCE meters or sub-meters) to determine the number of eligible households. The number of eligible households is divided into the number of participating households to produce the CARE penetration rate. The penetration rate for June, September, and December is reported in Table 2 below.

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

ANS. The March 2001 data produced estimates of eligibility counts per the data on household income and size in PUMS 1990, and adjusted this amount by an inflation factor to reflect the growth in the low-income population that occurred between 1990 and 2001. The June, August, and December data are based on the joint energy utility methodology, which produced a demographic eligibility rate based on income at 175% of poverty level, and household size, and which is tailored to more accurately reflect SCE's actual service area and customer population. The Commission-approved joint energy utility methodology produces a lower estimate of CARE eligible households than SCE's prior methodology.

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

ANS. See SCE's response above to Question I.B., discussing the methodology used to estimate CARE penetration rates. Based on this methodology, households that meet CARE eligibility requirements and that have an individual meter or sub-meter are included in the estimated total of CARE-eligible households. In this case, households and meters have the same meaning. No adjustment to total residential meters was made, as only residential customers on CARE-eligible rates are counted.

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

ANS. See SCE's response above to Question I.B., discussing the methodology used to estimate CARE penetration rates. Based on this methodology, households that meet CARE eligibility requirements and that have an individual meter or sub-meter are included in the estimated total of CARE-eligible households.

4. Describe how current CARE customers were counted.

ANS. Individually metered or sub-metered residential customers who are on the CARE rate are counted as CARE participating households.

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

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

C. Provide the total number of CARE residential customers, CARE-eligible households, and CARE penetration rates, by energy source, by quarter.

ANS. See Table 2.

TABLE 2			
CARE Residential Penetration Rate Households (electric usage)			
2001 Quarter Ending	CARE Residential Households	CARE-Eligible Households	CARE Household Penetration Rate
March 31	587,696	849,594	69%
June 30	657,748	827,608	79%
September 31	684,760	830,500	82%
December 31	729,367	832,900	88%

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

ANS. It is estimated that approximately 21% of SCE's 3,959,626 residential customers or 832,900 customers, were eligible for the CARE discount rate as of December 31, 2001.

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

ANS. SCE estimates that 24,936 sub-metered tenants were eligible for CARE at year-end 2001.

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

ANS. As of December 31, 2001, there were 13,293 sub-metered tenants participating in CARE

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

ANS. As of December 31, 2001, 53% of the estimated CARE-eligible sub-metered tenants were participating in CARE.

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

ANS. Anecdotal information from customers indicates there may be reluctance on the part of mobile home park owners and/or managers to administer CARE. SCE will attempt to address this issue during its 2002 mailing to master-meter customers that requires the mobile home park owners and/or managers to have their tenants reapply for CARE. An informational document is planned to be included in this mailing, utilizing a “question and answer” format, to remind mobile home park owners and/or managers of their roles and responsibilities pertaining to CARE.

II. Usage and Bill Information

A. Provide a comparison of CARE and non-CARE residential usage by tier (Baseline and Non-Baseline), excluding usage of residential master-meter customers, by energy source.

ANS. See Table 3.

TABLE 3			
Average Monthly Gas / Electric Usage Residential Non-CARE vs. CARE Customers ¹			
Customer	Gas Therms Tier 1*	Gas Therms Tier 2**	Total
Non-CARE	Not applicable.	Not applicable.	Not applicable.
CARE	Not applicable.	Not applicable.	Not applicable.
Customer	Electric KWh Tier 1	Electric KWh Tier 2	Total
Non-CARE	303	230	533
CARE	288	116	404

Notes:

1 Excludes master-meter usage.

* Baseline

** Non-Baseline

B. Provide a comparison of the average monthly bill for CARE and non-CARE residential customers, excluding bills of master-meter residential customers, by energy source.

ANS. See Table 4.

TABLE 4
Average Monthly Gas / Electric Bill Residential Non-CARE vs. CARE Customers ¹

(Dollars per Customer)		
Customer	Gas	Electric
Non-CARE	Not applicable.	\$71.69
CARE ²	Not applicable.	\$37.11

Notes:

1 Excludes master-meter usage.

2 After CARE discount.

III. Program Costs

A. Discount Cost

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

ANS. The average discount per CARE customer was \$8.99 per month.

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

ANS. The annual subsidy (discount) for all CARE Residential Program customers was \$ 68,837,345.27.

B. Administrative Cost

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

ANS. See Table 5A. Cost is only available for categories where these costs were tracked in 2001. Costs for the Residential Program are 99.5% of total costs as .05% of the total costs have been allocated to the Expansion Program Subsidies and benefits are actual costs.

Table 5A CARE Residential Program Administrative Costs by Category and Surcharge	
Category	Cost
Outreach	\$739,415
Processing, Certification, and Verification	\$327,544
Billing System /Programming ¹	\$0
Measurement & Evaluation	\$2,075
Regulatory Compliance	\$59,700
General Administration	\$1,114,747
LIAB Funding	\$0

CPUC Energy Division Staff Funding	\$52,987
TOTAL PROGRAM COSTS	\$2,296,468
Subsidies and Benefits	\$68,837,345
TOTAL PROGRAM COSTS & CUSTOMER DISCOUNTS	\$71,133,813

Notes:

- 1 Programming costs are captured under the “General Administration” category and include current efforts to track billing system/programming costs. Therefore, no costs are reflected in the “Billing System/Programming Costs” category. Programming costs included the development of systems to manage the CARE Capitation Fee Project and to enhance current customer systems to interface with the CARE Capitation Fee Project programming.

2. Explain what is included in each administrative cost category.

ANS. See table below.

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.
Billing System /Programming	Includes: Manual rebilling and programming and billing labor.
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).
LIAB Funding	Includes: Low Income Advisory Board (LIAB) reimbursed expenditures.
CPUC Energy Division Staff Funding	Includes: CPUC Energy Division Staff expenditures.
Subsidies and Benefits	Includes: Rate discounts.

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

ANS. Although SCE does not have a CARE balancing account, SCE's Preliminary Statement Part O, CARE Account, does allow for the tracking of any difference between the CARE discount and the CARE surcharge. The difference between the CARE discount and the CARE surcharge for calendar year 2001 is an undercollection of \$11.050 million. See the response to Part D below for the ratemaking treatment of the CARE costs.

