

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

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

**SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) 2012 ANNUAL REPORT  
FOR 2011 LOW INCOME PROGRAMS**

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Dated: **May 1, 2012**

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**SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) 2012 ANNUAL REPORT FOR 2011**  
**LOW INCOME PROGRAMS**

Southern California Edison Company (SCE) hereby submits its Annual Progress Report for the Energy Savings Assistance (ESA) and California Alternate Rates for Energy (CARE) Programs, and its Annual Progress Report for the Family Electric Rate Assistance (FERA) Program for the period January through December 2011.

Respectfully submitted,

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*/s/ Monica Ghattas*

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**May 1, 2012**

**Attachment A**

**SCE's ESA and CARE Programs Annual Report for Program Year 2011**



SOUTHERN CALIFORNIA  
**EDISON**

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

**May 1, 2012**

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**Energy Savings Assistance Executive Summary**

*Provide an executive summary of the LIEE program year:*

**1.1. Alignment of ESA program with Strategic Plan Goals and Strategy**

*The long-term California Strategic Plan vision for the LIEE program is to have 100% of all eligible and willing low income customers receive all cost effective measures Low Income Energy Efficiency measures by 2020. The Plan lays out two goals in achieving the LIEE program vision: 1) By 2020, all eligible customers will be given the opportunity to participate in the LIEE program, and 2) The LIEE programs will be an energy resource by delivering increasingly cost-effective and longer-term savings.*

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

Implementation Plan and Timeline		
Strategies	Near Term 2009 – 2011	IOU strategy employed this program year
1.1: Strengthen LIEE outreach using segmentation analysis and social marketing tools.	<ul style="list-style-type: none"> <li>Identify, implement and evaluate effective marketing, education and outreach methods for targeting low income customer segments.</li> <li>Use social marketing to effectively engage low income customers in program participation.</li> </ul>	<ul style="list-style-type: none"> <li>Partnered and integrated with other Income Qualified Programs, joint enrollment with investor owned utilities (IOU) counterparts, leveraged with organizations that service clients with disabilities, and utilized self-certification.</li> <li>Program services and benefits promoted to Latino community during morning news and on TV station’s Facebook page.</li> <li>SCE contracts with Community Based Organizations (CBOs) with existing ties to the disabled customer segment in SCE service territory.</li> <li>Completed PG&amp;E/SCE Segmentation Study to identify and facilitate the development of segment-specific outreach and educational materials as well as delivery strategies.</li> </ul>

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

<b>Implementation Plan and Timeline</b>		
<b>Strategies</b>	<b>Near Term 2009 – 2011</b>	<b>IOU strategy employed this program year</b>
<p><b>1.2:</b> Develop a recognizable and trustworthy Brand/Tagline for the LIEE programs.</p>	<ul style="list-style-type: none"> <li>• Develop a statewide program name and description for LIEE which is coordinated with Marketing, Education and Outreach (ME&amp;O) efforts for energy efficiency, demand response and any other demand-side options.</li> <li>• Implement branding.</li> </ul>	<ul style="list-style-type: none"> <li>• The Statewide ME&amp;O Branding initiative resulted in a new LIEE program name, “Energy Savings Assistance” which replaced the IOU specific names for the LIEE program in 2011.</li> </ul>



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

<b>Implementation Plan and Timeline</b>		
<b>Strategies</b>	<b>Near Term 2009 – 2011</b>	<b>IOU strategy employed this program year</b>
<p><b>1.3:</b> Improve program delivery.</p>	<ul style="list-style-type: none"> <li>• Use information from segmentation analysis to achieve efficiencies in program delivery.</li> <li>• Leverage with Local, State, and Federal agencies as well as other organizations to increase seamless coordination, efficiency and enrollment.</li> </ul>	<ul style="list-style-type: none"> <li>• In 2011, SCE continued to manage the number of jobs allocated to a contractor within a community to ensure a full day’s work could be completed and additional day trips could be avoided. This “neighborhood” approach achieves efficiencies in time and material and helps reduce the carbon footprint.</li> <li>• SCE leveraged ESA with SCE’s Partnerships group to promote SCE’s Income Qualified Programs with local city governments.</li> <li>• ESA established partnerships with organizations that serve clients with limited incomes and/or special needs (i.e. Ability First).</li> <li>• Schedule Manager and Routing Tool (SMART), is a new functionality introduced to SCE’s database. This tool provides proximity-based scheduling of jobs, mileage and time calculations, and route maps to and in-between appointments. The tool determines the most efficient overall route available which will decrease crew members’ windshield time, reduce operating costs, save on gas consumption, and decrease the program’s carbon footprint.</li> </ul>

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

<b>Implementation Plan and Timeline</b>		
<b>Strategies</b>	<b>Near Term 2009 – 2011</b>	<b>IOU strategy employed this program year</b>
<p><b>1.4:</b> Promote the growth of a trained LIEE workforce.</p>	<ul style="list-style-type: none"> <li>• Incorporate LIEE training needs into the Workforce Training needs assessment.</li> <li>• Develop Training Roadmap which includes funding requirements and sources other than IOUs.</li> <li>• Implement LIEE workforce education and training.</li> </ul>	<ul style="list-style-type: none"> <li>• Three types of training were offered in 2011: home assessment training, inspection training and computer-based training. This training was offered to employees from existing service providers to improve workforce skills and increase program efficiency.</li> <li>• SCE also developed and implemented additional workforce training content for the home assessment training course, including instruction on time management skills, communications skills, customer service skills, and safety best practices.</li> <li>• SCE is co-funding the Commission administered WE&amp;T pilot.</li> </ul>

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

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

<b>Implementation Plan and Timeline</b>		
<b>Strategies</b>	<b>Near Term 2009 – 2011</b>	<b>IOU strategy employed this program year</b>
<b>2.1:</b> Increase collaboration and leveraging of other low-income programs and services.	<ul style="list-style-type: none"> <li>Identify key areas where data sharing would be possible and advantageous.</li> <li>Develop partnerships with community organizations and other agencies to leverage resources available from local governments, federal, state, and private project funding sources.</li> </ul>	<ul style="list-style-type: none"> <li>Conducted research to deem additional document types as acceptable proof of participation in other low income programs; increased applicant convenience and number of successful enrollments.</li> <li>Employed joint ESA/CARE customer outreach via Spanish language television.</li> </ul>
<b>2.2:</b> Coordinate and communicate between LIEE, energy efficiency and DSM programs to achieve service offerings that are seamless for the customer.	<ul style="list-style-type: none"> <li>Ensure LIEE participants are aware of energy efficiency and DSM/EE programs.</li> <li>Coordinate with CSI programs to provide LIEE program services in qualified low income housing for both single family and multi-family CSI programs.</li> <li>Coordinate AMI delivery and LIEE Programs.</li> </ul>	<ul style="list-style-type: none"> <li>During delivery of ESA, and where appropriate, customers were provided information on SCE’s DSM/EE programs including the Summer Discount Program.</li> <li>Single Family Affordable Homes (SASH) Program: SCE coordinates with the SASH contractor, Grid Alternatives (GA), to provide leads for low income households and to ensure that all homes that sign up for SASH are either previously treated or scheduled to be treated by ESA.</li> <li>ESA staff participated in monthly AMI Marketing status meetings to ensure program alignment including timing of ESA customer education on the new online Budget Assistant which AMI will enable.</li> </ul>
<b>2.3:</b> Provide low income customers with measures that	<ul style="list-style-type: none"> <li>Assess design of programs to ensure increasingly cost</li> </ul>	SCE continued to install measures with relatively high cost-

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

<b>Implementation Plan and Timeline</b>		
<b>Strategies</b>	<b>Near Term 2009 – 2011</b>	<b>IOU strategy employed this program year</b>
<p>result in the most savings in the LIEE program.</p>	<p>effective measures, while reducing low-income customers' bills and improving quality of life.</p> <ul style="list-style-type: none"> <li>• Continue to include measures that provide long term energy savings, such as refrigerators.</li> </ul>	<p>effectiveness such as:</p> <ul style="list-style-type: none"> <li>• CFL Torchieres (TRC = 1.43 approx.)</li> <li>• Screw-in CFLs (TRC = 1.08 approx.)</li> <li>• Pool pumps (TRC = .78 approx.)</li> <li>• Refrigerators (TRC = 0.77 approx.)</li> </ul> <p>SCE is co-funding a study on refrigerator degradation. This study may lead to expanded eligibility of refrigerators in the program.</p> <p>SCE's program design includes measures that increase the cost effectiveness of the program (CFL's, torchieres, pool pumps, and refrigerators), reduces energy bills and improves the quality of life of customers (cooling measures) and provides long term energy savings (refrigerators and central a/c's).</p>
<p><b>2.4:</b> Increase delivery of efficiency programs by identifying segmented concentrations of customers.</p>	<ul style="list-style-type: none"> <li>• Identify and develop segmented approach to deliver services to households</li> <li>• Improve use of community-based organizations (CBOs) in delivering services</li> </ul>	<p>The ESA program refined the database which allows more efficient creation of ZIP Code-specific outreach and canvassing lists by the following metrics to target areas with the most eligible and willing households:</p> <ul style="list-style-type: none"> <li>• ZIPs with high estimated LIEE income eligibility</li> <li>• CARE participants</li> <li>• Non-LIEE participants</li> <li>• High energy insecurity (disconnects, etc.)</li> <li>• High energy users</li> </ul>

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

### 1.2. Energy Assistance Savings Program Overview

1.2.1. Provide a summary of the LIEE Program elements as approved in Decision 08-11-031:

Program Summary			
	Authorized / Planning Assumptions	Actual	%
Budget	\$63,413,858	\$50,340,375	79%
Homes Treated	62,391	93,771	150%
kWh Saved	32,992,000	23,773,815	72%
kW Demand Reduced	12,276	6,983	57%
Therms Saved			

### 1.3. Whole Neighborhood Approach Evaluation

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

In 2011, SCE continued to improve its ESA database to identify neighborhoods with a dense low-income population and low ESA program penetration. The database tracks the marketing and outreach tactics used in the various neighborhoods to determine the effectiveness and provide guidance to our contractors/community-based organizations (CBOs). Marketing efforts are staggered to address specific neighborhoods (small geographic areas or "ZIP7s") within SCE's service territory where city partnerships may have been established. For example:

- In 2011, SCE deployed direct mail campaigns where customers were instructed to contact an assigned local contractor. The contractor-specific mailers were deployed in segmented “neighborhood” ZIP code clusters and promoted ESA services and encouraged customers to contact their local SCE-approved contractors for an immediate appointment. This eliminated the need to contact SCE's call center but rather expedite the process by allowing the customers to contact the service providers directly.
- In 2011, SCE deployed several automated “direct connect” calling campaigns deployed in segmented “neighborhood” ZIP code clusters. The campaigns identified those customers who may be eligible to receive ESA services and provided customers with the opportunity to directly connect with an

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assigned local contractor to immediately schedule an appointment for enrollment.

- In 2011, SCE identified and targeted CARE-customers who registered on SCE.com’s “My Account.” The campaigns were launched utilizing e-mail blasts messaging to promote ESA and the benefits of the program.
- Throughout the 2011 program year, SCE hosted several Community Forums targeting the Latino, African American, Native American, and Pacific Islander segments. These Community Forums provide a wealth of information on programs and services available to customers, businesses and non-profit organizations. This strategy builds program awareness at a grass-root and community level where many income qualified households may at once point reach out.

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

The ESA program focused the majority of its marketing and outreach efforts on CARE customers who have not previously received ESA services. Through these efforts, customers who have high energy insecurity, kWh / kW, notice and final disconnects on their account were identified and targeted. SCE’s ESA program team strategically scheduled each marketing and outreach campaign to address specific neighborhoods within the service territory. Marketing efforts conform to the WNA by targeting customers in ZIP7 clusters.

The ESA program aggregated leads in small geographic areas and then allocated the leads to service providers in a manner that engaged the service provider in a full day’s worth of work within a specific neighborhood. This method was used to manage the work throughout the funding cycle in order to “space” ESA work throughout the year for each ESA service provider.

Continued expansion of the paperless enrollment process with the use of the Tablet PC technology increases the effectiveness of Outreach by allowing mobility in door-to-door canvassing. Assessors are able to sort leads based on zip-7 clusters to determine the order of customers to be visited. Assessors are able to determine customer’s previous participation and eligibility right at the customer’s home which eliminates wasted visits.

1.3.3. *Describe how the current program delivery strategy differs from previous years, specifically relating to Identification,*

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### *Outreach, Enrollment, Assessment, energy Audit/Measure Installation, and Inspections.*

In previous years, the ESA Program restricted its marketing and outreach efforts as limited funding and over-subscription had been the concern. Other components of the ESA Program, in general, had not changed in terms of enrollment, assessment, energy audit, measure installations, and inspections. Specific improvements and system enhancements were developed related to bulk assignment of leads and installation jobs ensuring assessors and work crews maintain a full day's worth of work and minimize the carbon footprint.

