

Table A - Southern California Edison LIEE Contractor Listing By County

County	SCE Contractor
Inyo	Inyo/Mono Advocates for Community Action (760) 873-8557 <i>Contract Pending</i>
Kern	Kern County Economic Opportunity Corporation (800) 988-7771 <i>Contract Pending</i>
Kings	Garza's Heating & Air Conditioning P.O. Box 430 Avenal, CA. 93204 (559) 386-0912 Evaporative Cooler, Relamping and Energy Education Kings County Community Action Agency (559) 582-4386 <i>Contract Pending</i>
Los Angeles	L.A. Works 5200 Irwindale Ave. Irwindale, CA 91702 \ (626) 960-3964 Relamping and Energy Education Maravilla Foundation 5729 E. Union Pacific Commerce CA 90022 (323) 869-4600 Evaporative Cooler, Relamping, Energy Education and Refrigerator Replacement Inter-City Energy Systems 12920 E.Imperial Hwy. Santa Fe Springs, CA 90670 (562) 864-1078 Evaporative Cooler, Relamping and Energy Education Long Beach Community Services 780 Atlantic Ave Long Beach CA. 90670 (562) 437-0681 Ext.11 Relamping and Energy Education

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<p>Los Angeles (Continued)</p>	<p>Veterans in Community Services, Inc. 8644 Norwalk Blvd. Whittier, CA 90606-3402 (562) 695-9040 Relamping and Energy Education</p> <p>Pacific Asian Consortium in Employment 1541 Wilshire Blvd. Suite 307 Los Angeles, CA 90017 (213) 989-3254 Inspection Only</p> <p>Watts Labor Community Action (323) 563-5600 <i>Contract Pending</i></p>
<p>Orange</p>	<p>Southern California Indian Center P.O. Box 2550 Garden Grove, CA 92708 (714) 663-1102 Relamping and Energy Education</p> <p>Vo Vi Friendship Association 17330 Newhope St. Unit E. Fountain Valley, CA 92708 (714) 957-6511 Relamping and Energy Education</p> <p>Commonwealth Contracting 2003 W. Raymer St. Suite A Fullerton, CA 92633 (714) 870-0400 Evaporative Cooler, Relamping and Energy Education</p> <p>Orange Co. Comm. Development Council, Inc. 12640 Knott Street Garden Grove, CA 92841 (714) 839-5404 <i>Contract Pending</i></p>

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<p>Riverside</p>	<p>Center for Employment Training 9346 Narnia Dr. Riverside, CA 92503 (909) 785-4681 Relamping and Energy Education</p> <p>Tri-State Home Improvements 2922 Rubidoux Blvd. Riverside, CA 92841 (909) 784-6830 Evaporative Cooler, Relamping, Energy Education and Weatherization</p> <p>John Harrison Contracting 2665 Anza Trail Palm Springs, CA 92264 (760) 322-2653 Evaporative Cooler, Relamping and Energy Education</p> <p>Riverside Community Action 2038 Iowa Ave Suite B102 Riverside CA 92507 (909) 955-6418 <i>Contract Pending</i></p>
<p>San Bernardino</p>	<p>San Bernardino Co. Comm. Services Dept.. 686 E. Mill St. San Bernardino, CA 92408 (909) 891-3938 Relamping and Energy Education</p> <p>Barstow Cooler Service (BCS) 2820 E. Main St. Barstow, CA 92311 (760) 252-2600 <i>Contract Pending</i></p> <p>H & L Energy Savers 1066 W. 9th St. Upland, CA 91786 (909) 946-7283 Weatherization, Relamping and Energy Education</p>

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Santa Barbara	CAC of Santa Barbara Co. 5681 Hollister Ave. Goleta, CA 93117 (800) 655-0617 Relamping
Tulare	Proteus Training 1830 N. Dinabu Blve. Visalia, CA 932911 (559) 733-5423 Evaporative Cooler, Relamping and Energy Education
Ventura	Ventura Co. Commission on Human Concerns 621 Richmond Ave. Oxnard, CA 93030 (805) 486-4725 Relamping and Energy Education