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

ANS. As indicated in SCE's response to Question III.C above, SCE does not have a CARE balancing account, but does track the difference between the CARE discount and the CARE surcharge. The CARE discount is reflected in distribution rates and the CARE surcharge revenue is reflected in Public Purpose Program rates. The operation of the Settlement Rate Balancing Account (SRBA) facilitates the matching of the CARE discount with the CARE surcharge revenues each month. To the extent that this automatic matching of the CARE discount and CARE surcharge produces a revenue shortfall, Surplus (as defined in SCE's Settlement Agreement with the Commission) is reduced. Likewise, if the CARE discount is less than the CARE surcharge revenue, Surplus is increased. SCE recovers its authorized CARE administration costs through the operation of the Public Purpose Programs Adjustment Mechanism, which is transferred to the SRBA each month, which effectively allows for the recovery of the authorized administration costs through Surplus.

- E. 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.

ANS. See Table 6.

TABLE 6					
CARE Surcharge and Revenue Collected by Customer Class					
Customer Class	Average Monthly CARE Surcharge	Average Monthly Bill	CARE Surcharge as Percent of Bill	Total Annual CARE Surcharge Revenue Collected²	Percentage of Total Annual CARE Surcharge Revenue Collected
Residential	\$1,420,986	\$265,768,137	0.5%	\$17,051,830	29.2%
Commercial	\$2,275,601	\$345,261,260	0.7%	\$27,307,215	46.7%
Industrial	\$750,419	\$88,821,166	0.8%	\$9,005,024	15.4%
Agricultural	\$69,466	\$10,502,102	0.7%	\$833,598	1.4%
Public Authority	\$353,702	\$50,820,317	0.7%	\$4,244,418	7.3%
Railroads	\$3,251	\$547,502	0.6%	\$39,016	0.1%
Interdepartment ¹	\$35	\$5,406	0.6%	\$421	0.0%
Totals	\$4,873,460	\$761,725,889	0.6%	\$58,481,523	100.0%

Notes:

1 SCE operations.

2 Revenue billed, not collected.

V. Outreach

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

ANS. Due in large part to the energy crisis and SCE's goal of enrolling as many CARE eligible customers willing to participate, SCE greatly expanded its outreach activities in 2001. CARE enrollment was increased from 542,175 at December 31, 2000 to 729,367 at December 31, 2001, a gain of 187,192. The year-end 2001 figure represents participation by 88.13% of estimated eligible customers.

A comprehensive table of outreach activities is included with this report as **Attachment**

A. The following provides an overview of the significant efforts.

- In January, SCE conducted a special solicitation for CARE participation by mailing a CARE application to residential customers with their electric bills.

- In June, two months prior to its high demand season, SCE conducted its annual solicitation for CARE participation by mailing a CARE application to residential customers with their electric bills.
- SCE collaborated with Southern California Gas (SoCalGas) to electronically share CARE participant data to assist customers to enroll in each utility's program. 11,000 customers were enrolled in CARE through this ongoing effort.
- In September/October, a postage-paid CARE application and solicitation letter was mailed to 450,000 customers meeting a "profile" of a typical CARE participant. Over 26,000 customers were enrolled in CARE through this effort.
- SCE participated in the Statewide CARE Outreach and Enrollment Pilot whereby nine community-based organizations used different techniques to inform and enroll "hard-to-reach" and "underserved" customers. This one-year project started on June 1, 2000 and ended May 31, 2001.
- SCE initiated its CARE Capitation Fee Project under SBX1 5 Rapid Deployment activities, which continued the use of third parties to assist customers in completing a CARE application.
- Articles about the availability of CARE were included in SCE's "Customer Connections," a customer newsletter bill insert.
- Quarterly bill messages to customers advertised the availability of CARE.
- SCE's Public Affairs and Equal Opportunity/Supplier Diversity departments worked extensively with local governments, schools, and community and faith-based organizations to increase CARE enrollment.
- Ethnic CARE advertising was expanded and included Cambodian, Chinese, Filipino, Japanese, Korean, Spanish, and Vietnamese media.

B. Discuss each of the following:

1. Most effective outreach method, including a discussion of how success is measured.

ANS. A thorough economic evaluation of the most effective outreach method or methods, for 2001 has not been performed. However, it appears that targeted mailings, like the one sent out in September/October, are extremely effective in producing results. Out of the approximately 450,000 customers who were mailed a CARE application and solicitation letter, 29,845 (7%) responses were received. Out of those responses, 26,268 (88%) were enrolled, only 2,651 (9%) were already on CARE, and only 926 (3%) were rejected.

2. How CARE customer data and other relevant program information is shared by the utility with other utilities sharing its service territory.

ANS. In late 2000, SCE began collaborating with SoCalGas to share CARE participant data electronically to assist customers to enroll in each utility's program. In 2001, approximately 11,000 customers were added to SCE's CARE rate through this ongoing effort.

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

ANS. SCE offers eligible customers an application for CARE when they receive other LIEE program services. SCE plans to compare CARE enrollment against LIEE participation over the last 12 months to determine if LIEE customers are on CARE. Based on information provided on customer LIEE applications, SCE will determine CARE program eligibility and automatically enroll eligible households.

4. Attach a copy of the utility's agreement with CSD. 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.

ANS. A copy of SCE's agreement with CSD was filed with SCE's 2000 CARE report. In 2001, SCE included the following language on its individually-metered customer CARE application for cross-referral of low-income customers to CSD:

"Other Programs and Services You May Qualify For: LIHEAP (Low Income Home Energy Assistance Program) 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, 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. SCE provided this information to CSD for the 2000-2001 time period.

In addition, SCE, along with PG&E, SDG&E, and SoCalGas, worked with CSD on a statewide brochure listing all utility and agency services and contact phone numbers. SCE also had agreements with various CSD LIHEAP providers for cross-referral of customers.

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

ANS. No formal study was conducted to identify barriers to participation. For some time, it has been generally accepted, through anecdotal information, that there are a number of barriers that generally exist. This includes 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 simply does not wish to participate. SCE greatly intensified outreach efforts in 2001, as described in this report and attachment, and believes that this was effective in increasing enrollment and, therefore, overcame many barriers. It is expected that there will be a better understanding of the reasons some individuals are not willing to participate when the statewide low-income needs assessment is completed.

C. 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.

ANS. SCE continues to seek ways to improve CARE processing and customer service. Some of the items that are under consideration or planned for implementation during 2002 are the following:

- Further automate the SCE/SoCalGas CARE data exchange by transferring data via FTP over the Internet and print personalized notification letters to customers subsequently enrolled.
- Automate the mailing of a reminder letter to customers who do not respond to an initial request to recertify their CARE eligibility.
- Automate the mailing of a reminder letter to customers who do not respond to an initial request to provide documentation under post-enrollment verification of their CARE eligibility.