In 2011, methods of identifying, marketing and outreaching to specific customer segments were developed where new strategies were implemented to effectively increase program awareness and enrollment throughout SCE's service territory. In 2011, ESA continued its aggressive integration and partnering efforts with various local governments, internal and external organizations who service within the disabled community to increased program penetration and bring benefits to a wider range of customers. In addition, categorical, and self-certification enrollment were implemented to ease the enrollment process.

In 2009, SCE began the High Usage Needs Assessment (HUNA) study to determine why low income households have unusually high electric usage throughout its service territory. The results of the study will help identify energy inefficient practices throughout various customer segments, identify the barriers to changing inefficient attitudes and behavior and provide strategies that are likely to be successful in reaching and communicating with high usage customers. SCE plans to integrate these customer segments throughout its marketing, outreach, and enrollment process as an ongoing energy education effort.

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

#### **1.4. ESA Customer Enrollment Evaluation**

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1.4.1. *Distinguish between customers treated as “go backs” and brand new customers so that the Commission has a clear idea of how many new customers the IOUs are adding to the LIEE program.*

The number of homes treated in 2011 as “go backs” was less than 4%. These customers were identified as having received services between 1999 and 2001.

No. of Homes Treated 2011	No. of Service Accounts Treated in 2011 Previously Treated in 1999-2001	Percentage of Go Back Homes
93,771	3,256	3.47%

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

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

- Supplementing the traditional direct mailers to customers to include the contact information of service providers assigned to the area. By including the service provider’s contact information on the direct mailer, it legitimizes the service provider and reduces the enrollment wait time by allowing the customer to contact the service provider directly.
- Households that have met the income documentation policies and procedures to enroll in either CARE and/or the Energy Assistance Fund (EAF) are referred to the service providers. Since these household’s income have been verified by the respective program(s), the household is not required to provide additional income documentation in order to qualify for ESA enrollment.
- Enrolling customers based on categorical eligibility. Customers who can provide documents proving one or more household members’ current participation in one of several state or federal assistance programs do not need to provide additional income documentation in order to qualify for the ESA Program.
- With the current paper enrollment process, previous participation and eligibility is determined when the assessor brings enrollment paperwork back to the agency office for validation. Implementing a paperless enrollment process with the use of the Tablet PC technology increases the effectiveness of outreach by allowing mobility in door-to-door canvassing. Assessors are able to determine customer’s previous participation and eligibility right at the customer’s home which minimizes visits to ineligible homes. Furthermore, customers are enrolled in the program faster because they are not required to provide hard copies of income



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documents. The tabled PC provides immediate validation of customer data at the point of capture, and customer data is immediately transferred to SCE's customer database to determine measure eligibility.

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

In 2011, SCE's ESA Program was able to exceed the annual target of homes treated. The ESA Program was able to develop and implement more aggressive marketing plan to generate leads and help the service providers with enrollment of eligible customers.

### **1.5. Disability Enrollment Efforts**

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

In 2011, SCE sought alternate efforts to target the low-income disabled community and opportunities to work with disability-related community based organizations.

- The program continued to work with its existing network of service providers to leverage with local Regional Centers to bring program awareness to promote the benefits of the ESA program at the various centers. Relationships were established with the following centers: East Los Angeles, Pomona & San Gabriel Valley, and Inland Regional Center.
- SCE participated as a sponsor at the 2011 Special Olympics Summer Games on Saturday, June 11th and Sunday, June 12th. The annual event attracted over 5,000 attendees to California State Long Beach's campus. SCE took this opportunity to reach out to the friends, families and fans of the Special Olympics to educate them about ESA, CARE, Medical Baseline and other Energy Efficiency programs and services.
- On July 19th, SCE and attending service provider met with the Director of the Disability Resource Center in Long Beach to discuss outreaching and leveraging opportunities to the Center's Outreach Coordinators, and staff members. This provided a source of contact for outreach and social workers at the Center as they work with clients who would be potentially eligible to benefit from the ESA program
- On July 8th, SCE hosted a Latino Community Forum providing networking opportunities for the surrounding community in Lynwood. The forum provided a panel discussion, including a wealth of information on available programs and services available to customers, businesses and non-profit organizations which support customers. SCE provided information on how to apply for SCE grants, sponsorships, and contracting opportunities for the nonprofit sector. In addition, information was

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provided on economic assistance programs, including the ESA program, CARE, and Medical-Baseline programs.

- SCE participated at the Los Angeles County Fair Grounds between September 3rd through October 2nd, promoting the income qualified programs, Medical Baseline program, EAF, and other Residential incentive programs. During the event, LA County Fair announced “Senior Wednesdays” which allowed for seniors to attend the fair at a discounted rate. Each Wednesday provided an opportunity to heavily promote the programs and SCE was present to answer any questions LA County Fair attendees had related to these special programs. Over 9,000 interactions took place during the month where SCE engaged, provided program information, and answered customer specific questions.

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

In 2010, two distinct segmentation studies were initiated: (1) The Commission managed a statewide Marketing, Education and Outreach (ME&O) segmentation study that includes low income customers, but does not directly address specific issues related to the ME&O needs of low income customers per se; and (2) In 2010 SCE and PG&E initiated a LIEE customer segmentation study. While our efforts to specifically target customers with disabilities are constrained by D.08-11-031,<sup>1</sup> the segmentation research identified segments more likely to include disabled customers. This information continues to inform aspects of our communication, marketing, education and training materials in order to better meet the needs of our low income, disabled customers. Hence, once a home has been identified as including a person with a disability, the results of the segmentation research will provide information that will enable assessment and installation contractors to customize service delivery for this household based on its needs.

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

<b>Disability Enrollments</b>			
<b>Source</b>	<b>Total Enrollments</b>	<b>Disability Enrollments</b>	<b>% of Disability Enrollment</b>

<sup>1</sup> D.08-11-031, page 69 states “The IOUs should not ask customers if they are disabled, but instead allow customers with disabilities to voluntarily self-identify. They may also count as disabled persons who have an observed disability such as a mobility, vision or hearing disability, and persons who use TTY/TDD or request accessible formats of written materials (*i.e.*, large print and/or Braille).”

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SCE Referral	30,224	5,348	17.6%
Joint Utility	50,553	3,433	6.7%
Outreach	12,994	2,006	15.4%
Total	93,771	10,787	11.5%
Target Enrollment Rate			15%

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

In 2011, SCE implemented new marketing and outreach tactics targeting customers with disabilities in an effort to reach the 15% target. Although the combined overall target was not reached, SCE Referrals and Outreach efforts achieved results above the 15% target whereas Joint Utility efforts fell short. SCE believes it is possible that some treated homes were included members with disabilities that were not classified as including a household member with a disability because of the challenge posed by Decision 08-11-031, Section 7.1, paragraph 3 (page 68), “*The IOUs should not ask customers if they are disabled, but instead allow customers with disabilities to voluntarily self-identify.*” In the case where the member of the household with a disability is not present during the enrollment, it is difficult for the service provider to observe whether a household member has a disability. SCE will continue to make every effort to achieve the 15% target by implementing new marketing and outreach tactics targeting customers with disability and establishing new alliances with organizations offering services to low-income clients with a disability.

### 1.6. **Leveraging Success Evaluation, Including LIHEAP**

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

- *Dollars saved.* Leveraging efforts are measurable and quantifiable in terms of dollars saved by the IOU (Shared/contributed/donated resources, elimination of redundant processes, shared/contributed marketing materials, discounts or reductions in the cost of installation, replacement, and repair of measures, among others are just some examples of cost savings to the IOU).
- *Energy savings/benefits.* Leveraging efforts are measurable and quantifiable in terms of home energy benefits/savings to the eligible households.
- *Enrollment increases.* Leveraging efforts are measurable and quantifiable in terms of program enrollment increases and/or customers served.

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

Grid Alternatives, the external company administering the Single-family Affordable Housing (SASH) program, provides SCE with a list of homes determined to be eligible for SASH treatment. SCE ensures that the homes on that list are enrolled in LIEE and receive all eligible and feasible measures, if they have not been previously enrolled. This ensures that the energy generated by the solar systems is not being wasted by inefficient consumption.

SCE works closely with existing, CBOs which operate multiple programs targeting the low-income, disabled, senior, and/or other hard-to-reach population segments, leveraging the CBOs' existing and ongoing relationships with their respective client bases to increase customer awareness and overcome potential unwillingness to participate.

SCE also maintains contracts with agencies that also contract with other IOU ESA programs. Contracting with the same service providers allows the IOUs to split the cost of jointly educating the customer on energy efficiency practices and resources. This leveraging has been highly successful in terms of the large number of jointly treated households.

SCE led efforts to work with a Hispanic TV station, Univision, to promote income qualified programs. Viewers called into the telecast and spoke with utility representatives to learn about its money-saving programs. The one event held this year yielded approximately 200 leads that were referred to enrollment contractors.

*1.6.2. In addition to tracking and reporting whether each leveraging effort meets the above criteria in order to measure the level of success, please describe the Other Benefits resulting from this particular partnership not captured under the 3 criteria described above.*

Many, perhaps most, of the benefits from leveraging with other external programs are not directly and/or feasibly quantifiable. For example, working with external programs has likely resulted in increased awareness of ESA, which in turn results in an eventual increase in enrollments. Perhaps more importantly, leveraging ESA in combination with multiple external programs also likely enhances the credibility of the marketing for all programs involved, helping to overcome the public perception that receiving “free” measures from ESA (or any other source) is too good to be true. This same barrier is also overcome to some degree by the fact that the client may already have a trusting relationship with the external agency and thus will be

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more likely to trust the ESA Program messaging coming from that agency.

SCE employs several contractors that also have contracts with SoCalGas' ESA Program. This type of leveraging has multiple benefits, including reducing the number of times that the customer has to be home for an appointment, as compared to being treated by separate contractors for each utility.

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

A CSD/ESA project was created to address two closely related problems: LIHEAP contractors are typically unaware of homes previously serviced through ESA and what services have been installed until they actually do the assessment visit.

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

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

### **1.7. Integration Success Evaluation**

*According to Decision 08-11-031, "Integration constitutes an organization's internal efforts among its various departments and programs to identify, develop, and enact cooperative relationships that increase the effectiveness of customer demand side management programs and resources. Integration should result in more economic efficiency and energy savings than would have occurred in the absence of integration efforts."*

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

SCE continues to use the customers enrolled on CARE as one of, and typically the main, customer segmentation criteria for targeted ESA marketing. SCE continued to employ Automated Outbound Calling in

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2011 where ESA targets CARE customers utilizing an automated outbound call that asks the customer a few basic ESA eligibility questions. The result of this effort is ESA leads which are batch by ZIP code and automatically routed by EMAPS to ESA contractors to schedule in-home enrollment appointments. Additionally, “direct connect” is a feature of Outbound Calling which provides customers opportunity to directly connect with assigned local contractor to immediately schedule an appointment for enrollment.

In addition, the ESA and CARE marketing plans are now jointly coordinated in advance on an ongoing basis to integrate efforts where feasible. Program Management from both LIEE and CARE participate routinely in each other’s marketing and outreach planning activities and share day-to-day operational information.

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

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

SCE also continued the joint review of printed customer materials in order to identify low-cost ways to integrate various program offerings for the target audiences. As a result, enhanced ESA messaging was incorporated into a number of residential EE brochures and flyers.

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

ESA and Local Government Partnerships (LGP) staffs continued to coordinate plans and schedules for outreach events. ESA staff met with LGP staff multiple times to identify potential opportunities for integrating the respective programs. In addition, ESA program

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materials are always available to SCE's local public affairs representatives for distribution and discussion in conjunction with routine meetings with the public and officials.

Examples of these efforts include:

- ESA staff met with LGP and city officials from Redlands on June 2nd. The purpose was to provide information regarding the ESA program and seek opportunities to promote, increase awareness, and participation in the program.
- On February 2nd, ESA was represented by SCE's Governmental Affairs at the Joselyn Senior Center in Claremont, an event with about 50 individuals attending. The event focused on a support group of patients that suffer from Chronic Obstructive Pulmonary Disorder (COPD). Program information, including the services offered and its benefits were provided to all attendees.
- On April 23rd, the COLLEGE EXPO was held at the Ontario Convention Center. This event is operated by the non-profit organization, National College Resources Foundation, providing underserved/underrepresented students and families with resources, information and connections to help increase students college enrollments. SCE's Governmental Affairs presents various programs, along with the ESA program. ESA flyers with information regarding the services offered and its benefits were provided to attendees.
- During the week of November 28th through December 15th, SCE converted the master meters serving the Maravilla Housing Authority Complex in East Los Angeles to individual domestic service accounts for about 352 tenants. The Program, along with CARE, supplied marketing brochures to provide to the residents with to increase awareness of the ESA program services and benefits.

