

**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 Budget (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)

**MONTHLY REPORT OF SOUTHERN CALIFORNIA EDISON COMPANY (U 338-E)
ON LOW INCOME ASSISTANCE PROGRAMS FOR JANUARY 2013**

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**MONTHLY REPORT OF SOUTHERN CALIFORNIA EDISON COMPANY (U 338-E)
ON LOW INCOME ASSISTANCE PROGRAMS FOR JANUARY 2013**

Southern California Edison Company (SCE) hereby submits the attached Low Income Assistance Programs Monthly Report for January 2013. The information contained in this report supersedes all prior reports submitted by SCE.

Respectfully submitted,

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Attachment

ESA and CARE Program Report

Southern California Edison Company's (SCE)

Energy Savings Assistance (ESA) Program

And

California Alternate Rate for Energy (CARE)

Program Monthly Report

January 2013

LOW INCOME ASSISTANCE PROGRAMS MONTHLY REPORT

TABLE OF CONTENTS

Title	Page
1. Energy Savings Assistance Program Executive Summary	- 1 -
1.1. Energy Savings Assistance (formerly referred to as Low Income Energy Efficiency or LIEE) Program Overview	- 1 -
1.2. Whole Neighborhood Approach Evaluation	- 1 -
1.3. Energy Savings Assistance Program Customer Outreach and Enrollment Update	- 2 -
1.4. Leveraging Success Evaluation, Including CSD	- 2 -
1.5. Workforce Education & Training	- 3 -
2. California Alternate Rates for Energy (CARE) Executive Summary	- 4 -
2.1. CARE Program Summary	- 4 -
2.2. Outreach	- 4 -
2.3. Recertification Complaints	- 7 -
Appendix A: Energy Savings Assistance Program and CARE Tables	- 9 -

LOW INCOME ASSISTANCE PROGRAMS MONTHLY REPORT

1. Energy Savings Assistance Program Executive Summary

1.1. Energy Savings Assistance (formerly referred to as Low Income Energy Efficiency or LIEE) Program Overview

- 1.1.1. Provide a summary of the Energy Savings Assistance Program elements as approved in Decision (D.) 12-08-044:

Program Summary for Month			
2013	Authorized / Planning Assumptions	Year-to-Date Actual	%
Budget	\$72,640,016	\$2,926,259	4%
Homes Treated	87,389	4,885	6%
kWh Saved	N/A	1,564,852	N/A
kW Demand Reduced	N/A	441	N/A
Therms Saved	N/A	N/A	N/A

1.2. Whole Neighborhood Approach Evaluation

- 1.2.1. Provide a summary of the geographic and customer 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).

Throughout the month of January 2013, SCE continued to promote the Energy Savings Assistance (ESA) program, California Alternate Rates for Energy (CARE) program, Cool Center program, Medical Baseline and other SCE programs through various community events within SCE’s service territory. At these events, customers interacted with SCE representatives and obtained information on the ESA program and Energy Efficiency in general.

1.3. Energy Savings Assistance Program Customer Outreach and Enrollment Update

- 1.3.1. Provide a summary of the Energy Savings Assistance program outreach and enrollment strategies deployed this month.

In January 2013, SCE launched three separate outbound-calling efforts strategically targeting customers, as follows:

- The first direct connect campaign, which occurred between January 17th and January 22nd, targeted over 11,100 customers throughout the Bellflower and Long Beach areas. A total of 919 households, or 9.1% of the customers who successfully received the call, were directly connected to an SCE-approved service provider (known as Direct Connects). Additionally, 591 potentially eligible customers elected to take an automated questionnaire instead of connecting directly with a live service provider.
- The second direct connect campaign occurred between January 19th and January 24th, targeting over 10,400 customers within the City of Lancaster. A total of 1,023 Direct Connects were made, which represent 12.8% of the customers who successfully received the call. Additionally, 726 potentially eligible customers elected to take an automated questionnaire instead of connecting directly with a live service provider.
- The third effort was an automated campaign strategically deployed throughout the following cities: Fullerton, Hawthorne, Hemet, Lake Elsinore, Murrieta, Palmdale, and Torrance. The automated outbound calling campaign ran from January 18th through January 22nd. Over 13,300 out of 21,400 customers successfully received the message and over 2,200 customers were flagged as “eligible” after completing an automated questionnaire.

1.4. Leveraging Success Evaluation, Including CSD

- 1.4.1. Please provide a status of the leveraging effort with CSD. What new steps or programs have been implemented? What was the result in terms of new enrollments?