- Automate the preprinting of a customer's account information on a CARE application to be mailed when that customer has called to SCE's phone center to request one.
- Expand the use of in-language CARE applications and informational materials.
- Continue to improve and enhance automated systems associated with SCE's CARE Capitation Fee Project.
- Improve outreach to rural, hard-to-reach, and multilingual customers through a directed advertising approach.
- Utilize targeted mailings based on market research and demographic databases to increase the probability of reaching and enrolling CARE-eligible customers.

V. Processing CARE Applications

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

1. Provide the total number of third-party CARE applications received, approved, denied, pending/never completed, or duplicates in the reporting period)

ANS. See Table 7A for the "2001-only" results of the statewide CARE Outreach Pilot (which ran from June 1, 2000, through May 31, 2001). See Table 7B for the results of the CARE Capitation Fee Project which began August 1, 2001. Entities participating in the CARE Capitation Fee Project are not listed if they submitted no applications in 2001.

TABLE 7A					
CARE Outreach Pilot					
January 1, 2001 through May 31, 2001					
Entity	CARE Applications Submitted				
	Received ¹	Approved	Denied	Pending/Never Completed ²	Duplicates
Armenian Relief Society	30	23	6	0	1
Community Pantry	108	97	9	0	2
Community Rehabilitation Services	2,167	957	1,209	0	1
Filipino American Service Group	11	11	0	0	0
Family Resource Center Collaborative	447	413	26	0	8
Foothill Unity Center	120	95	23	0	2
Human Services Association	763	643	107	0	13
Orange County Community Development Council	22	18	1	0	3

Watts Labor Community Action Committee	202	189	9	0	4
Total	3,870	2,446	1,390	0	34
Percentage	100%.	63%	36%	Not Applicable.	1%

Notes:

- 1 SCE has used the total number of applications received in calculating the remaining figures called for in this table.
- 2 Applications received but not meeting the requirements for completeness. Applications are returned to the customer for completion. SCE's system does not track such incomplete applications as "pending" or "never completed."

TABLE 7B					
CARE Capitation Fee Project					
August 1, 2001 through December 31, 2001					
Entity	CARE Applications Submitted				
	Received¹	Approved	Denied	Pending/Never Completed²	Duplicates
Asian American Resource Center	128	99	9	0	20
Bellflower USD/Carring Connections	1	1	0	0	0
Catholic Charities - Orange County	1,298	674	122	0	502
Charo Community Development Corp.	306	256	19	0	31
Chinatown Service Center	50	42	0	0	8
Commission on Human Concerns	29	18	6	0	5
Community Services and Employment Training	510	266	81	0	163
El Conceilo del Condado de Ventura	7	7	0	0	0
Esquela De La Raza Unida	137	75	5	0	57
Fair Housing Council of Riverside County, Inc.	4	2	0	0	2
Fame Assistance Corporation	164	121	2	0	41
High Desert Youth Center	3	3	0	0	0
IECAAC	145	65	9	0	71
Kings Community Action Organization	174	63	20	0	91
Libreria Del Pueblo, Inc.	25	13	3	0	9
Los Angeles Urban League	4	2	2	0	0
Loveland Church Jubilee Pantry	14	5	2	0	7
Maravilla Foundation	159	126	9	0	24
Mexican American Opportunity Foundation	50	27	9	0	14
New Life Christian Church	10	6	1	0	3
Operation Grace	171	104	11	0	56
Orange County Community Development Council, Inc.	28	19	1	0	8

TABLE 7B					
CARE Capitation Fee Project					
August 1, 2001 through December 31, 2001					
Entity	CARE Applications Submitted				
	Received ¹	Approved	Denied	Pending/Never Completed ²	Duplicates
Palm Springs Senior Center	2	0	2	0	0
Pricillas Helping Hands, Inc.	1	1	0	0	0
Proteus, Inc.	3	2	1	0	0
The Salvation Army	1	0	1	0	0
Salvation Army - So. Calif. Div.	99	36	20	0	43
San Gregornio Pass Hispanic Chamber of Commerce	3	2	1	0	0
Santa Clarita Athletic Association SCVAA	1	1	0	0	0
Somebody Cares Southland	447	280	41	0	126
Stop the Violence Increase the Peace Foundation	176	112	21	0	43
TODEC Legal Center	1	1	0	0	0
Vietnamese Community of Orange County, Inc.	27	13	3	0	11
Wake-Up, Inc.	7	4	0	0	3
YWCA Intervale Senior Services	1	0	1	0	0
Total	4,186	2,446	402	0	1,338
Percentage	100%	58%	10%	0%	32%

Notes:

- 1 SCE has used the total number of applications received in calculating the remaining figures called for in this table.
- 2 Applications received but not meeting the requirements for completeness. Applications are returned to the customer for completion. SCE's system does not track such incomplete applications as "pending" or "never completed."

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

ANS. See Table 8.

TABLE 8						
CARE Self-Certification and Self-Recertification Applications ¹						
	Provided ²	Received	Approved	Denied ³	Pending/Never Completed ⁴	Duplicates

Total	Not available.	446,491	342,256	102,395	1,840	Not available.
Percentage	Not available.	100% ¹	77%	23%	Less than 1%	Not available.

Notes:

- 1 Includes sub-metered customers.
- 2 Applications are distributed/mailed through a wide variety of fulfillment and outreach methods making it impossible to determine an actual count. Thus, SCE has used the total number of applications received in calculating the remaining figures called for in this table.
- 3 Applications returned to the customer because they did not meet the criteria for completeness. Possible reasons include no signature, no income, no number of people in household, account not in applicant's name, or not on an eligible rate for CARE.
- 4 Applications pending from 2001 that had not yet been worked as of January 2, 2002. These applications were subsequently completed.

3. Provide a table showing the number of customers removed from CARE by month due to the recertification process.

ANS. See Table 9.

TABLE 9			
Residential CARE Program Customers¹ Removed by Month through Recertification and Post-Enrollment Verification			
2001	Recertification²	Post-Enrollment Verification	Total
January	210	148	358
February	271	250	521
March	24	361	385
April	44	263	307
May	108	267	375
June	4,228	391	4,619
July	19,234	978	20,212
August	5,145	860	6,005
September	5,238	605	5,843
October	6,504	773	7,277
November	2,240	1,856	4,096
December	739	631	1,370
Total	43,985	7,383	51,368

Notes:

- 1 Total individually-metered and sub-metered.
- 2 Automated recertification was suspended due to a system error and resumed in May, resulting in reduced removals from CARE from January through May, and unusually large removals in July.