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

SCE explored the feasibility of integrating program delivery with the California Advanced Homes Program (formerly the California New Homes Program). For housing units designated by the builder for low-income occupants, ESA would pay the full incremental cost of installing higher-efficiency equipment, such as 16.0 SEER HVAC systems and refrigerators. Without the incentive, builders are less inclined to increase the energy efficiency of any new housing units. The California Advanced Homes Program would pay the standard calculated incentives for all other measures currently not offered through ESA that are installed in units designated for low-income occupants. Due to the lack of low-income units in the new housing

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market, there were no opportunities to integrate the two programs in 2011. SCE's effort to develop builder interest in this measure during the 2009 – 2011 program cycle was unsuccessful, due in large part to changed economic conditions resulting in a near stoppage of residential new construction in SCE's service area.

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

In 2011, SCE included a CARE/FERA application in the door hanger package left with customers when the remote switching device for the Residential Demand Response Program (Summer Discount Plan – SDP) was installed on their central air conditioner. The SDP switching device enables the cycling off of residential central air conditioner compressors during extreme peak usage times.

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

The low income portion of the California Solar Initiative is divided into the SASH and MASH programs. SASH is managed by a company outside of SCE, and therefore coordination with SASH falls under the “leveraging” umbrella. See Section 1.6.1 above.

### **1.8. Workforce Education & Training**

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

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

The training curriculum includes workshops related to the policies and procedures for home enrollment and assessment, service delivery and inspections. The curriculum includes hands-on interactive workshops to ESA service providers in the use of EMAPS, which is the web-based database used to process and track program activity.

In addition, web seminars (“webinars”) have been implemented due to the low-cost alternative to face-to-face meetings. Since the use of webinars reduces the overhead and travel costs typically associated with face-to-face meetings, and can be scheduled almost immediately, plans are being



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developed to expand the use of this method to other program components wherever appropriate.

New service providers were brought in to the ESA program to help provide services to more homes. Therefore, it was necessary to provide in-depth training that reflected the full scope of the program. Instead of focusing on providing updates, this training involved more of a “from-the-ground-up” approach in order to accelerate the learning curve for new service providers.

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

Many of the ESA program service providers and particularly CBOs, are situated in low-income and disadvantaged communities and provide jobs within these communities. Currently, these organizations provide over 1,100 jobs that support the ESA program. This figure includes employees of service providers performing ancillary services (e.g., janitorial and clerical) but may not be a comprehensive list. SCE’s training includes:

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

<b>Type of training or recruitment conducted</b>	<b>Employees trained</b>	<b>Employees hired</b>
Home Assessment Training	231	220
Inspection Training	6	6
Computer Skills Training	0	0

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### 1.9. Legislative Lighting Requirements Status

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

The ESA program has not experienced any Compact Florescent Light bulb (CFL) supply issues and does not anticipate any future issues. As part of the procurement process, the lighting supplier was evaluated on the availability of product and ability to communicate if shortages should occur. In addition, an agreement with the lighting supplier was set-up with fixed unit prices throughout the 2010-2011 program cycle that requires the supplier to have sufficient inventory to supply product to all ESA service providers for a minimum of 30 days.

The costs and supply of CFLs were secured throughout the 2010-2011 program cycle and the 2012 bridge funding period through the procurement process of "bulk-purchasing" from the lighting supplier.

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

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

In the future, SCE will continue with the procurement process to purchase in bulk, by selecting a lighting supplier that is able to supply high quality at lower costs for CFLs through the entire 2012-2014 program cycle.

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

The ESA program has included information in its home energy education program to inform customers about the proper disposal of CFLs. The information includes:

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

*1.9.3. Complete Table 16 (in Appendix). In addition, please briefly summarize the CFL procurement process for the IOU,*

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*including manufacturers, distributors, warehousing, and contractor delivery.*

Traditionally, the electric IOUs have procured CFLs and other lighting measures independently of each other. For the 2010-2011 program cycle, the electric IOUs coordinated the procurement of the CFLs in order to obtain the highest quality at the lowest possible price. Each IOU remained responsible for issuing its own agreement with the successful bidder to authorize the purchase of CFLs.

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

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

The delivery and installation of CFLs offers significant energy savings by switching low income customers from high energy use incandescent bulbs to CFLs. CFLs are one of the more cost effective measures provided through the ESA program. To date, there does not seem to be any new lighting technology in the market that meets the cost effective threshold for inclusion in the ESA program. SCE's ESA program will continue to coordinate with the energy efficiency lighting programs to seek opportunities to introduce new lighting technologies and help ease the transition when incandescent bulbs are no longer available.

### **1.10. Studies**

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

Four statewide studies were implemented for the 2009-2011 program cycle. These include an impact evaluation, a process evaluation, a study of non-energy benefits, and a study of refrigerator efficiency degradation. In addition to these four statewide studies, PG&E & SCE conducted a market segmentation study for the ESA program and SCE conducted a needs assessment study on its low income, high-usage customers. Each of these six studies is described below:

### **2009 Joint Utility<sup>2</sup> LIEE Impact Evaluation**

The Impact Evaluation was a statewide study managed by the Energy Division. The prime research contractor was EcoNorthwest. They were selected by Energy Division after an RFP was issued through a competitive bid solicitation. The contract manager for the project was Southern California Edison.

The objective of the impact evaluation was to provide electric and gas savings estimates for the 2009 LIEE Program by measure, utility, household, climate zone, and other relevant dimensions. The energy savings impacts were used to update the program savings forecasts to meet the filing and reporting requirements for the development of the 2012-14 application.

The impact evaluation conducted for the 2009 program cycle also focused additional resources on understanding behavioral and/or housing-related variables relevant to heating and cooling impacts. In particular, more in-depth data were collected and further analyses were conducted on furnaces and evaporative coolers usage.

The primary analyses in the study were done using utility customer billing data. Additional primary data collection included phone surveys with participants and non-participants, as well as on-site inventory survey and interviews with a smaller sample of participants. Engineering analyses of some small and new measures were also conducted. In the end, while the study collected extensive data via phone surveys and onsite surveys, the evaluators concluded that the additional data was not as useful as they had hoped in the estimation of savings impact compared to the billing data use in the study's primary billing regression model.

Overall, the study found that the impacts for the 2009 program were lower than the 2005 program (the year the last impact evaluation was conducted). As was the case in 2005, refrigerators and lighting still accounted for most of the program savings. In addition, the study revealed that evaporative coolers exhibited significant program savings and demonstrated nearly two times the savings estimates provided in the 2005 evaluation. The study suggests other behavioral factors such as; customers rarely using poorly functioning old units

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<sup>2</sup> The Joint Utilities are Pacific Gas & Electric (PG&E), Southern California Edison Company (SCE), Southern California Gas Company (SCG), and San Diego Gas & Electric (SDG&E).

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prior to the program intervention also contribute to lower savings impacts.

In terms of the timing of the relevant activities associated with the study, the evaluation commenced with a kickoff meeting for all interested parties in September 2009. The research plan was presented at an initial public workshop held in November 2009. A Draft Report was completed in March 2011. A public workshop was conducted on March 28, 2011. Results from the Draft Report were used in planning the 2012-14 Application. Likewise, the results were presented in a public workshop in June 2011. The final report was issued in June 2011 following the public workshop that month.

Despite recognized limitations of the 2009 LIEE Impact Evaluation, the study remains the best available source for most current Impact savings data for the 2012-14 ESA program. It is anticipated that the proposed Impact Evaluation during the 2012-14 program cycle will build on prior Impact Evaluations and provide incrementally robust and comprehensive savings estimates for ESA program planning.

The final report is available at:

[http://www.calmac.org/publications/LIEE\\_FINAL\\_2009\\_Impact\\_Eval\\_Report.pdf](http://www.calmac.org/publications/LIEE_FINAL_2009_Impact_Eval_Report.pdf)

### **Joint Utility LIEE Process Evaluation**

The prime research contractor for the process evaluation was Research Into Action (RIA). PG&E held the contract with the contractor for the project.

The purpose of the study was to examine the effectiveness of the program design and delivery strategies and provide recommendations for improvement.

The study was launched with a kickoff meeting for all interested parties in August 2010. Data were collected between September and November of 2010. Data collection for this project<sup>5</sup> included reviews of the program tracking data, interviews with program managers, telephone surveys of program participants and nonparticipants, telephone interviews and focus groups with contractors, and ride-alongs with contractors.

A draft report was delivered on February 25, 2011. A public workshop was conducted March 28, 2011. The results were presented in a public workshop in June 2011. The final report was issued June 10, 2011.

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The results were considered in various process-related activities and improvements incorporated into the 2012-14 Application. Several examples include: SCE and SCG continued efforts to streamline coordination in serving customers in overlap territory; SCE proposal to expand its use of Tablet PC's in collecting information from customers; SCE's increased attention and resources to the educational component of the program.

Moreover, while a Process Evaluation has not been proposed for the 2012-14 program cycle, as per observations and recommendations via the Process Evaluation as well as the Impact Evaluation, the SCE/PG&E Segmentation and, the SCE High Usage Needs Assessment, the IOUs have proposed an Energy Education Study during the 2012-14 program cycle. This work is expected to include some in-depth inquiry related to our program processes and customer needs with respect the educational component of the program.

The final report is available at:

[http://www.calmac.org/publications/LIEEFinal\\_Report\\_w\\_study\\_number.pdf](http://www.calmac.org/publications/LIEEFinal_Report_w_study_number.pdf)

### **Joint Utility Non-Energy Benefits (NEBs) Study**

The Non-Energy Benefits (NEBs) Study was a statewide study managed by San Diego Gas & Electric. The Study was designed to be carried out in two phases. The prime research contractor for the first phase of the Non Energy Benefits evaluation was Skumatz Economic Research Associates (SERA). The Cadmus Group worked as a subcontractor to SERA. A statewide advisory group selected the contractor and SDG&E managed the study and held the contract for the project.

The purpose of phase one was to review the available literature on non-energy benefits and provide a brief summary and recommendation for a methodology to update the current non-energy benefit values that may be appropriate for the ESA program. The project involved an extensive literature review and synopsis of relevant ranges of NEB values that are used in other programs across the country.

Phase one commenced with a kick-off meeting for all interested parties in August 2009. A draft report of phase 1 was presented in December 2009. A public workshop was held in May, 2010 after which time a final report was issued. The results of this secondary research showed that the NEB values currently used by the IOUs ESA program fall within the range of values reported for various energy efficiency programs across the country.

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Further analyses combined with the results of the first phase of the project led the statewide advisory group to concur that pursuing the second phase of the project would not be an optimal use of the remaining funding allocated for the project at this time.

The final report for phase one is available at:

<http://www.liob.org/docs/Non%20Energy%20Benefits%20Study%20-%20SERA%20Inc%20%202010.pdf>

### **Joint Electric Utility Refrigerator Degradation Study**

A Joint Utility study on refrigerator efficiency degradation was conducted to determine which, if any, alternate refrigerator replacement criteria lead to maximum, cost-effective energy and demand savings for the ESA program. Specifically, the Utilities were looking for a set of criteria to judge when refrigerators could be replaced by the program.

Pacific Gas and Electric (PG&E) held the contract and managed the project on behalf of the Joint Electric Utilities' in conjunction with the Energy Division. In 2010, KEMA was retained to conduct the research. The work was executed in two phases.

The study was designed to examine age-based and other replacement criteria that would optimize savings opportunities for this measure. Currently, ESA program participants are eligible for a new energy efficient refrigerator if their primary refrigerator is manufactured before 1993. ESA program statistics suggest that the pre-1993 refrigerator replacement market is nearly saturated as evidenced in the declining number of eligible refrigerators identified and replaced through the ESA Program; however, the Joint Utilities believe energy efficient refrigerators are still one of the most cost-effective, energy-saving measures in the ESA program. This study was undertaken to update refrigerator replacement criteria to garner new, significant and cost-effective energy savings for the ESA program.

Some initial analyses conducted by KEMA during Q1 of 2011 resulted in a preliminary memo provided to the IOUs and the Energy Division in April, 2011. The results reported were based on some initial analyses of unit distributions based primarily on National CEC data and assumptions of degradation.

Following this effort, KEMA gathered utility program-specific data to update the results produced in April, and project results for the inclusion of additional criteria through 2015.

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The additional analyses resulted in modifications to the original estimates, however, the analyses continued to show that replacement of refrigerators manufactured after 1993 remains a cost-effective source of energy and demand savings to include in the 2012-2014 ESA Program portfolio. Based on these results, the Joint Electric Utilities proposed changing the replacement criterion to include refrigerators manufactured before 1999.

Moreover, the joint electric IOUs await additional results on refrigerator data expected from various other EE efforts including the impact evaluation for the Statewide Energy Efficiency Residential Appliance Recycling Program. These results are expected by June 2013 and may further assist in establishing optimal refrigerator replacement criteria for future ESA program planning.