Table B – SCE LIEE Leveraging & Outreach Initiatives

LIEE Leveraging/Outreach Initiative	Summary	Timeline	Status
California State “Powerwalk” program with the California Conservation Corps.	In conjunction with the California Conservation Corps. (CCC), SCE’s LIEE department contributed 209,000 “Helpful Hints for Energy Conservation” sheets for the State of California’s “Powerwalk” campaign.	May thru August 2001	Completed August 2001
CAL LIHEAP Leveraging Letter	On June 14,2001 a letter was sent to all LIHEAP providers asking for a joint effort to identify new opportunities to establish or enhance coordination and partnerships between the utilities programs and the CAL LIHEAP program efforts.	June 14, 2001	Completed
CAL LIHEAP Informational Brochure	The California State Department of Community Services, in conjunction with the four major IOUs, is publishing a brochure for statewide distribution. This brochure will provide information on bill payment programs and energy efficient programs offered through the State and the four major utilities.	July 2001	Completed
Bulk Purchasing of Refrigerators	Refrigerators have been purchased and shipped to LIHEAP agencies. An additional 10,000+ refrigerators are being negotiated.	June 2001 - March 2002	Completed
Bulk Purchasing of CFLs	CFLs are purchased in bulked and provided to contractors for installation in customer homes. An additional 160,000 CFLs are being negotiated.	June 2001 - March 2002	Completed
Bulk Purchasing of Window/Wall Air Conditioners	3,000 energy efficient window/wall air-conditioners have been secured for installation in low-income customer homes. An additional 2,000 are being negotiated	June 2001 – March 2002	Completed
County Housing Authorities	SCE has met with housing authorities from the Counties of Riverside, San Bernardino, Tulare, Los Angeles and Orange County to coordinate and leverage existing LIEE/Rapid Deployment Programs. These meetings will result in CARE enrollment and installation of evaporative coolers, CFLs and refrigerators.	June 2001 – March 2002	On-Going
SoCalGas	SCE has been in discussions with SoCalGas to expand the current Inter-Utility Agreement to include installation of energy-efficient central HVAC systems	June 2001 – March 2002	Completed

Table B – SCE LIEE Leveraging & Outreach Initiatives

Town Hall Meeting	SCE’s LIEE Manager participated in a Town Hall Meeting and Panel Discussion at a Conference on the California Energy Crisis, Low-Income Families, and Solutions held in Oxnard on June 12 th . LIEE/ CARE Outreach and the capitation fee programs were discuss during the Community Workshop portion of the conference.	June 12, 2001	Completed
Rialto Family Day Festival	LIEE program information was distributed to over 500 low income residents	September 23, 2001	Completed
Riverside County's Office on Aging Senior Help Link	SCE has established an on-going outreach program through the use of senior newsletters sent to Riverside County seniors	September 23, 2001	On-Going
Southern California Association of Non-Profit Housing	As part of the annual conference on non-profit housing SCE provided a presentation on property managers about LIEE and CARE programs	September 28, 2001	Completed
Galaxy Soccer Quarterfinal Game	SCE set up outreach operations at the Rose Bowl before a crowd of 60,000. The Galaxy, a Los Angeles based soccer team, has a large following of Hispanics. LIEE and CARE material in English and Spanish were offered to customers as they arrived to and departed from the game.	September 30, 2001	Completed
Apartment Association Tradeshow at the Queen Mary in Long Beach	Approximately 170 vendors and an estimated 4,000 to 5,000 owners and managers attended this annual event. SCE manned a table to distribute LIEE and CARE information and answer questions	October 4, 2001	Completed

Table C - SCE CARE Participation Initiatives – September 2001 Update

CARE Initiative	Summary	Timeline	Status/Results/Cost
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.
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.

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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.
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.

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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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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.
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

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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.
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

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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.
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.

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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.
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.

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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
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.

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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.
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.

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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.
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.

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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.
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.

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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.
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.

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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.
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.

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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.
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.

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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.
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.

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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.
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.

Table C - SCE CARE Participation Initiatives – September 2001 Update

CARE Initiative	Summary	Timeline	Status/Results/Cost
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.
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.

Table D – SCE CARE Media Initiatives – September 2001 Update

Media Initiative	Summary		Date
Cambodian	<ul style="list-style-type: none"> • Serey Pheap News/major weekly/print ad • Cam News/major bi-weekly/print ad • Angkor Borei News/print ad • UCC Newsletter/print ad 		July-August 2001
Chinese	<ul style="list-style-type: none"> • World Journal/biggest publication for Mandarin speakers/print ad • Sing Tao Daily News/major publication for Cantonese speakers/print ad • Chinese LA Daily News/strong secondary publication especially in L.A area, mainly for Mandarin speakers from Taiwan/print ad 		July-August 2001
Filipino	<ul style="list-style-type: none"> • Asian Journal/biggest publication/print ad • Philippine News/second-largest publication/print ad • US Asia Today/strong secondary publication/print ad • California Journal/print ad 		July-August 2001
Japanese	<ul style="list-style-type: none"> • Rufu Shimpo/the biggest daily publication in west coast/print ad 		July-August 2001
Korean	<ul style="list-style-type: none"> • Korea Times/biggest publication/print ad • Central Daily/second biggest publication/print ad 		July-August 2001
Spanish	Radio Station Ad KKHJ/KBUE KDIF KCAL KOLB KLVE KSCA KWIZ	Newspaper Print Ad La Opinion La Prensa Hispana Union Hispana Excelsior Vida en el Valle Inland Empire Hispanic News	June-August 2001
Vietnamese	<ul style="list-style-type: none"> • Nguoi Viet/biggest publication/print ad • Viet Bao/strong secondary pub especially in Orange County & LA area/print ad • Dong Phuong/print ad 		July-August 2001