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

ANS. Annually, SCE mails a package of sub-meter tenant CARE applications to the master-meter accountholder because sub-metered tenants are required to reapply for CARE annually through the master-meter accountholder. The accountholder is responsible for obtaining a newly-signed CARE application for all sub-metered tenants participating in CARE.

B. Processing Random Post-Enrollment Verification Applications

- 1. Provide the total number of applications mailed, received, approved, denied, pending/never completed, or duplicates, for the reporting period.**

ANS. See Table 10.

TABLE 10						
CARE Random Post-Enrollment Verification Applications						
	Mailed ¹	Received ²	Approved ²	Denied ²	Pending/Never Completed ²	Duplicates ²
Total	10,165	2,853	2,581	71	201	Not available
Percentage	Not applicable	100%	90.4%	2.5%	7.1%	Not available

Notes:

- 1 A total of 7,312 customers failed to respond to the verification notice and were therefore dropped from the CARE rate. SCE is investigating ways to improve its customer response to verification requests.
- 2 SCE has used the total number of applications received in calculating the remaining figures called for in this table.

- 2. Provide a table showing the number of customers removed from CARE by month due to the verification process.**

ANS. See Table 9 in V.A.3. above.

- C. 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.**

ANS. SCE did not have any contracts with third parties to conduct recertification and/or verification on its behalf. SCE did have agreements to conduct certification of new applicants for CARE as described below.

Statewide CARE Outreach and Enrollment Pilot

SCE continued to participate in the Statewide CARE Outreach and Enrollment Pilot by managing contracts with nine community-based organizations to use different techniques

to inform and enroll “hard-to-reach” and “underserved” customers. This project centered only on providing outreach and enrollment services, not recertification or verification. Pursuant to Res. E-3601, a joint utility report was submitted to the CPUC discussing the results and evaluating the effectiveness of the CARE Outreach Pilot which ended May 31, 2001.

The Capitation Fee Project

The Capitation Fee Project (Project) was authorized by the CPUC in Decision 01-05-033, dated May 7, 2001. Its purpose is to take advantage of the opportunity to enroll eligible customers in CARE while they are receiving other services from entities who assist low-income clients. This project is centered on providing outreach and enrollment services, not recertification or verification services.

Under the Project, SCE pays a capitation fee to entities for each new customer they help 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.

As of year-end 2001, 84 primary organizations, along with an additional 133 organizations working as subcontractors for primary organizations, were participating in the Project. The results of Project efforts is presented in Table 7B.

Comparison of Efforts, Cost, and Effectiveness between Utility and Third Parties

SCE’s primary outreach methods in 2001 consisted of two mass mailings to approximately three million customers each, and a targeted mailing to approximately 450,000 customers. In addition, SCE enrolled customers through electronic data exchange with SoCalGas. In addition, SCE conducted an extensive outreach program through company-sponsored volunteer organizations that reached through SCE’s service territory. This effort resulted in SCE’s volunteers providing information about CARE to faith-based organizations, community-based organizations, local governments, ethnic and cultural organizations and others. All of these efforts result in a large number of customer enrollments.

SCE cannot make direct qualitative comparison to 2001 third-party certification efforts because third-party efforts were (1) intended to use techniques that are not traditionally used by SCE to outreach and certify “hard-to-reach” and “underserved” customers (Statewide CARE Pilot) or (2) to enroll customers through “face-to-face” contacts between service providers and their low-income clients (Capitation Fee Project). These efforts targeted groups and used different techniques than SCE traditionally uses.

One comparison that can be made is cost. It is evident from the following table that the traditional SCE mass distribution of applications and the targeted mailing that was conducted in 2001 resulted in the highest enrollment at the lowest cost per enrollment, followed by the Capitation Fee Project and the Statewide CARE Pilot in that order.

Comparison of Enrollment and Costs Between SCE and Third Parties			
Entity	Enrolled	Cost	Cost per Enrollment
SCE	349,672	\$739,415	\$2.11
CARE Pilot	3,686	\$165,420	\$67.63
Capitation Fee Project	2,446	\$29,061	\$11.88

VI. Program Management

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

ANS. Due to the energy crisis and the accompanying efforts to outreach and enroll customers in CARE, there was a significant increase in the amount of effort required to administer the CARE program. Although meeting the increased workload within a short time span was challenging, SCE believes it successfully met all such challenges in an expedient and effective manner. More specifically, the following are some of the issue that affected program management in 2001:

- In March, the income limits for CARE were increased from 150% to 175% of Federal poverty guidelines which would normally have required reprinting CARE applications. Instead of reprinting, which was to be done in May for the annual cost of living increase, an insert with the new guidelines was developed and used.
- In June, CARE applications were revised and reprinted to reflect an increase in the CARE discount from 15% to 20%. This required reprinting CARE applications just reprinted in May for the annual cost of living increase, and substituting the newer application in the middle of the annual CARE solicitation mailing (with bills) in June.
- Under CPUC directive, SCE, PG&E, SoCalGas, and SDG&E were directed to hold public workshops to obtain input on the standardizing the primary CARE residential application language. The workshops were held, utility recommendations were filed with the CPUC, and final language was approved. This was the fourth change to this application in 2001 and was incorporated into the next reprinting.
- There was a significant increase in reporting requirements under SBX1 5 Rapid Deployment CARE activities. This required extensive ad hoc reporting from information systems and system modifications that were difficult to accomplish under required timeframes.

- The Capitation Fee Project was implemented which continues to create administrative efforts to develop computer program systems to track and process applications by capitation contractor and report on each contractor's status.
- The increase of 187,192 customers on CARE during 2001 stretched resources to their limits. The infrastructure to accommodate this dramatic increase within a relatively short time span was not adequate. Changes are being planned to mitigate this problem in 2002.

CARE EXPANSION PROGRAM

This section covers the non-profit homeless shelters and group living facilities, migrant and farm worker housing centers, qualified privately-owned employee housing, and qualified non-profit housing for agricultural employees.

I. Participant Information

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

ANS. See Table 11.

TABLE 11			
CARE Expansion Program Participating Facilities by Month			
2001	CARE Residential Facilities	CARE Commercial Facilities	Total
January	271	252	523
February	283	269	552
March	311	285	596
April	311	291	602
May	337	305	642
June	348	280	628
July	347	303	650
August	344	307	651
September	356	310	666
October	356	308	664
November	374	318	692
December	379	319	698

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

ANS. The total number of residents (excluding caregivers) at the end of 2001 was:

Residential: 4,408

Commercial: 4,298

II. Usage Information

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

ANS. See Table 12.