### **PG&E/SCE LIEE Market Segmentation Study**

The Household Segmentation Study is a joint study between PG&E and SCE. The results of this study will assist program managers in developing more effective and streamlined targeting and outreach methods. In addition, the project was intended to gather information to enable program managers to improve program delivery, marketing and educational materials that are more precisely tailored to the needs and issues of various groups (segments) of customers.

The research contractor for the Segmentation Study was Hiner and Partners. A kickoff meeting was held in September 2009. A revised research plan was presented at a public workshop in November 2009. The project included multiple phases of data collection, which began with analyses of customer usage and billing data, and initial focus groups. This was followed by a phone survey and followed up with another group of focus groups. All of these data were used to build the segments with an approach that can relate back to utility customer data identifiers for the segments.

While the study was jointly funded, and many of the tasks (e.g., survey development, analytical plans, etc.) were executed jointly, because the primary utility data bases are not the same, the research contractor executed data analyses and reporting separately for the two utilities.

The study identified key segments differentiated largely by usage, bill payment problems and some relevant demographic variables that are relevant to improving program marketing, outreach and targeting practices. The report includes recommendations regarding more customized marketing, education, and program delivery for customers based on the segments they are identified with. For SCE, preliminary



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findings were provided in March 2011. A draft report was issued in May, 2011. A public workshop was held in June 2011. During Q3 and Q4 of 2011, Hiner and Partners continued to work on the PG&E data collection and analyses.

A final report for SCE was issued and posted on CALMAC in December 2011. A public workshop for the PG&E component of the project was held in February 2012. It is anticipated that the final report for PG&E will be issued during Q2 of 2012. SCE utilized the findings to inform various aspects of marketing, education and outreach activities presented in the 2012-14 application. Moreover, the research and subsequent customer scoring algorithm are expected to continue to inform ongoing marketing and educational materials and program delivery for the PG&E and SCE ESA programs.

The final report can be found at:

[http://www.calmac.org/publications/SCE\\_LIEE\\_Segmentation\\_Report.pdf](http://www.calmac.org/publications/SCE_LIEE_Segmentation_Report.pdf)

### **SCE LIEE High Usage Needs Assessment Study**

The research contractor for the Segmentation Study was Hiner and Partners. SCE was the only utility participating in The High Usage Needs Assessment Study. The overall purpose of the study was to better understand high-tier energy use among low-income customers in temperate climate zones. It was anticipated that understanding the causes or behaviors that lead to high usage among customers in mild climate zones would assist the program in better serving the unique needs of these customers, including specified approaches to marketing, education and outreach. For the purpose of this study, high usage customers were identified as customers in the top 20% usage for their climate zone.

This study was conducted simultaneously with the Segmentation Study, and as such is followed roughly the same time frame and schedule.

The project commenced in 2009 with a kickoff meeting held in September 2009. A revised research plan was presented at a public workshop in November 2009.

During 2010, the existing utility data of CARE customers were analyzed and additional primary data were collected via focus groups, phone surveys and in-home interviews and observations. This iterative and triangulated approach to data collection and analyses offered a more comprehensive understanding of the circumstances, behaviors

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and relevant needs of the low income customers with unusually high usage.

During 2011, the following activities occurred: Preliminary findings were provided in March 2011. A draft report was issued in May, 2011. A public workshop was held in June 2011. The findings were also presented at two national energy efficiency program evaluation conferences including The International Energy Program Evaluation Conference that took place in Boston in August 2011 and the Behavior Energy and Climate Change Conference in Washington DC in November 2011. A final report was issued and posted on CALMAC in September 2011. SCE utilized the findings to inform various aspects of the 2012-14 application including elements of marketing, education and outreach activities as well as to support the inclusion of a new proposed measure: Smart Strips for the 2012-14 program cycle. As is the case with the Household Segmentation Research, the findings from this research will continue to inform the development and use of ongoing marketing and educational efforts for the SCE ESA program.

The final report is available at:

[http://www.calmac.org/publications/FINAL\\_SCE\\_High\\_Usage\\_Needs\\_Assessment\\_Report\\_090911.pdf](http://www.calmac.org/publications/FINAL_SCE_High_Usage_Needs_Assessment_Report_090911.pdf)

- 1.10.2. *If applicable, submit Final Study Report describing: 1) Overview of study; 2) Budget spent vs. authorized budget; 3) Final results of study; and 4) Recommendations.*

There were no reports or results to report for 2011. Therefore, there are no recommendations.

### 1.11. Pilots

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

SCE did not conduct any pilots in 2011.

- 1.11.2. *If applicable, submit Final Pilot Report describing: 1) Overview of pilot; 2) Description of Pilot Evaluation Plan (PEP); 3) Budget spent vs. authorized budget; 4) Final results of pilot (including effectiveness of the program, increased customer enrollments or enhanced program energy savings); and 5) Recommendations.*

Please see answer to Question 1.11.1 above.

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### 1.12. “Add Back” Measures

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

SCE has provided the required reporting on “Add Back” measures in ESA Table 18. These measures were “added back” by the Commission to Table F4 in D.08-11-031, as modified by D.09-11-009, and noted with an asterisk accordingly.

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

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

**CARE Executive Summary**

**2.1. Participant Information**

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

<b>TABLE 1</b>		
<b>Residential CARE Program Customers by Month<sup>1</sup> (electric usage)</b>		
<b>2011</b>	<b>CARE Customers</b>	<b>Percentage Change</b>
January	1,390,942	1%
February	1,404,898	1%
March	1,414,720	1%
April	1,419,180	1%
May	1,417,148	1%
June	1,417,502	1%
July	1,423,052	1%
August	1,437,807	1%
September	1,440,991	0%
October	1,442,248	1%
November	1,441,503	0%
December	1,437,537	0%

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

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

SCE and the other California IOU’s used the joint utility methodology adopted by the CPUC in D.01-03-028 for developing quarterly and monthly penetration estimates in 2011. This method entails annual estimation of eligibility for CARE, ESA, and other income-by-household size parameters at the small area (block group, census tract, ZIP+2, etc.) for each IOU territory and for the state as a whole.

Sources for this estimation include the CPUC’s current guidelines, current year small area vendor marginal distributions on household characteristics, Census PUMS 2000 and PUMS 2006-2010 sample

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data, utility meter and master meter household counts, Department of Finance CPI series, and various GIS sources.

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

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

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

In November 2007, Athens Research made a refinement to the joint utility method. This method uses available (and legitimately obtainable) Census data (Advance Query, PUMS, and SF3) tabulations to produce block group level estimates of eligibility at 200% of federal poverty guidelines among individually metered, sub-metered, and non-sub-metered master metered households. These estimates may be aggregated in various ways to provide current year estimates of eligibility by “payer status,” i.e., individually metered, sub-metered, and non-sub-metered.

The estimates of eligibility by payer status, from November 2008, are used to disaggregate the overall CARE eligibility rate that has been estimated historically, yielding CARE eligibility and penetration estimates that differ between individually and sub-metered households (and which are consistent with the overall estimate).

*2.1.2.2. Describe how the estimates of current CARE-eligible meters were derived. Explain how total residential meters were adjusted to reflect CARE-eligible meters*

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*(i.e., master meters that are not sub-metered or other residential meter configurations that do not provide residential service).*

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

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

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

2.1.2.4. *Describe how current CARE customers were counted.*

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

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

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

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

The estimate of current demographic CARE-eligible rates by energy source at year-end is .333.

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

The estimate of current CARE-eligible sub-metered tenants of master-meter customers by energy source at year-end is 73,418.

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

The current CARE sub-metered tenant count by energy source at year-end is 36,689.

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

The current CARE sub-metered penetration rates by energy source at year-end is 49.97%.

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

SCE continues to directly contact sub-metered tenants to expedite the recertification of CARE and FERA. This approach has proven to be more effective than the previous tactic of solely approaching the mobile home park owners/managers in increasing tenant enrollment/recertification.

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### 2.2. CARE Program Summary

2.2.1. Please provide CARE program summary costs.

CARE Budget Categories	Authorized Budget	Total Expenditures	% of Budget Spent
Outreach (Includes Automatic Enrollment)	\$2,230,000	\$1,454,879	65%
Proc., Certification and Verification	\$900,000	\$643,660	72%
Information Tech./Programming	\$1,000,000	\$478,592	48%
Pilots <sup>[4]</sup>	N/A	\$127,442	N/A
Measurement and Evaluation	\$56,000	\$32,513	58%
Regulatory Compliance	\$145,000	\$160,129	110%
General Administration	\$948,000	\$480,940	51%
CPUC Energy Division Staff	\$206,000	\$94,601	46%
Cooling Centers <sup>[1]</sup>	N/A	N/A	N/A
Total Expenses	\$5,485,000	\$3,472,755	63%
Subsidies and Benefits <sup>[2]</sup>	\$211,400,000	\$309,551,258	146%
Total Program Costs and Discounts <sup>[3]</sup>	\$216,885,000	\$313,024,013	144%

<sup>[1]</sup> SCE's authorized Cool Center budget is not part of the CARE budget.

<sup>[2]</sup> Subsidies and benefits include rate discounts.

<sup>[3]</sup> The CARE discount exceeded the authorized amount by \$98,151,258 in 2011. Per D.02-09-021, SCE can recover the full value of the discount through the CARE two-way balancing account without a reasonableness review.

<sup>[4]</sup> This cost is for the CHANGES pilot program (outreach, education, need and dispute resolution services to limited English proficient customers in California).

2.2.2. Please provide the CARE program penetration rate to date.

CARE Penetration			
Participants Enrolled	Eligible Participants	Penetration rate	Target Met?
1,437,537	1,451,325	99%	Yes

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

SCE received six recertification complaints in 2011. The complaints and resolutions are as follows:



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Recertification Complaints			
Month	Complaints Received	Nature of Complaint	Case Resolved
February	2	<p>The customer's recertification documentation was returned by SCE as incomplete because the customer reported no income. Upon investigation, SCE determined that the documentation was accurate as the customer received no income from any source. The recertification was processed and approved without any loss in the customer's CARE discount.</p> <p>The second complaint involved a customer who received an unexpectedly high December bill. Upon investigation, which included a meter test and several conversations with the customer, SCE determined that the customer was removed from the CARE program in December 2010 due to a failure to return the recertification request. The customer has been re-enrolled in the CARE program; however, retroactive credit was denied.</p>	Yes
March	1	<p>This complaint involved a customer who had been sent a recertification request which was due in August 2010. The customer stated the recertification request was never received. The customer contacted the CPUC in March 2011, and the CPUC contacted SCE to inquire about the matter. SCE advised the CPUC that the customer's completed recertification had not been returned and that no rebill would be initiated for this customer. Subsequently, the customer provided the proper recertification information and was re-enrolled in the CARE program.</p>	Yes
September	3	<p>One complaint involved a customer attempting to submit an incomplete online recertification. SCE issued a policy adjustment of \$15.86 which equated to the one month of CARE discount lost by the customer due to the error.</p>	Yes

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		<p>The second complaint also involved a customer who submitted an incomplete recertification application. The customer did not return the requested information within the 90-day time frame and was removed from the CARE rate.</p> <p>The third complaint also involved a customer submitting an incomplete recertification application. The application was returned to the customer to be completed. The customer did not return the completed recertification to SCE within the 90-day time frame and was removed from the CARE rate.</p>	
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### 2.3. CARE Program Costs

#### 2.3.1. Discount Cost

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

The average discount per CARE customer was \$18.14.

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

The annual subsidy (discount) for all CARE residential program customers was \$309,551,258.

#### 2.3.2. Administrative Cost

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

See Section 2.2.1

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

The requested information is provided in the table below.

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<b>CARE Administrative Cost Category</b>	<b>Description</b>
<b>Outreach</b>	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.
<b>Processing, Certification, and Verification</b>	Includes: Staff labor, information technology (technical support and software licensing), application processing, training, programming labor, and sub-meter certification.
<b>Information Technology/Programming</b>	Includes: Programming and labor costs associated with system enhancements and maintenance of existing processes.
<b>Measurement &amp; Evaluation</b>	Includes: Needs Assessment Study and Customer Satisfaction Survey.
<b>Regulatory Compliance</b>	Includes: Applications, advice filings, comments and reply comments, hearings, reports and studies, working group meetings, public input meetings, and tariff revisions.
<b>General Administration</b>	Includes: Office supplies, market research, program management labor (including pensions and benefits), and information technology (technical support and software licensing).
<b>CPUC Energy Division Staff</b>	Includes: CPUC Energy Division Staff expenditures.

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

In D.02-09-021, the CPUC required SCE to establish the CARE balancing account (CBA), effective January 1, 2002. The balance in the CBA as of December 31, 2011 was \$54.297 million.