For the past several years, SCE has provided refrigerators to contractors at no cost to the Low Income Home Energy Assistance Program (LIHEAP) for installation through LIHEAP. SCE believes this approach will enable contractors to utilize measures and services from both LIHEAP and the ESA program to better serve its customers. SCE continues to work with the California

Department of Community Services and Development (DCSD), service contractors, and the California Public Utilities Commission (CPUC) in efforts to successfully leverage ESA program and LIHEAP services.

1.5. Workforce Education & Training

- 1.5.1. Please summarize efforts to improve and expand Energy Savings Assistance Program workforce education and training. Describe steps taken to hire and train low income workers and how such efforts differ from prior program years.

In D.07-12-051, the Commission stated that "(t)he LIEE portion of the statewide strategic plan should include specific training strategies for reaching disadvantaged communities." SCE's contractors, and particularly community-based organizations (CBOs), are situated in low income and disadvantaged communities and provide jobs within these communities. Currently, these organizations provide over 700 jobs that support SCE's ESA program, including executive, clerical and other ancillary positions.

During the 2013 program year-to-date, SCE has conducted 2 Home Assessment Training workshops, which provide training to agency outreach staff on the policies and procedures related to home assessment. The four-day training workshop includes comprehensive instruction on income documentation, customer and measure eligibility, and hands-on exercises that were the direct result of feedback from service providers and trainees. With this in mind, SCE has conducted 2 Home Assessment Training workshops with a total of 24 trainees. In addition, 10 new jobs for assessors have been created to support SCE's ESA program.

2. California Alternate Rates for Energy (CARE) Executive Summary

2.1. CARE Program Summary

2.1.1. Please provide CARE program summary costs

CARE Budget Categories	Authorized Budget	Expenses Year-to-Date	% of Budget Spent
Outreach	\$2,100,000	\$104,981	5%
Processing / Certification Re-certification	\$4,553,000	\$56,021	1%
Post Enrollment Verification	\$3,456,000	\$25,688	1%
IT Programming	\$950,000	\$14,449	2%
Cooling Centers	N/A	N/A	N/A
Measurement & Evaluation	\$90,000	\$1,392	2%
Regulatory Compliance	\$265,000	\$10,409	4%
General Administration	\$702,000	\$34,829	5%
CPUC Energy Division Staff	\$140,000	\$0	0%
Total Expenses	\$12,256,000	\$247,769	2%
Subsidies and Benefits	\$376,900,000	\$33,994,787	9%
Total Program Costs & Discounts	\$389,156,000	\$34,242,555	9%

2.1.2. Please provide the CARE program penetration rate to date

CARE Penetration		
Participants	Estimated Eligible Participants	Year-to-Date Penetration Rate
1,395,782	1,414,772	99%

2.2. Outreach

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

SCE's Customer Communications Organization within SCE's Call Centers continues to utilize the online CARE enrollment application at www.sce.com to directly enroll eligible customers in the CARE program via the telephone or by

offering the option to mail a CARE application to the customer. In January 2013, there were 12,112 eligible customers enrolled in the CARE program through the Call Centers' outreach efforts.

CARE and Family Electric Rate Assistance (FERA) outreach efforts and communications to SCE's in-language and under-penetrated areas continue to be a priority. SCE's CARE and FERA programs partner with internal departments such as Equal Opportunity, Local Public Affairs (LPA), Consumer Affairs, Customer Experience Management, Corporate Communications Community Involvement, Speakers Bureau, Business Solutions, the Mobile Energy Unit (MEU), and employee volunteer-based resource groups, as well as various chambers, foundations, faith-based organizations (FBOs) and CBOs in outreach activities to target SCE's "hard-to-reach" customer base.

In January 2013, SCE's CARE/FERA programs had a presence at 6 outreach events (see table below) wherein CARE applications were distributed to potentially eligible customers throughout SCE's service area. At many of these events, eligible customers had the opportunity to immediately enroll or recertify for CARE via the real time online enrollment form at www.sce.com. Such events provide SCE with the opportunity to uphold a presence in the community, continue to educate the public about the programs, and enroll eligible customers.