TABLE 12		
CARE Expansion Program Average Monthly Gas / Electric Usage ¹		
Customer	Gas Therms	Electric KWh
Residential Facilities	Not applicable.	1,063
Commercial Facilities	Not applicable.	3,957

Notes:

1 Excludes master meter usage.

III. Program Costs

A. Administrative Cost

1. Show the CARE Expansion Program's administrative cost by category. See Table 5B, Standardized CARE Administrative Cost Reporting Categories.

ANS. Costs for the Expansion Program are not tracked separately from total CARE administrative costs but are allocated as 0.5 percent of the total costs. Subsidies and benefits are actual, not allocated, costs.

Table 5B	
CARE Expansion Program Administrative Costs by Category and Surcharge	
Category	Cost
Outreach	\$3,716
Processing, Certification, and Verification	\$1,646
Billing System /Programming	\$0
Measurement & Evaluation	\$10
Regulatory Compliance	\$300
General Administration	\$5,602
LIAB Funding	\$0
CPUC Energy Division Staff Funding	\$266

TOTAL PROGRAM COSTS	\$11,540
Subsidies and Benefits	\$370,068
TOTAL PROGRAM COSTS & CUSTOMER DISCOUNTS	\$381,608

B. Discount Information

- 1. State the average annual CARE discount received per residential facility by energy source.**

ANS. \$302.99 (electric usage)

- 2. State the average annual CARE discount received per commercial facility by energy source.**

ANS. \$900.22 (electric usage)

IV. Outreach

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

ANS. Potentially-eligible customers may become aware of the CARE Expansion Program through SCE's phone centers. SCE also conducts consumer outreach which includes 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 Project may assist a customer who is eligible to complete a CARE application for the Expansion Program.

- B. Discuss each of the following:**

- 1. Most effective outreach method, including a discussion of how success is measured.**

ANS. SCE has yet to find an effective outreach method to customers who could be potentially eligible for the Expansion Program. The primary problem is finding a good source of information for locating group living facilities. Ideally, a governmental registry would be available and a targeted, cost-effective, solicitation for the Program could be made.

2. How the CARE facility data and relevant program information is shared by the utility with other utilities sharing its service territory.

ANS. SCE collaborates with SoCalGas to share CARE participant data electronically to enroll qualified customers in each utility's program. Thus far, resources have focused on matching individually-metered customers. SCE intends to expand this effort in 2002 to identify group-living customers eligible for the Expansion Program.

3. Barriers to participation encountered in the prior year and steps taken to mitigate these, if feasible, or not, if infeasible.

ANS. See SCE's response to Question IV.B.1. discussing outreach activities.

C. 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.

ANS. See SCE's response to Question IV.B.1. discussing outreach activities.

V. Processing CARE Applications

A. Processing Self-Certification and Self-Recertification Applications

1. Provide the total number of third-party CARE Expansion program applications received, approved, denied, pending/never completed, or duplicates.

ANS. See Table 13.

2. Provide the total number of utility CARE Expansion program applications received, approved, denied, pending/never completed, or duplicates for the reporting period.

ANS. See Table 13.

TABLE 13					
CARE Expansion Program CARE Outreach Pilot, Other Outreach, and Utility CARE Applications					
Entity	Received ¹	Approved	Denied	Pending/Never Completed	Duplicates
Outreach Pilot	0	0	0	0	0
Other Outreach	0	0	0	0	0

Utility	770	441	329	0	Not available.
Total	770	441	329	0	Not available.
Percentage	100%	57%	43%	0%	Not available.

Notes:

1 SCE has used the total number of applications received in calculating the remaining figures called for in this table.

B. 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.

ANS. SCE did not specifically contract with third parties to outreach and enroll (certify), recertify, or verify eligibility of customers participating in the CARE Expansion Program, although capitation contractors may assist a customer who is eligible to complete a CARE application for the Expansion Program.

VI. Program Management

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

ANS. SCE will continue to seek new ways of identifying group living facility customers, so that a targeted, cost-effective, solicitation for the program can be made. Organizations participating in the CARE Capitation Fee Project may assist a customer who is eligible to complete a CARE application for the Expansion Program.

May 6, 2002

VIA U.S. MAIL

Mr. Kevin P. Coughlan
California Public Utilities Commission
505 Van Ness Avenue
San Francisco, CA 94102-3298

Re: Supplemental to Southern California Edison
Company's CARE Report For Period January 1
through December 31, 2001

Dear Mr. Coughlan:

It has come to SCE's attention that the Attachment "A" referenced in SCE's annual progress report on the California Alternate Rates for Energy ("CARE") Program submitted on May 1, 2002, was inadvertently omitted in the printing and service of that document. Enclosed herewith is a copy of Attachment "A" concerning a detailed list of the CARE outreach activities conducted by SCE during 2001. SCE apologizes for any inconvenience this omission may have caused.

If you have any questions regarding the CARE Annual Report, please contact SCE's Low Income Programs Manager, Jack Parkhill at (626) 302-8040.

Very truly yours,


Jennifer R. Hasbrouck

JRH:sep:LW021260020

Enclosures: 2 copies of Attachment "A"

cc: Donna Wagoner, CPUC Energy Division
Karen Miller, CPUC Energy Division
Ivy Walker, CPUC Energy Division
Gilbert Escamilla, ORA
Jessica Hecht, ORA

SCE CARE Annual Progress Report, January – December 2001
Outreach Activities

Attachment A

Outreach Activity	Summary	Timeline	Status
CARE Enrollment with LIEE Services	Enroll customers in CARE at the time they receive LIEE measures/services.	Ongoing	CARE applications are completed when energy education materials are presented to customers.
SCE/SoCalGas Data Exchange	SCE collaborates with SoCalGas to electronically share CARE participant data to assist customers to enroll in each utility's program.	Ongoing	Ongoing preparations for a one day event / no cost / accomplished through Edison affinity groups, volunteers from VOICE and other Edison volunteers.
Top 100 Home Owners Associations in territory	Sent information packets for distribution in board meetings and publication in newsletters.	March 2001	On going / no cost
League of United Latin American Citizens (LULAC), District 2	Distributed over 5,000 applications for CARE.	March 3, 2001	No cost / distributed over 5,000 applications / on going.
Leisure World's cable TV network	Presented as guests on Leisure World's cable TV network. Focused on Energy Crisis Issues/Stage alerts and D-CARE program.	March 29, 2001	No cost / reached senior population of Laguna Woods, 15,000
Energy & Resource Conservation Workshop--March 30, 2001	Workshop promoting energy & resource conservation held where CARE was presented. 5,000 seniors were given applications.	March 30, 2001	No cost / distributed over 5,000 applications.
UNCF Walk-a-Thon	2,000 attended, CARE applications and energy conservation tips distributed.	April 2001	Distributed over 400 CARE applications.
Baldwin Park Senior Center	CARE applications, along with "conservation tips" materials to be distributed to senior center.	April 2001	General presentation regarding the CARE program, including conservation tips, Energy Efficiency programs and recommendations.