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

SCE does not recover CARE-related costs in base rates. In D.97-08-056, the CPUC allocated SCE’s administration costs associated with the CARE Program to SCE’s Public Purpose Programs rate component. D.02-09-021<sup>3</sup> required SCE to establish a CARE balancing account (CBA) to record the following on a monthly basis: (1) the difference between CARE discounts provided to CARE-eligible customers and CARE surcharges billed to non-CARE customers, (2) the difference between the authorized CARE administration amounts and actual incurred CARE administration expenses, (3) costs associated with the CARE automatic enrollment program, and (4) costs associated with the Energy Division’s audit of the CBA.

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

<b>CARE Surcharge and Revenue Collected by Customer Class (2011)<sup>[2]</sup></b>					
<b>Customer Class</b>	<b>Average Monthly</b>		<b>CARE Surcharge As Percent Of Bill</b>	<b>Total CARE Surcharge Revenue Collected</b>	<b>Percentage Of CARE Surcharge Revenue Collected<sup>[1]</sup></b>
	<b>CARE Surcharge</b>	<b>Monthly Bill</b>			
Residential	\$5,866,757	\$381,618,087	1.5%	\$70,401,083	27.9%
Commercial	\$348,763	\$13,509,407	2.6%	\$4,185,154	1.7%
Agricultural	\$11,126,606	\$410,080,822	2.7%	\$133,519,272	52.8%
Large/Industrial	\$2,386,176	\$58,558,524	4.1%	\$28,634,115	11.3%
Totals	\$19,728,302	\$863,766,840	2.3%	\$236,739,625	93.7%

<sup>[1]</sup> Public Authority, Railroads, and Inter-department totals represent the remaining 6.3%.

<sup>[2]</sup> Revenue Billed

<sup>3</sup> D.06-12-038 and Advice 2079-E. authorized SCE to eliminate the entry associated with recording CARE balancing account (CBA)-related retail revenue and include an entry to allow for the transfer of the year-end balance recorded in the CBA to the Public Purpose Programs Adjustment Mechanism (PPPAM).

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### 2.4. Outreach

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

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

SCE's goal is to enroll as many eligible customers who are willing to participate in CARE. CARE enrollment increased from 1,381,109 on December 31, 2010 to 1,437,537 on December 31, 2011 which represents a net increase of 56,428.

The following provides an overview of SCE's 2011 outreach initiatives.

Since January 2010, SCE's Customer Communications Organization extended the ability for all phone center representatives to enroll eligible customers in the CARE Program via the online web enrollment application. Year to date, 136,448 eligible customers have been enrolled through Call Center outreach efforts.

SCE participated in 11 Strategic Collaborative Conferences designed to provide a platform, for sharing critical information on sector-specific strategies to meet the needs of SCE customers in the following ethnic communities: African American, Latino and Asian Pacific Islander. The objectives of these forums were to (1) educate and inform ethnic communities about valuable SCE programs and services; (2) create, renew and strengthen strategic relations within these communities; and (3) explore ways SCE can leverage opportunities to assist and better serve these communities during the current economic challenges. The CARE program was able to serve these objectives by sharing the CARE, FERA and ESA programs along with potential contracting opportunities for non-profit organizations through the Capitation Fee Project. The forum dates, locations and ethnic communities are as follows:

- |                   |                |                                  |
|-------------------|----------------|----------------------------------|
| 1. March 17, 2011 | Bishop         | Eastern Sierra Tribal Community  |
| 2. May 13, 2011   | Cathedral City | ENLACES Latino Community         |
| 3. June 3, 2011   | Rosemead       | Asian Pacific Islander Community |

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4. June 24, 2011	Lancaster	African American Community
5. July 8, 2011	Lynwood	ENLACES Latino Community
6. August 12, 2011	Oxnard	ENLACES Latino Community
7. September 9, 2011	Carson	Asian Pacific Islander Community
8. October 14, 2011	Garden Grove	ENLACES Latino Community
9. November 10, 2011	Fontana	African American Community
10. December 2, 2011	Westminster	Asian Pacific Islander Community
11. December 8, 2011	Tulare	ENLACES Latino Community

As part of a Faith-Based Initiative, SCE's Income-Qualified Programs signed a purchase order with WBC Enterprises, led by Pastor Mark Whitlock, a key leader in the African-American community. The purchase order funded three outreach events in 2010 and one in 2011 seeking to increase program awareness, enroll eligible customers in the CARE, FERA and ESA programs, and issue capitation contracts to faith-based organizations (FBOs). These events also provided participants with supplier diversity opportunities within the company as well as free workshops on resume/interview tips to assist with employment opportunities.

- The first of these four events was held on January 30, 2010 at the City of Refuge in Gardena, CA and over 4,000 people turned out for this "Day of Opportunity."
- The second event was held on June 12, 2010 at Life Church in Rubidoux, CA and over 100 people turned out for this "Day of Opportunity."
- The third event was held on September 25, 2010 at Christ Our Redeemer Church in Irvine and more than 100 people turned out for this "Day of Opportunity."
- The fourth event was held on March 12, 2011 at New Mount Pleasant Missionary Baptist Church in Inglewood, California and over 150 people turned out for this "Day of Opportunity"

These four events marked the joining of three major religious denominations within the African American community:

- Bishop Noel Jones of City of Refuge Church
- Bishop Charles Blake of Church of God in Christ
- Bishop T. Larry Kirkland of the western region of the African Methodist Episcopal Church.

Throughout March 2011, as part of an educational initiative, SCE funded seven performances of East West Players' touring production of "Allos: The Story of Carlos Bulosan," which provided multicultural outreach to several diverse communities within SCE's service territory. CARE applications were included in the program booklet handed out to the attendees, and SCE hosted a booth at each performance promoting the income qualified programs to further

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educate people in these communities.

In June 2011, SCE launched the Authorized Payment Agency (APA) Summer Intern Partnership in which summer interns used the online application process to enroll eligible customers in the CARE program. A total of 167 customers were enrolled in CARE in 2011 through this effort.

In 2011, SCE's CARE and FERA programs had a presence at 347 outreach events, wherein hundreds of CARE applications were distributed to potentially eligible customer populations throughout SCE's service territory. At many of these events, eligible customers had the opportunity to enroll or recertify for CARE via the real-time online enrollment application available on [www.sce.com](http://www.sce.com) and learn about the programs directly from a CARE/FERA subject matter expert. Such events provided SCE with the opportunity to uphold a presence in the community, continue to educate the public about SCE program offerings, and enroll eligible customers.

On November 4, 2011, CARE program management participated in the Native American Strategic Engagement Workshop in Wildomar, CA to promote the CARE, FERA, ESA and Capitation programs. This event was a follow-up to the Eastern Sierra Tribal Community Forum held on March 17, 2011 in Bishop. The objective of this event was to provide specific program information to meet the needs of Native American customers. As a result of this Strategic Workshop, Bishop Paiute Tribe, a non-profit organization, was brought on board as an SCE Capitation contractor.

On November 19, 2010, the Commission approved Resolution CSID-004, a one-year pilot program named CHANGES, to provide limited English speaking customers in-language education, needs and dispute resolution, and outreach program for energy issues. The program is administered through the same community contractor, Self Help for the Elderly (SHE) and 22 CBOs, which also administer the CPUC's Telecommunications Education and Assistance in Multiple-Languages (TEAM) program. Of the 22 organizations in the program, five are in SCE's service territory. The five organizations serving SCE's territory include: Abrazar, Asian American Resource Center, El Concilio del Condado De Ventura County, South Asian Network, and Vietnamese Community of Orange County, Inc. The Resolution directs the pilot be funded by SCE, PG&E, SDG&E and SoCalGas, through CARE outreach program funding.

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

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1. Education: The education component includes trainings, workshops or one-to-one technical assistance for customers on various topics. Some of the topics covered under this component include: avoiding disconnections, payment arrangements, assistance programs available, how to read a utility bill, tiered rates and information on energy conservation.
  
2. Dispute and Need Resolution: CBOs work directly with customers and utility companies to assist with issues such as, bill inquiries, payment arrangements, avoidance of service disconnections or restoration of service. The current TEAM program provides assistance in 38 languages.
  
3. Outreach: CBOs leverage the existing TEAM outreach activities as an opportunity to introduce information about CHANGES, provide new energy-related materials and market the program via various media outlets.

Based on the program administrator’s reports, CHANGES achieved the following activities for SCE (February-December 2011):

Component (in language)	Activity
<b>Community Events:</b>	
Dari Farsi Phasto Chinese Korean Spanish Tagalog Vietnamese	CBOs did outreach and distributed materials at local community events serving 5,293 customers.
<b>Media:</b>	
<u>Television</u> Vietnamese Spanish	VNA – TV 57.3 (No. Reached: 2,500) Univision (No. Reached: 50,000) Adelante Media Group
<u>Radio</u> Chinese Korean Spanish	Heavenly Radio (No. Reached: 150,000) Radio Korea (No. Reached: 600,000) Radio Bilingue (No. Reached: 60,000) Alicia Llanes Radio (No. Reached: 10,000)
<u>Print</u> Armenian Korean Vietnamese Tagalog Spanish	New Armenian (No. Reached: 37,500) Koreatown Daily (No. Reached: 10,000) Vietnamerican Weekly (No. Reached: 7,500) Asian Journal (No. Reached: 15,000) La Prensa (No. Reached: 25,000)



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<b>Consumer Education:</b>	
Arabic Armenian Chinese English Farsi Indonesian Korean Punjabi Spanish Tagalog Vietnamese	CBOs conducted small workshops and one-to-one education with 3,327 customers.

### **Marketing**

In order to sustain SCE's "Here to Help" image, SCE continued to pro-actively reach out to customers that had difficulty paying their electric bills through the following integrated efforts:

- SCE continued to include a CARE enrollment application in the Welcome Kit that is sent to residents requesting new service or transfer of service. In 2011, there were 8,625 customers enrolled in the CARE program as a result of this effort.
- In partnership with East West Players, SCE provided information on income qualified and payment assistance programs to patrons attending performances at schools, churches, libraries and other locations in underserved communities.
- Participated in community events that target customers seeking information on bill payment assistance and energy savings, for example: Earth Day Events, Community Forums, Special Olympics, County Fairs, and other local community events.
- The Customer Connection Newsletter provided information and resources on CARE, FERA and ESA.
- As part of the CARE/FERA annual solicitation process in June 2011, SCE included CARE enrollment applications in the bill of non-CARE customers. Due to this effort, SCE received 14,421 new enrollments in CARE.
- SCE's Home Energy Efficiency Survey Recommendations report included information on CARE and FERA programs.

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- In May, SCE implemented a targeted direct mail campaign to seniors and customers with special needs promoting the CARE program. As a result, 79 customers enrolled into the program.

### **Earned Media (PR and Outreach)**

#### **African American**

All 34 earned media placements within the African American community reached an estimated circulation of 735,480, which includes print reader, radio listeners and TV viewers. The topic was covered mainly as secondary messages in releases such as “SCE Reaches Out to Customers to Help Lower Their Electric Bills” or calendar release postings promoting SCE’s partnership with WBC events. Total of five press releases were distributed that included ESA and CARE programs.

#### **Print**

Information about SCE’s money saving programs such as CARE and FERA were conveyed in 10 different publications such as: Tri-County Sentry, Our Weekly, San Bernardino American News, Inland Valley News, Long Beach Leader, California Crusader News, West Side Story Newspaper, and Black Voice News.

#### **Online**

Online sites such as the PasadenaJournal.com, LongBeachTimes.net, OurWeekly.com, SBAmerican.com, CalCrusNews.com, BlackVoiceNews.com, the Precicntreporter.com, and blacknla.com conveyed information on SCE’s money-saving programs such as CARE and FERA.

#### **Broadcast**

Radio stations KCAA AM 1050 and local cable station the Wright Place discussed the CARE and FERA programs and the benefits they provide for its participants.

#### **Asian**

In 2011, 36 earned media placements covering CARE/FERA and ESA programs within the Asian Community totaled 6,423,600 impressions. Media markets that covered these messages included Chinese, Filipino, Indian, Korean, Pakistani and Vietnamese.

Most coverage was original stories, with the exception of one press release: SCE Offers Ways to Chill High Bills During the Heat Wave; distributed in August 22, 2011. The stories were distributed in Cambodian, Chinese, Farsi, Korean, Thai and Vietnamese.

#### **Print**

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- Information about SCE’s CARE, FERA, and ESA programs were conveyed in different Asian market publications including, but not limited to, Sing Tao Daily News, Korean Daily, Viet Bao Daily News, India Post, Asian Journal, Balita USA, and Pakistan Link. Total Earned Placements: 17
- Total Circulation: 989,600
- Total Impressions: 3,463,600

### **Online**

- Print publications and TV outlets also posted stories online, with a total of 17 placements, including, but not limited to, ZW-TV, LA 18, Korean Daily, Viet Bao Daily News, India Post, Asian Journal, Balita USA and Pakistan Link. Total Earned Placements: 17
- Total Impressions: 30,000

### **Television**

- ZW-TV, a Chinese digital channel related to CTI-TV, interviewed an SCE spokesperson on CARE/FERA programs. LA 18’s Korean news program also included an SCE spokesperson who mentioned CARE/FERA programs. Total Earned Placements: 2
- Total Viewership: 2,900,000

### **Hispanic**

In 2011, 27 earned media placements covering CARE/FERA and ESA programs within the Hispanic community totaled 1,447,225 impressions.