Event Name	Location	Event Date	Estimated # of Customers SCE Interacted With	Event Description
SPA 7 Community Collaborative Partnership Meeting	East Los Angeles	1/16/2013	50	Presented information on CARE/FERA/ESA &, Medical Baseline Programs
Inland Fair Housing Medallion Board & Ontario Senior Center	Ontario	1/17/2013	30	Speakers Bureau presented Information on CARE/FERA, ESA & energy efficiency
Pomona Valley Collaborative Meeting	Pomona	1/23/2013	40	Presented information on CARE/FERA/ESA &, Medical Baseline Programs

2013 Community Connections Summit	Monterey Park	1/24/2013	75	Presented information on CARE/FERA/ESA, EAF & Medical Baseline Programs
McKinney Vento Homeless Providers	Santa Ana	1/24/2013	50	Speakers Bureau presented Information on CARE/FERA, ESA & energy efficiency
Goodwill / San Gabriel Valley Community Advisory Council Meeting & Luncheon	El Monte	1/29/2013	40	Presented information on CARE/FERA/ESA & Medical Baseline Programs

The CARE/FERA Capitation Fee Project team is continuing its efforts to re-engage existing Capitation agencies while strategically registering additional agencies to assist in overcoming enrollment barriers such as language, cultural, and special needs as a means of enrolling the hardest-to-reach customers. Due to these efforts, the Capitation Fee Project continues to show increased enrollments from agencies that had been previously inactive. In January 2013, Capitation contractors enrolled 188 new eligible customers in the CARE program.

Current campaign strategies and efforts include the following:

- Leverage sponsored community events to reach potential eligible populations for CARE or FERA enrollment, including food distributions and cultural celebrations;
- Partner with SCE personnel in other internal departments to leverage existing SCE partnerships with FBOs, CBOs and local governments; and
- Leverage existing channels to develop creative approaches for contractors to conduct CARE/FERA outreach, including food and clothing distribution events, employment information workshops, farmers' markets, faith and community based publications, school events, and community fairs.

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

SCE also enrolls new CARE customers through the EAF program, which provides utility payment assistance through voluntary customer and employee donations.

CARE enrollment is coordinated with other low income programs such as SoCalGas low income programs, LIHEAP and SCE's ESA and EAF programs. ESA program measure recipients are automatically enrolled in CARE each month, and LIHEAP payment recipients are automatically enrolled in CARE on a quarterly basis. In January 2013, there were 2,683 eligible customers enrolled in the CARE program as a result of data sharing with SoCalGas, LIHEAP, and SCE's ESA and EAF programs.

2.3. Recertification Complaints

SCE received two recertification complaints in January 2013.

- A customer did not return the CARE recertification paperwork and as a result lost the discount. The CPUC referred him to SCE's Consumer Affairs Department, which explained that the customer must complete the recertification paperwork to be reinstated on the rate. SCE sent a second package to the customer with instructions to return the paperwork to Consumer Affairs for tracking. The customer will not be retro-billed and stated he understands why.
- A customer lost his CARE discount when he opened a second account and advised SCE it would be his primary account. The customer then moved back to the original address, but did not advise SCE this would be his primary address. The customer has been advised he can only receive the discount at one address - his primary address. The customer will be retro-billed so he will suffer no actual loss.

Last month, SCE reported the following recertification complaint:

- A customer wrote to the CPUC to protest that the delays in the recertification process are costing him money. The customer stated that he submitted the required paperwork and was told the paperwork was not received the first time and that the second package is incomplete. This customer is requesting CPUC assistance. This resolution of this complaint is pending and the outcome will be reported in the January 2013 Rapid Deployment Report.

The complaint was resolved as follows: The customer sent the required documentation, including the coversheet with his signature, so the CARE rate was reapplied to his account effective with his meter read date of

December 15, 2012. The customer reported being satisfied with this resolution.

Appendix A: Energy Savings Assistance Program and CARE Tables

Program	Table	Title
Energy Savings Assistance Program	Table 1	Energy Savings Assistance Program Expenses
Energy Savings Assistance Program	Table 2	Expenses and Energy Savings by Measures Installed
Energy Savings Assistance Program	Table 3	Average Bill Savings per Treated Home
Energy Savings Assistance Program	Table 4A	Homes Treated
Energy Savings Assistance Program	Table 4B	Homes Unwilling/Unable to Participate
Energy Savings Assistance Program	Table 5	Customer Summary
Energy Savings Assistance Program	Table 6	Expenditures for Pilots and Studies
CARE	Table 1	CARE Program Expenses
CARE	Table 2	CARE Enrollment, Recertification, Attrition, and Penetration
CARE	Table 3A&B	CARE Post-Enrollment Verification Results
CARE	Table 4	CARE Self-Certification and Re-Certification Applications
CARE	Table 5	Enrollment by County
CARE	Table 6	Recertification Results
CARE	Table 7	Capitation Contractors
CARE	Table 8	Participants as of Month End