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Outreach Activity	Summary	Timeline	Status
Rancho Cucamonga Senior Center	CARE applications, along with "conservation tips" materials to be distributed in senior center.	April 2001	General presentation regarding the CARE program, including conservation tips, Energy Efficiency programs and recommendations.
Bell Court Senior Apartments	CARE applications, along with "conservation tips" materials to be distributed.	April 2001	No cost/ over 125 people reached.
Orange County Archdiocese	CARE applications, along with "conservation tips" materials distributed to 22 churches. Trained volunteers at churches and held "CARE Days" to get people signed onto the CARE rate. Publicized event in bulletins and via church announcements.	April 29, 2001	Completed - Over 1,000 customers signed up, distributed over 38,000 applications, no cost / accomplished through Edison affinity groups, volunteers from VOICE and other Edison volunteers.
Catholic Charities Orange County	Enroll customers in CARE in conjunction with providing other services.	May 2001	Ongoing
Catholic Charities San Bernardino / Riverside	Enroll customers in CARE in conjunction with providing other services.	May 2001	Ongoing
LA Urban League	Direct mail – 4,000 applications	May 2001	No cost.
Loaves and Bread	Provides over 400 meals to people in obvious need. CARE applications	May 2001	No cost/ over 400 people.
California Conservation Corps Los Angeles CCC San Bernardino CCC Camarillo CCC	Provided LA CCC with 1,000 folders with conservation information and D-CARE applications. The other centers were provided with 1,000 of each of the informational pieces and applications.	May 2001	No cost / CCC distributed information and applications to residents in their counties.

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Outreach Activity	Summary	Timeline	Status
Latino Health Access	D-CARE applications, energy conservation sheets, stage 3 rolling outages, in Spanish and English in Costa Mesa area.	May 2001	No cost / over 1,000 customers reached.
City of Whittier	The City of Whittier has expressed interest in exempting CARE customers from the city utility users tax (UUT). SCE has provided penetration information to city for use in determining fiscal impacts of automatic enrollment of CARE customers on UUT exemption.	May 2001	No cost.
May Bill Messages/Bill Inserts	Announced income guideline changes to CARE.	May 2001	
The Second Harvest Food Bank	Presented to the Second Harvest Food Bank and thirteen other charity organizations. In partnership with its member charities, the food bank helps feed more than 180,000 individuals each month. Other programs SCE has to offer were presented with an emphasis on the CARE program. The organization distributes information and the application in the food bags delivered. Applications will be mailed to SCE or the agencies will collect the applications and return them.	May Ongoing	No cost / possible 180,000 per month.

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Outreach Activity	Summary	Timeline	Status
Pomona Unified School District	Energy crisis and CARE presentation to more than 100 non-English speaking parents for the Pomona Unified School District. This school district program, "Pomona Parent Institute" is a Title 1 program that aims to educate parents about a host of school and community issues.	May 15, 2001	No cost.
Greater Zion Apostolic Church	Outreach and enroll customers by contacts through family, friends, and outside affiliations.	May 19, 2001	
Vietnamese Radio 106.3 FM	Contacts with each city and county in SCE's service territory and community-based organizations.	May 19, 2001	Focused on 3 messages: What is the CARE program; how to qualify; the contact # 800 for Vietnamese Customers for any questions.
Vietnamese Community Event	Organized by the Vietnamese community in Westminster, volunteers signed qualified Vietnamese customers. The Asian Press attended as well as the Vietnamese Community Support Groups, Vietnamese USA, and the Vietnamese Community of So California.	May 20, 2001	Ongoing / no costs / over 100 signed applications.
Senior Briefing	Congresswoman Juanita McDonald spoke to over 300 seniors.	May 25, 2001	Signed up applicants and made contacts for other organizations/ no cost.

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Outreach Activity	Summary	Timeline	Status
Santa Ana Unified School District (SAUSD)	Outreach and enroll customers by contacts through family, friends, and outside affiliations. Published CARE application in Arriba newsletter in 3 languages.	June 2001	Reached over 60,000 customers / \$1,000 cost
Tulare / Visalia Unified School District	Presented to employees of the school, showed what had been done in SAUSD.	June 2001	Reached over 200 / no cost.
Long Beach Ministerial Alliance	A consortium of about 15 African American Churches in Long Beach. We will present D-CARE, conservation, and a de-regulation overview to the members and constituents.	June 2001	No cost
Somebody Cares	Food bank in Fontana providing food to over 105 churches.	June 2001	On going / no cost /potential to reach over 40,000 low-income families
Baldwin Hills Shopping Plaza	Set up table at the mall to inform people, distribute applications and sign people on the spot.	June 2001	On going / no cost / hope to sign over 1,000 people.
KGGI 99.1 FM in Riverside	PSAs concerning CARE with possible slot for SCE to give out conservation and CARE information on the Public Affairs show.	June 2001	Conservation tips and CARE information / no cost.
June Bill Messages/Bill Inserts	Announce revised income guideline changes and provided CARE application in all domestic bills.	June 2001	
Oasis Senior Citizens	CARE applications, along with "conservation tips" materials to be distributed in senior citizens in LA.	June 2001	20 applications signed, handed out over 70 more / no cost.

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Outreach Activity	Summary	Timeline	Status
Moreno Valley Christian church	Presentation to educate about the CARE program and applications distributed.	June 2001	Approximately 35 applications signed and over 100 more distributed / no cost.
Miracle workers of Los Angeles	Presentation to educate about the CARE program.	June 2001	Approximately 20 applications signed and over 60 more distributed / no cost
Los Angeles County Archdiocese	CARE applications, along with "conservation tips" materials distributed to 6 out of 33 churches. Trained volunteers at churches and held CARE Days to get people signed onto the CARE rate. Publicized event in bulletins and via church announcements.	June to end of 2001	On going - Over 700 customers signed up, distributed over 3,500 applications, no cost 27 churches left / accomplished through Edison affinity groups, volunteers from VOICE and other Edison volunteers.
Inland Empire Minister's Association	Presented CARE to a consortium of 40 African American churches.	June to end of 2001	Preparations being made for CARE events at the various churches / no cost.
LA County Ministerial Breakfast	Presented CARE to 150 clergy.	June to end of 2001	Preparations being made for CARE events at the various churches / no cost.
Lennox Ministerial Association	Presented CARE to a consortium of 80 churches.	June to end of 2001	Preparations being made for CARE events at the various churches / no cost.