### **Print**

Information about SCE’s CARE, FERA and ESAP programs were conveyed in several different publications including: El Informador del Valle; La Prensa Hispana LA; 20 de Mayo; La Nueva Voz Pomona; Bell Gardens Sun; City Terrace Comet; Commerce Comet; East Los Angeles Brooklyn-Belvedere Comet; Eastside Sun; Mexican American Sun; Montebello Comet; Monterey Park Comet; Northeast Sun; Vernon Sun and Wyvernwood Chronicle.

- Total Earned Placements: 16
- Total Circulation: 266,018
- Total Impressions: 931,063

### **TV**

KMEX-TV and KTFR-TV covered SCE and The Gas Co.’s economic assistance programs such as CARE, FERA and ESA. The most coverage earned on the CARE program was through SCE’s and The Gas Co.’s one-time participation in Univision “A Su Lado,” a public-affairs series of segments featured in the Los Angeles station’s morning newscast, “Primera Edición,” on June 27, 2011.

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- Total Earned Hits: 6
- Total Viewership: 483,162

### Online

Publications that posted information about CARE, FERA and ESA on their websites include: 20 de Mayo; KOXR 910 AM-La Mexicana (Online); Vida Nueva and El Sol.

- Total Earned Hits: 4
- Online Impressions: 23,000

### Radio

During a radio interview with KOXR 910 AM-La Mexicana, SCE spokesperson for General Rate Case, discussed the benefits of the CARE program for SCE customers who need financial help.

- Total Earned Hits: 1
- Total Listenership: 10,000

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

Using the percentage of approved applications by volume from various outreach methods, SCE's four most effective outreach methods in 2011 were:

1. Call Center enrollment efforts which generated 45% of all enrollments;
2. Customer enrolling via internet which generated 17% of all enrollments;
3. Internal and external data sharing efforts which generated 15% of enrollments; and
4. General enrollment efforts which generated 10% of enrollments. General outreach efforts include the Capitation Fee Project and enrollments through third-party interactive voice response campaigns.

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

Although no formal study has been conducted by SCE to identify barriers to participation, SCE believes through anecdotal information and experience that some barriers to participation do exist. These include lack of knowledge about the availability of CARE, language and cultural barriers, geographical barriers to reach potentially-eligible customers, and a certain segment of the eligible population that does not wish to participate. In 2011, as penetration rates reached higher levels, SCE also found that it became increasingly difficult to reach each new customer.

As described in this report, SCE uses a multifaceted outreach approach to reach its potential CARE-eligible customers, and in 2011, significant

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outreach efforts, including, but not limited to, aggressive recruitment of new CARE Capitation agencies, multilingual outreach, ethnic and general market media, and designing CARE marketing and correspondence to reach increasing numbers of ethnicities, and under-penetrated geographic areas were conducted. SCE believes this approach continues to make progress in overcoming barriers to enrollment.

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

SCE continued collaborating with SoCalGas, Southwest Gas, and PG&E to share CARE participant data electronically to assist customers to enroll in each utility's program. In 2011, nearly 40,867 customers were enrolled in SCE's CARE rate through sharing data with the aforementioned utilities.

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

Contractors who performed ESA assessment services complete an application that includes enrollment in the CARE program, if qualified. In 2011, there were 3,266 customers enrolled through this effort. The CARE program continuously integrates its efforts and messaging with the ESA program at all outreach events, communications, and marketing campaigns. SCE also enrolled new CARE customers through the Energy Assistance Fund (EAF) program; a program which provides utility payment assistance through voluntary customer and employee donations. There were 144 new customers enrolled through EAF.

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

SCE utilizes the Capitation Fee Project as a channel to coordinate with service providers of related low income programs to reach out and provide one-on-one assistance to SCE's hardest-to-reach customer base. In 2011, SCE partnered with food banks, clothing distribution centers, employment workshops, farmers' markets, faith and community based publications, school events and community fairs to coordinate the CARE program with their related services.

Each quarter, Low Income Home Energy Assistance Program (LIHEAP) payment recipients were automatically enrolled in CARE which generated 2,245 enrollments in 2011.

*2.4.7. Describe the process for cross-referral of low-income customers between the utility and CSD. Describe how the utility's CARE customer discount information is provided*

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

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

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

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

2.4.8. *Discuss any recommendations to improve cost-effectiveness, processing of applications, or program delivery. Discuss methods investigated or implemented by the utility or third parties under contract to the utility to improve outreach and enrollment services to non-participating households in the prior year. Provide cost-effectiveness assessments, if available.*

SCE implemented the following improvements in 2011:

In December 2011, SCE completed several technical enhancements to improve CARE communication, response and retention rates. One such enhancement was to display the CARE discount on the customer's bill as an informational message. This improvement allows program participants to easily identify the monthly dollar savings related to the CARE discount. A new bill message, confirming a successful recertification was also implemented. This additional message reduces the need for customers to call into the call center asking the status of their recertification application.

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Current barcoding technology was enhanced to include in-language recertification and verification letters. The use of barcodes reduces processing time and prevents customers from falling off of the rate before their response time expires.

In an effort to streamline the enrollment process, the CARE application was modified to reduce the number of choices for sources of income from sixteen to twelve (e.g., Disability and Workers Compensation was combined into one selection whereas before these two selections were separate). This reduction makes it easier for customers to fill out the paper application and reduces processing time.

### **2.5. Processing Care Applications**

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

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

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

The Capitation Fee program 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 that assist low-income clients. This program is centered on providing outreach and enrollment services, not recertification or verification services.

Under this program, 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.

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

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

SCE can make a comparison of outreach cost per enrollment. The following table shows that SCE's enrollment cost is about 15% of that for the Capitation Fee program.

Comparison of Cost per Enrollment between SCE and Third Parties			
	Enrolled	Outreach Cost	Cost per Enrollment
SCE	329,065	\$1,164,719	\$3.54
Capitation Fee Project <sup>[1]</sup>	11,465	\$269,706	\$23.52
<sup>[1]</sup> Includes all costs including capitation fees. Does not include enrollments from ESA contractors as they do not have an unbundled fee for a CARE enrollment.			

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

Comparison of Enrollment Percent between SCE and Third Parties			
Enrollment Activity	Received	Approved	Percent
<b>SCE</b>			
SCE Call Center Requests	150,969	136,448	90%
SCE Direct Mail	44,958	27,940	62%
Special Projects/Events	18,927	16,417	87%
Internet Enrollments	52,165	52,165	100%
PG&E Data Exchange <sup>4</sup>	187	169	90%
SWG Data Exchange <sup>4</sup>	2,010	588	29%
SoCalGas Data Exchange <sup>5</sup>	40,684	40,110	99%
DCSD Automatic Enrollment <sup>4</sup>	0	0	0%
Other Miscellaneous Sources	34,659	17,799	51%
<b>Third Parties</b>			

<sup>4</sup> For PG&E, SWG and DCSD "Received" counts are those records that were active customer account matches with SCE's database after scrubbing all records received for non-matches, closed accounts, ineligible rates and existing accounts on CARE.

<sup>5</sup> For SoCalGas, "Received" counts are those records that were active customer account matches with SCE's database after scrubbing all records received for non-matches, closed accounts, and ineligible rates. However, existing accounts on CARE are included in order to use these to automatically recertify these accounts for participation.



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

Capitation Fee Project	14,167	11,465	81%
ESA Contractors	3,732	3,266	88%

### 2.6. Program Management

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

There were no significant issues/events that impacted program management in this reporting period. However, a primary program focus, given the effectiveness of outreach/marketing efforts resulting in a 99% penetration rate in December 2011, was balancing the need to continue effective outreach initiatives while ensuring only eligible customers were receiving program discounts.

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

**CARE Expansion Program**

**3.1. Participant Information**

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

CARE Expansion Program Participating Facilities by Month			
2011	CARE Residential Facilities	CARE Commercial Facilities	Total
January	379	173	552
February	378	177	555
March	384	187	571
April	392	185	577
May	393	189	582
June	414	193	607
July	419	193	612
August	418	193	611
September	416	193	609
October	417	191	608
November	416	191	607
December	409	190	599

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

ESTABLISH IN 2011			RECERT IN 2011		CLOSED in 2011	
Commercial/ Residential	Service Accounts	No. of Beds	Service Accounts	No. of Beds	Service Accounts	No. of Beds
Commercial	175	8,585	175	8,585	0	0
Residential	399	7,756	396	7,743	3	13
<b>TOTAL</b>	<b>577</b>	<b>16,354</b>	<b>574</b>	<b>16,341</b>	<b>3</b>	<b>13</b>

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**3.2. Usage Information**

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

<b>CARE Expansion Program Average Monthly Gas / Electric Usage</b>		
<b>Customer</b>	<b>Gas Therms</b>	<b>Electric KWh</b>
Residential Facilities	N/A	916
Commercial Facilities	N/A	12,625

**3.3. Program Costs**

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

*3.3.1.1. Discount Information*

See CARE Table 1

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

The average annual CARE discount received per residential facility by energy source is \$626.29.

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

The average annual CARE discount received per commercial facility by energy source is \$4,939.43.

**3.4. Outreach**

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

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

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3.4.2. *Discuss each of the following:*

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

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

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

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

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

See SCE's response to question 2.4.3.

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

See SCE's response to question 2.4.8

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### **3.5. Program Management**

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

There were no significant issues/events that impacted program management in this reporting period. However, a primary program focus, given the effectiveness of outreach/marketing efforts resulting in a 99% penetration in December 2011, was balancing the need to continue effective outreach initiatives while ensuring only eligible customers were receiving program discounts

Program management participated in the Corporate Strategic Collaboration Conferences throughout the service territory to increase program awareness and enrollments. These efforts are highlighted in the Outreach section of this Annual Report.

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

### **Fund Shifting**

*4.1.1. Report ESA fund shifting activity that falls within rules laid out in Section 20.1 of D. 08-11-031*

SCE is not shifting funds between categories. SCE is authorized to carryover or carryback funds within categories and subcategories in the 2009-2011 program cycle. Over expenditures and under expenditures in 2009 and 2010 will affect the available funds for ESA in 2011 in all categories and subcategories.

*4.1.2. Report CARE fund shifting activity that falls within rules laid out in Section 20.1 of D. 08-11-031.*

Funds were shifted from the General Administration budget category to the Regulatory Compliance budget category. Additional information is provided in CARE Table 13.

*4.1.3. Was there any LIEE or CARE fund shifting activity that occurred that falls OUTSIDE the rules laid out in Section 20.1 of D. 08-11-031?*

There was no ESA or CARE fundshifting activity that occurred that falls outside the rules laid out in Section 20.1 of D.08-11-031.

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

### **Appendix: ESA and CARE Program Tables**

ESA- Table 1- ESA Overall Program Expenses

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

ESA- Table 3- ESA Cost Effectiveness

ESA- Table 4- ESA Penetration

ESA- Table 5- ESA Direct Purchases & Installation Contractors

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

ESA- Table 7- Expenditures by Cost Elements

ESA- Table 8- Detail by Housing Type and Source

ESA- Table 9- Life Cycle Bill Savings by Measure

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

ESA- Table 11- Bill Savings Calculations by Program Year

ESA- Table 12- Whole Neighborhood Approach

ESA- Table 13- Categorical Enrollment

ESA- Table 14- Leveraging

ESA- Table 15- Integration

ESA- Table 16- Lighting

ESA- Table 17- Studies & Pilots

ESA- Table 18- “Add Back” Measures

ESA- Table 19- ESA Fund Shifting

CARE- Table 1- CARE Overall Program Expenses

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

CARE- Table 3- CARE Verification

CARE- Table 4- Self Certification and Re-Certification

CARE- Table 5- Enrollment by County

CARE- Table 5- Capitation Contractors

CARE- Table 6- Recertification Results

CARE- Table 7- Capitation Contractors

CARE- Table 8- Participants per Month Fund Shifting

CARE- Table 9- Average Monthly Usage & Bill

CARE- Table 10- CARE Surcharge & Revenue

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CARE- Table 11- CARE Capitation Applications

CARE- Table 12- CARE Expansion Program

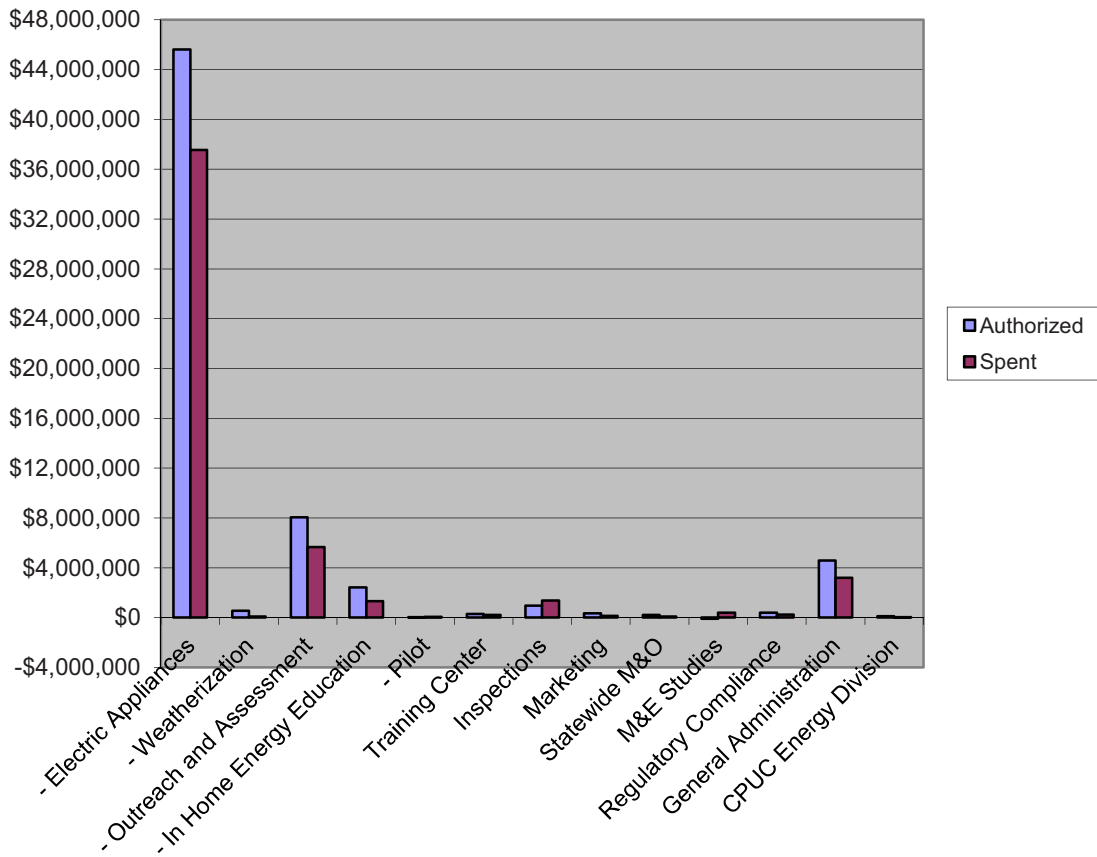
CARE- Table 13- CARE Fund Shifting





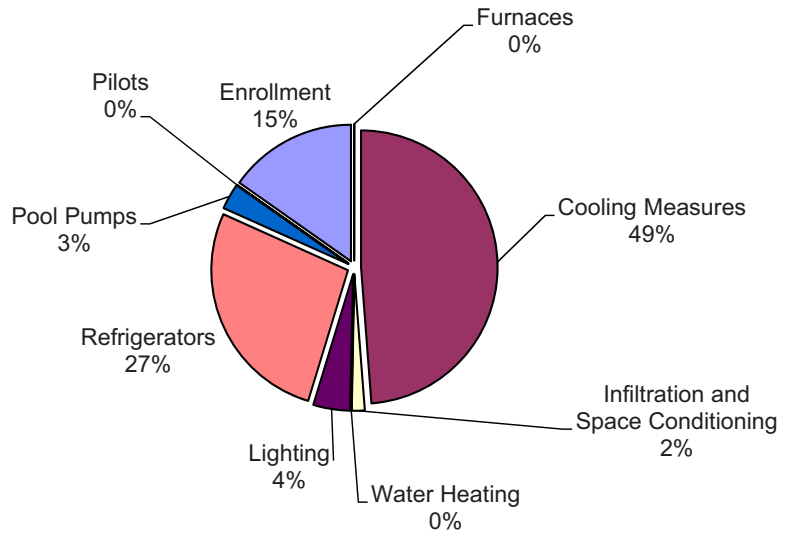
	A	B	C	D	E	F
1		<b>Budget Category</b>	<b>Authorized</b>	<b>Spent</b>		
2		- Electric Appliances	\$45,622,820	\$37,550,864		
3		- Weatherization	\$534,541	\$91,991		
4		- Outreach and Assessment	\$8,039,190	\$5,663,257		
5		- In Home Energy Education	\$2,419,853	\$1,325,196		
6		- Pilot	\$22,532	\$55,675		
7		Training Center	\$293,887	\$207,774		
8		Inspections	\$967,054	\$1,361,678		
9		Marketing	\$326,778	\$136,059		
10		Statewide M&O	\$200,000	\$74,853		
11		M&E Studies	-\$99,811	\$388,217		
12		Regulatory Compliance	\$401,460	\$245,538		
13		General Administration	\$4,587,961	\$3,198,731		
14		CPUC Energy Division	\$97,593	\$40,543		
15						
16		<b>TOTAL</b>	<b>\$ 63,413,858</b>	<b>\$ 50,340,375</b>		

**2011 ESA Authorized Budget and Actual Expenditures**



	A	B	C	D	E	F	G	H	
1	<b>PY2011 ESA and CARE Annual Report</b>								
	<b>ESA Table 2</b>								
	<b>ESA Expenses and Energy Savings by Measures Installed</b>								
	<b>Southern California Edison</b>								
2			<b>PY Completed &amp; Expensed Installations</b>						
3	<b>Measures</b>	<b>Units</b>	<b>Quantity Installed</b>	<b>kWh<sup>[5]</sup> (Annual)</b>	<b>kW<sup>[5]</sup> (Annual)</b>	<b>Therms (Annual)</b>	<b>Expenses</b>	<b>% of Expenditure</b>	
4	<b>Heating Systems</b>								
5	Furnaces	Each	5	-	-		\$6,029	0%	
6	<b>Cooling Measures</b>								
7	A/C Replacement - Room	Each	928	106,891	124		\$698,499	2%	
8	A/C Replacement - Central	Each	3,053	2,128,649	1,818		\$10,666,179	23%	
9	A/C Tune-up - Central	Each							
10	A/C Services - Central	Each	8	15,710	7		\$1,040	0%	
11	Heat Pump	Each	74	51,773	22		\$273,615	1%	
12	Evaporative Coolers	Each	11,869	2,263,718	432		\$10,837,732	24%	
13	Evaporative Cooler Maintenance	Each	11	1,189	-		\$880	0%	
14	<b>Infiltration &amp; Space Conditioning</b>								
15	Envelope and Air Sealing Measures <sup>[1]</sup>	Home	575	23,958	94		\$73,216	0%	
16	Duct Sealing	Home	2,643	814,086	1,242		\$625,100	1%	
17	Attic Insulation	Home	2	-	-		\$1,523	0%	
18	<b>Water Heating Measures</b>								
19	Water Heater Conservation Measures <sup>[2]</sup>	Home	414	112,284	25		\$17,355	0%	
20	Water Heater Replacement - Gas	Each							
21	Water Heater Replacement - Electric	Each							
22	Tankless Water Heater - Gas	Each							
23	Tankless Water Heater - Electric	Each							
24	<b>Lighting Measures</b>								
25	CFLs	Each	283,101	4,529,616	566		\$1,792,573	4%	
26	Interior Hard wired CFL fixtures	Each							
27	Exterior Hard wired CFL fixtures	Each	887	225,387			\$75,395	0%	
28	Torchiere	Each	2,707	517,037	51		\$145,829	0%	
29	<b>Refrigerators</b>								
30	Refrigerators - Primary	Each	14,756	11,145,318	1,892		\$12,446,750	27%	
31	Refrigerators - Secondary	Each							
32	<b>Pool Pumps</b>								
33	Pool Pumps	Each	1,313	1,838,200	709		\$1,403,739	3%	
34	<b>New Measures</b>								
35	Forced Air Unit Standing Pilot Change Out	Each							
36	Furnace Clean and Tune	Each							
37	High Efficiency Clothes Washer	Each							
38	Microwave	Each							
39	Thermostatic Shower Valve	Each							
40	LED Night Lights	Each							
41	Occupancy Sensor	Each							
42									
43									
44									
45									
46									
47									
48	<b>Pilots</b>								
49	A/C Tune-up Central	Home							
50	Interior Hard wired CFL fixtures	Each							
51	Ceiling Fans	Each							
52	In-Home Display	Each							
53	Programmable Controllable Thermostat	Each							
54	Forced Air Unit	Each							
55	Microwave								
56	High Efficiency Clothes Washer								
57									
58	<b>Customer Enrollment</b>								
59	Outreach & Assessment	Home	94,171	-	-		\$5,697,435	12%	
60	In-Home Education	Home	88,793	-	-		\$1,326,675	3%	
61	Education Workshops	Participant							
62									
63									
64	<b>Total Savings</b>			<b>23,773,815</b>	<b>6,983</b>		<b>\$46,089,564</b>		
65									
66	Homes Weatherized <sup>[3]</sup>	Home	591						
67									
68	<b>Homes Treated</b>								
69	- Single Family Homes Treated	Home	65,642						
70	- Multi-family Homes Treated	Home	19,783						
71	- Mobile Homes Treated	Home	8,346						
72	<b>- Total Number of Homes Treated</b>	<b>Home</b>	<b>93,771</b>						
73	<b># Eligible Homes to be Treated for PY<sup>[4]</sup></b>	<b>Home</b>	<b>62,391</b>						
74	<b>% Of Homes Treated</b>	<b>%</b>	<b>150%</b>						
75									
76	- Total Master-Metered Homes Treated	Home	5,209						
77									
78	<sup>[1]</sup> Envelope and Air Sealing Measures may include outlet cover plate gaskets, attic access weatherization, weatherstripping - door, caulking, minor home repairs. Minor home repairs predominantly are door jamb repair / replacment, door repair, and window putty.								
79	<sup>[2]</sup> Water Heater Conservation Measures may include water heater blanket, low flow showerhead, water heater pipe wrap, faucet aerators.								
80	<sup>[3]</sup> Weatherization may consist of attic insulation, attic access weatherization, weatherstripping - door, caulking, & minor home repairs.								
81	<sup>[4]</sup> Based on Attachment H of D.08-11-031.								
82	<sup>[5]</sup> Energy savings and demand estimates are based on the 2005 Low Income Impact Evaluation Study when data are available, and other sources as described in Attachment A-2 of SCE's Errata Testimony in Support of Application for Approval of Low-Income Assistance Programs and Budgets for Program Years 2009 through 2011, filed July 16, 2008.								

	A	B	C	D	E	F
1	<b>Year-to-Date Expenses from ESA Table 2</b>					
2						
3						
4			Furnaces		\$6,029	
5			Cooling Measures		\$22,477,945	
6			Infiltration and Space Conditioning		\$699,839	
7			Water Heating		\$17,355	
8			Lighting		\$2,013,797	
9			Refrigerators		\$12,446,750	
10			Pool Pumps		\$1,403,739	
11			Pilots		\$0	
12			Enrollment		\$7,024,110	
13						
14			Total		\$46,089,564	
15	<b>ESA Year-to-Date Expenditures by Measure Group</b>					
16						
17						
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	A	B	C	D	E	F	G
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 3</b> <b>ESA Cost-Effectiveness</b> <b>Southern California Edison</b>						
2	PY - Recorded <sup>[1]</sup>						
3	Ratio of Benefits Over Costs				Net Benefits; \$ Millions		
4	Program Year	Utility Cost Test	Total Resource Cost Test <sup>[2]</sup>	Modified Participant Test	Utility Cost Test	Total Resource Cost Test <sup>[2]</sup>	Modified Participant Test
5	2011	0.69	0.55	0.69	\$ (15.48)	\$ (22.78)	\$ (15.63)
6	2010	0.77	0.59	0.74	\$ (14.85)	\$ (26.54)	\$ (17.07)
7	2009	0.77	0.61	0.77	\$ (9.75)	\$ (16.73)	\$ (9.72)
8	2008	0.72	0.61	0.75	\$ (10.81)	\$ (14.83)	\$ (9.45)
9	2007	0.59	0.52	1.29	\$ (13.25)	\$ (15.59)	\$ 9.29
10	2006	0.81	0.72	1.36	\$ (5.92)	\$ (8.91)	\$ 11.38
11	2005	0.69	0.59	0.99	\$ (6.98)	\$ (9.31)	\$ (0.17)
12	2004	0.82	0.63	1.05	\$ (2.89)	\$ (5.90)	\$ 0.79
13	2003	0.73	0.58	1.04	\$ (5.13)	\$ (7.70)	\$ 0.74
14	2002	1.08	0.93	1.94	\$ 1.16	\$ (1.14)	\$ 14.25
15							
16	<sup>[1]</sup> Source of 2011 data						
17	Resource Benefit	\$	27,557,717	E-3			
18	Utility NEB	\$	7,305,560	LIPPT Workbook			
19	Participant NEB	\$	3,429,543	LIPPT Workbook			
20	Program Cost	\$	50,340,375	E-3			
21	Total Cost	\$	48,661,697	E-3			
22	Utility Cost	\$	48,294,519	E-3			
23	Bill Saving (NPV)	\$	31,282,425	LIPPT Workbook			
24							
25	Data from prior years have been entered from prior LIEE Annual Reports						
26							
27	<sup>[2]</sup> SCE has calculated the Total Resource Cost Test results without non-energy benefits. The Commission has directed the utilities to measure ESA program cost effectiveness using the Utility Cost Test and the Modified Participant Test with the appropriate non-energy benefits for each in D.01-12-020.						