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Outreach Activity	Summary	Timeline	Status
Justice for Janitors	Presented to a group of leaders at the Justice For Janitors, Orange County headquarters. This organization is comprised of approximately 4,000 Orange County members.	June Ongoing	Continuing to sign up the 4,000 members at various events / no cost.
Hotel Segment	Worked with Major Customer Division (MCD) to reach employees from major hotel chains who qualify for the CARE rate. Hilton, Hyatt, and Marriott will communicate the rate and distribute the application to their employees via newsletters and bulletin boards. Also, educating them about energy efficiency, which will help with hotel usage as well.	June Ongoing	Reach all qualified employees/ no cost.
Public Housing Authorities	Applications have been supplied to 18 organizations who are going to give them out to each applicant that comes in for assistance.	June Ongoing	No cost / reaching over 20,000 customers who qualify for Section 8, welfare.
Consumer Advisory Panel	Presented to 12 members to give information concerning Outreach efforts of EEO.	June 12, 2001	No cost.
Headstart School Program	Worked with 9 schools to reach over 1,000 families for CARE program.	June 14, 2001	Reached over 1,000 families / no cost.
Albertson's Market	Meet with managers and business community leaders to identify the best location for having a table set up outside the store for sign ups. Pilot to see if plausible to continue at other locations.	July 2001	Preparations for pilot store in progress now. No cost.

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Outreach Activity	Summary	Timeline	Status
Cathedral Palms Apartments	CARE applications, along with "conservation tips" materials to be distributed.	July 2001	No cost.
July Bill Messages/Bill Inserts	Announces CARE program through bill messages and bill insert.	July 2001	
Tulare Fair OutReach	Covered 2 Saturdays at the Tulare Fairgrounds. Worked with local non-profit organizations to get people to the fairgrounds and signed onto the rate.	July 2001	Over 400 applications signed / \$5,000 / handed out other energy efficiency information for residential customers.
Media Campaign for Tulare Event	Radio and TV advertisements publicized the event. Univision Channel 21 & 39, Radio Campensina, La Maquina, Noticiero Semanl, Vida en el Valle.	July 2001	\$4,000 to reach over 50,000 customers all over Tulare County area.
Antioch Baptist Church	CARE Day for applications signups. 40 applications were signed.	July 2001	40 applications signed, handed out over 100 additional/ no cost.
Macedonia Baptist Church Pamona	Presentation to educate about the CARE program and applications distributed.	July 2001	Approximately 15 applications signed and over 60 more distributed / no cost.
Lighthouse Full Gospel Truth	Presentation to educate about the CARE program and applications distributed.	July 2001	Approximately 23 applications signed and over 55 more distributed / no cost.
Jordan High Class Reunion	500 attended the reunion. Table set up for distribution of CARE applications and energy conservation tips	July 2001	Approximately 30 applications signed and over 125 more distributed / no cost

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Outreach Activity	Summary	Timeline	Status
San Bernardino County Archdiocese	CARE applications, along with “conservation tips” materials to be distributed to churches. Train volunteers at churches and hold CARE Days to get people signed onto the CARE rate. Publicized event in bulletins and via church announcements.	July to end of 2001	In progress.
San Gabriel Archdiocese	CARE applications, along with “conservation tips” materials to be distributed to churches. Train volunteers at churches and hold CARE Days to get people signed onto the CARE rate. Publicized event in bulletins and via church announcements.	July to end of 2001	In progress.
Tulare Archdiocese	CARE applications, along with “conservation tips” materials distributed to churches. Trained volunteers at churches and held CARE Days to get people signed onto the CARE rate. Publicized event in bulletins and via church announcements.	July to end of 2001	In progress.
Employee’s Contribution Campaign	Presented to over 110 campaign leaders from the different departments educating them on the CARE program. Intention is to get the leaders and other departments more involved in signups through the “Follow Your Heart” events.	August 9, 2001	Educated employees about CARE who are already involved with many non profit organizations and upcoming events / no cost.

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Outreach Activity	Summary	Timeline	Status
Aloha Church Festival	500 or more families expected to attend. Offer conservation tips and CARE applications to be distributed and signed.	August 11, 2001	Planning stage / no cost.
Young Black Scholars	Involve Networkers and Stop the Violence organization, 2,000 expected to attend.	August 18, 2001	Educate the attendees about CARE, approximately 2000/ no cost.
"Southern California Indian Center Pow Wow"	35,000 attended at the Orange County Fairgrounds. Offered conservation tips and CARE applications to be distributed and signed.	August 24-26, 2001	Distributed 5,000 applications / no cost.
El Dia de La Mujer Hispana at the Visalia Convention	Approximately 500 attended each event. Offered conservation tips and CARE applications to be distributed and signed.	August 24 & August 26, 2001	Distributed 400 applications / cost included in earlier Tulare events.
Show You CARE	Involve employees reaching out to their communities, nonprofit organizations, friends and families, to sign up qualified customers onto the CARE rate. This program will coincide with Edison's "Follow Your Heart" Day Events.	August thru September, 2001	Educated employees about CARE who are already involved with many non profit organizations and upcoming events / cost \$14k.
Educational Relations	Developing strategy to involve some of the largest school districts in CARE sign-up.	September Ongoing	Educate and use the resources at the schools to obtain signed applications for CARE.
City of Carson	CARE sign-ups at the Friday Community events.	September Ongoing	
La Historia Mexican American Museum	Offer conservation tips and CARE applications to be distributed and signed.	September 2001	Ongoing / no cost.

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Outreach Activity	Summary	Timeline	Status
Thai Temple/Community	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September 9, 2001	Ongoing / 40 applications completed and returned to date / no cost.
Urban League “Do the Right Thing”	Event at Southwest College. Educate concerning CARE.	September 12, 2001	Tentative, still in planning stage.
Church of Jesus Christ Latter Day Saints also known as Mormons Fiesta	Approximately 300 attended each event. Offered conservation tips and CARE applications to be distributed and signed.	September 15, 2001	Distributed 300 applications, over 30 completed applications / no cost.
Health Expo at the City of Montebello	500 or more families expected to attend. Offered conservation tips and CARE applications to be distributed and signed.	September 17, 2001	Distributed 200 applications / no cost.
Friendly Valley Homeowners Association	1200 Senior residents - Offer conservation tips and CARE applications to be distributed and signed.	September 20, 2001	Ongoing / no cost.
International Food Serv Executives Ass. (IFSEA)	Planning to issue over 300 applications to their employees.	September – October 2001	Applications are to be given to all association members to be distributed among their employees at the monthly meetings / no cost.
Chefs Association	Planning to issue over 300 applications to their employees.	September – October 2001	Applications are to be given to all association members to be distributed among their employees at the monthly meetings / no cost.
Franklin Elementary School	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed..	September – October 2001	Ongoing / no cost.

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Outreach Activity	Summary	Timeline	Status
Seniors, Church, Kum Ran Church in Gardena.	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Easton Sports Development Foundation	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Boy Scouts, Beatudes Church	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Whittier Apostolic Church	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Echos of Faith Christian Center in Ontario.	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Oakview Collaborative, Huntington Beach	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Brea Senior Center, Westminster Presbyterian Church	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Information in Vietnamese & Chinese for Full Moon Festival	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.

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Outreach Activity	Summary	Timeline	Status
St Iraneus in Cypress & Calvary Chapel in Costa Mesa	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Jewish Community Center	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
El Rancho Elementary School - Chino	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Chino Valley Community Church	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
LA Road Runners	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
(CHCC) California Hispanic Corporate Council	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
NLA (National Latina Alliance)	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Boys & Girls Club Valencia and Santa Paula	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.

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Outreach Activity	Summary	Timeline	Status
St John Varney's, Liz Ann Seaton or St Joseph	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Society of Women Engineers	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Eastern Star (freemasonry)	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Option House	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Fam. Serv. - Redlands	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Vail Elementary School PTA Board Member	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Sunridge Community Church	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Sitzmarkers Ski Club	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.

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Whittier Christian Schools	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Santa Clarita Valley Athletic Association (SCVAA)	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Evangelical Free Church of Laguna Hills	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Grace of Temecula Valley AME Church	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Ontario Hispanic Foursquare Church	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
St John's Lutheran	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Carson Community Center	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Westminster Elks Lodge #2346	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.

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Antelope Valley Chapter of the PTA and the AWANA Program	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Chino High School	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
La Verne Soccer Club	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Kern Valley Search and Rescue	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Kings Co EDC, Hanford Chamber, Delano Chamber	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Kings Co Workforce Development Board	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
La Academy PTO	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Kern Valley Health Dept	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.

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Kern Career Services	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Healthy Start Community Services	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
AYSO, PTA, Bishop	Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
La Senda Antigua UPC (United Pentecostal Church)	Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Orchard Armes Senior Apartments	Public Affairs presentation on CARE.	September 2001	114 CARE applications completed.
San Dimas Senior Citizens Community Center	Public Affairs presentation on CARE.	September 2001	Presentation to approximately 60 attendees.
PennySaver Ads	CARE advertising was published in the PennySaver newspaper circulation throughout SCE's service territory.	September 2001	Advertising published over three weeks.
Targeted Mailing	Special mailing to approximately 450,000 SCE customers meeting a "profile" of attributes matching a typical CARE customer.	September 2001	Targeted mailing is expected to generate a number of new enrollees in CARE; applications have been preprinted with a "Source Code" to allow the number received to be tracked in a database.
Congress of California Seniors	Assistance to communications coordinator to outreach to Hispanic seniors for CARE and LIEE.	September Ongoing	CARE applications and fact sheets provided to be used with presentations.

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Crenshaw Christian Center Community Outreach	Offer conservation tips and CARE applications to be distributed and signed.	September 9, 2001	Distributed 200 applications / over 20 completed applications returned/ no cost.
African Village in Pomona	Offer conservation tips and CARE applications to be distributed and signed.	September 9, 2001	Distributed 200 applications / over 35 completed applications returned/ no cost.
Zoe Christian Fellowship (Convoy of Hope) DDT	Offer conservation tips and CARE applications to be distributed and signed.	September 16, 2001	Distributed over 300 CARE applications / no cost.
Faithful Central	Over 10,000 attended at the old Forum. Offer conservation tips and CARE applications to be distributed and signed.	September 16, 2001	Distributed CARE applications / no cost.
Loveland Church in Rialto & San Bernardino	Offer conservation tips and CARE applications to be distributed and signed.	September 23, 2001	No cost.
Alzheimer's Association Walk-a-Thon	Follow Your Heart Day Event at Hollywood Park.	October 6, 2001	Tentative applications signed and distributed to thousands of customers / planning stage.
Padres Contra El Cancer Festival	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	October 12 – 14, 2001	Ongoing / no cost
Farmers Fair and Festival	In Perris, attendance is expected to be over 130,000 people. Possible Follow Your Heart Day Event. Educate and acquire signed applications.	October 20-28, 2001	Planned event / possible 130,000 customers reached / no cost.

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CARE Application Instructions Translations	CARE application instructions are being translated into Chinese, Cambodian, Korean, Japanese, Spanish, and Vietnamese languages. These will be posted to SCE's website to serve as a reference for customers.	November 2001 – January 2002	In progress.
Archdiocese Of Los Angeles, San Fernando Pastoral Region	CARE applications, along with "conservation tips" materials distributed to 12 churches. Trained volunteers at churches and held CARE days to get people signed onto the CARE rate. Publicized event in bulletins and church announcements.	December 2001-January 2002	In progress.

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Outreach Activity	Summary	Timeline	Status
Garvey USD	General presentation regarding the CARE program, including conservation tips, Energy Efficiency programs and recommendations. CARE applications, along with "conservation tips" materials distributed to Garvey USD principals and administrators. Garvey is comprised of 13 schools and serves about 8,000 students of which approximately 85% are low income.	November 2001	Complete.
Energy Efficiency Forums	Two Energy Efficiency Forums were conducted for ethnic community-based and faith-based organizations, trying to reach nonprofits that do not take advantage of energy-efficiency programs through our general commercial customer outreach.	December 3 and 6, 2001	32 of these "hard-to-reach" organizations received information on SCE's energy efficiency programs, CARE, and the CARE Capitation Fee Project. 10 requests for on-site energy audits and approximately eight Capitation applications were submitted.
Ecumenical Advisory Team of Orange County	Presentation on CARE at the Bishops and Judiciary Leaders Meeting	January 2002	Preparations in progress.
CARE Capitation Fee Project	Solicitation to enroll organizations to participate.	November 2001	Ten organizations were added to the CARE Capitation Fee Project, including two LIHEAP agencies, bringing the total to 77.
CARE Capitation Fee Project	Solicitation to enroll organizations to participate.	December 2001	Seven organizations were added to the CARE Capitation Fee Project, including two additional LIHEAP agencies, bringing the total to 84.