	A	B	C	D	E
1	<b>PY2011 ESA and CARE Annual Report ESA Table 4 ESA Penetration Southern California Edison</b>				
2	Customer	Housing Type	# Homes Treated	Current Year Penetration Rate for Homes Treated	
3	<b>Gas and Electric Customers</b>				
4	<b>Owners - Total</b>				
5		Single Family			
6		Multi Family			
7		Mobile Homes			
8	<b>Renters - Total</b>				
9		Single Family			
10		Multi Family			
11		Mobile Homes			
12	<b>Electric Customers (only)</b>				
13	<b>Owners - Total</b>				
14		Single Family	39,494		
15		Multi Family	608		
16		Mobile Homes	7,008		
17	<b>Renters - Total</b>				
18		Single Family	26,148		
19		Multi Family	19,175		
20		Mobile Homes	1,338		
21	<b>Gas Customers (only)</b>				
22	<b>Owners - Total</b>				
23		Single Family			
24		Multi Family			
25		Mobile Homes			
26	<b>Renters - Total</b>				
27		Single Family			
28		Multi Family			
29		Mobile Homes			
30					
31	<b>Total Homes Treated in PY2011</b>		93,771	150%	
32	<b>Total Homes Eligible in PY <sup>(1)</sup></b>		62,391		
33					
34	<sup>(1)</sup> Based on Attachment H of D0811031				
35					
36	<b>Penetration History</b>				
37	Year <sup>(2)</sup>	Homes Treated	Ineligible & Unwilling <sup>(3)</sup>	Estimated Eligible in Current Year	Current Year Penetration Rate for Homes
38	2002	29,685			
39	2003	33,348			
40	2004	38,996			
41	2005	36,420			
42	2006	53,017			
43	2007	44,323			
44	2008	54,635			
45	2009	61,834	22,109	83,445	74%
46	2010	121,016	41,110	83,445	145%
47	2011	93,771	25,067	83,446	112%
48	2012				
49	2013				
50	2014				
51	2015				
52	2016				
53	2017				
54	2018				
55	2019				
56	2020				
57	<b>Total Homes Treated since 2002</b>	567,045			
58					
59	<sup>(2)</sup> Homes treated since 2002 are reported to track progress toward meeting the 2020 Programmatic Initiative. Data from prior years have been entered from prior LIEE Annual Reports.				
60	<sup>(3)</sup> Ineligible & Unwilling homes include situations where owners refuse to make required copayments, postponements are requested, owners do not grant approval or submit authorization forms, accounts are not active, homes have been served through another program such as LIHEAP, documents are incomplete/missing, or customers are not interested. SCE recognizes there will be subsequent opportunities to serve some of these customers during the program cycle.				
61					
62					
63	Year	Utility in Shared Service Territory	Eligible Households in Shared Service Territory	Eligible households treated by both utilities in shared service territory	
64					
65	2011	PG&E	6,613	-	
66	2011	SoCalGas	1,277,873	45,444	
67	2011	SDG&E	N/A	N/A	

	A	B	C	D	E	F	G
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 5</b> <b>ESA Direct Purchases &amp; Installation Contractors</b> <b>Southern California Edison</b>						
2	Contractor	County <sup>[1]</sup>	Contractor Type (Check one or more if applicable)				PY Annual Expenditures
3			Private	CBO	WMDVBE	LIHEAP	
4	ACH [2]	12	x				\$ 175,310
5	American Insulation	14	x		x		\$ 69,716
6	Another Way	13		x			\$ 300
7	Assert	2,4		x			\$ 300,540
8	Autozell Electronics, Inc. [2]	12	x				\$ 80,854
9	CAP of Orange County	6		x	x	x	\$ 60,005
10	CAP of San Bernardino County	8		x	x	x	\$ 214,947
11	CAP of Ventura County	9, 11		x		x	\$ 277,669
12	Community Enhancement Services [3]	4, 6, 9, 11		x		x	\$ 47,450
13	Efficient Lighting	12	x				\$ 20,035
14	Energy Efficiency Resources [2]	12	x		x		\$ 12,046,619
15	Energy Save	4	x				\$ 1,242,509
16	Environmental Assessment Services	4, 7	x				\$ 350,232
17	FCI Management	4	x		x		\$ 90,795
18	Gary's Pool [2]	12	x				\$ 741,821
19	Highland Diversified	14	x		x		\$ 1,175
20	Home Energy Assistance Living Inc.	4	x		x		\$ 431,279
21	Inter City Energy Systems	14	x				\$ 442,939
22	Inyo Mono Advocate for Comm. Action	1, 4, 5		x		x	\$ 8,941
23	John Harrison Contracting, Inc	4, 7, 8	x		x		\$ 4,520,649
24	Lights of America [2]	12	x		x		\$ 327,938
25	Long Beach Community Services	4, 6		x		x	\$ 106,853
26	Maravilla Foundation	2, 4, 8, 10		x	x	x	\$ 2,420,786
27	Pacific Asian Consortium in Employment	4		x	x	x	\$ 102,849
28	Peace Officers for a Green Environment	4, 6, 7, 8, 9, 11	x		x		\$ 2,275,113
29	Proteus	2, 3, 4, 8, 10		x			\$ 3,203,968
30	Quality Conservation Services	14	x				\$ 407,326
31	Reliable Energy Management Co.	1, 2, 4, 6, 8, 11	x		x		\$ 2,623,793
32	Richard Heath	14	x		x		\$ 211,252
33	Richard Heath [3]	12	x		x		\$ 1,080,461
34	Savings Energy Consulting Services	4, 6, 7	x		x		\$ 527,677
35	SEARS Commercial [2]	12	x				\$ 3,859,794
36	Southern California Gas	14	x				\$ 331,785
37	Synergy Companies	14	x				\$ 316,424
38	Tri State Home Improvements	4, 7, 8	x		x		\$ 4,969,686
39	Veterans in Community Services	4		x	x	x	\$ 361,490
40	WBC Enterprises	6		x			\$ 30,362
41							
42	Total Contractor Expenditures						\$ 44,281,340
43							
44	<sup>[1]</sup> Legend for Counties Served						
45							
46	1 Inyo	6 Orange					11 Ventura
47	2 Kern	7 Riverside					12 Fresno
48	3 Kings	8 San Bernardino					13 Service clients from within the organization
49	4 Los Angeles	9 Santa Barbara					14 Service DAP customers only
50	5 Mono	10 Tulare					
51							
52	<sup>[2]</sup> Appliance Supplier						
53	<sup>[3]</sup> Inspections						





	A	B	C	D	E
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 7</b> <b>Expenditures by Cost Elements</b> <b>Southern California Edison</b>				
2	<b>2011 Expenditures Recorded by Cost Element</b>				
3	<b>LIEE Program:</b>	<b>Labor <sup>[1]</sup></b>	<b>Non-Labor <sup>[2]</sup></b>	<b>Contract <sup>[3]</sup></b>	<b>Total</b>
4	Energy Efficiency				
5	- Gas Appliances	\$ -	\$ -	\$ -	\$ -
6	- Electric Appliances	\$ -	\$ -	\$ 37,550,864	\$ 37,550,864
7	- Weatherization	\$ -	\$ -	\$ 91,991	\$ 91,991
8	- Outreach and Assessment	\$ -	\$ -	\$ 5,663,257	\$ 5,663,257
9	- In Home Energy Education	\$ -	\$ -	\$ 1,325,196	\$ 1,325,196
10	- Education Workshops	\$ -	\$ -	\$ -	\$ -
11	- Pilot	\$ -	\$ 55,675	\$ -	\$ 55,675
12	<b>Energy Efficiency TOTAL</b>	\$ -	\$ 55,675	\$ 44,631,306	\$ 44,686,982
13					
14	Training Center	\$ 120,312	\$ 39,289	\$ 48,173	\$ 207,774
15	Inspections	\$ 77,495	\$ 17,115	\$ 1,267,067	\$ 1,361,678
16	Marketing	\$ -	\$ 8,327	\$ 127,733	\$ 136,059
17	Statewide M&O	\$ -	\$ 844	\$ 74,009	\$ 74,853
18	M&E Studies	\$ -	\$ 21,567	\$ 393,019	\$ 414,587
19	Regulatory Compliance	\$ 198,789	\$ 9,593	\$ 10,786	\$ 219,168
20	General Administration	\$ 1,671,115	\$ 628,722	\$ 898,894	\$ 3,198,731
21	CPUC Energy Division	\$ -	\$ 40,543	\$ -	\$ 40,543
22					
23	<b>TOTAL PROGRAM COSTS</b>	\$ 2,067,711	\$ 821,675	\$ 47,450,989	\$ 50,340,375
24					
25	<sup>[1]</sup> Labor costs include any internal direct (administrative and/or implementation) costs (indirect costs are a separate line item), burdened by overhead, that represents person hours.				
26	<sup>[2]</sup> Non-Labor costs include all direct internal (administrative and/or implementation) costs (indirect costs are given as a separate line item) not covered under labor.				
27	<sup>[3]</sup> Contract costs include all outsourced costs (administrative and/or implementation). Contract costs do not need to be further broken out by labor/non-labor. This category includes agency employees.				

	A	B	C	D	E	F	G	H	
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 8</b> <b>Detail by Housing Type and Source</b> <b>Southern California Edison</b>								
2	Customer	Housing Type	2011 Energy Savings			2011 Expenses <sup>[1]</sup>	2011 Households Treated	2011 Households Eligible	
3			(mWh)	MW	(mTherm*)				
4	<b>Gas and Electric Customers</b>								
5	<b>Owners - Total</b>								
6		Single Family							
7		Multi Family							
8		Mobile Homes							
9	<b>Renters - Total</b>								
10		Single Family							
11		Multi Family							
12		Mobile Homes							
13	<b>Electric Customers (only)</b>								
14	<b>Owners - Total</b>								
15		Single Family	12,474	4.46		\$ 29,414,384	39,494		
16		Multi Family	135	0.04		\$ 269,424	608		
17		Mobile Homes	1,818	0.60		\$ 3,980,994	7,008		
18	<b>Renters - Total</b>								
19		Single Family	6,094	1.25		\$ 10,346,061	26,148		
20		Multi Family	2,894	0.55		\$ 5,718,268	19,175		
21		Mobile Homes	358	0.07		\$ 611,243	1,338		
22	<b>Gas Customers (only)</b>								
23	<b>Owners - Total</b>								
24		Single Family							
25		Multi Family							
26		Mobile Homes							
27	<b>Renters - Total</b>								
28		Single Family							
29		Multi Family							
30		Mobile Homes							
31									
32	<b>Total Homes Treated in PY2011</b>							93,771	
33	<b>Total Homes Eligible in PY2011 <sup>[2]</sup></b>								83,446
34									
35									
36	* Thousands of Therms								
37	<sup>[1]</sup> Excluding indirect program costs								
38	<sup>[2]</sup> Based on Attachment H of D0811031								

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report ESA Table 9 Life Cycle Bill Savings by Measure Southern California Edison</b>					
2	<b>Measure Description</b>	<b>PY Number Installed</b>	<b>Per Measure Electric Impact - Average (kWh)</b>	<b>Per Measure Gas Impact (Therms)</b>	<b>Effective Useful Life (EUL)</b>	<b>2011 Total Measure Life Cycle Bill Savings</b>
3	<b>Heating Systems</b>					
4	Furnaces	5	-			
5	<b>Cooling Measures</b>					
6	A/C Replacement - Room	928	115		15	\$ 243,093
7	A/C Replacement - Central	3,053	697		18	\$ 6,094,424
8	A/C Tune-up - Central					
9	A/C Services - Central	8	1,964		7	\$ 14,720
10	Heat Pump	74	700		15	\$ 117,743
11	Evaporative Coolers	11,869	191		15	\$ 5,148,193
12	Evaporative Cooler Maintenance	11	108		4	\$ 608
13	<b>Infiltration &amp; Space Conditioning</b>					
14	Envelope and Air Sealing Measures	575	42		13	\$ 45,752
15	Duct Sealing	2,643	308		18	\$ 2,330,767
16	Attic Insulation	2	-			
17	<b>Water Heating Measures</b>					
18	Water Heater Conservation Measures	414	271		12	\$ 194,853
19	Water Heater Replacement - Gas					
20	Water Heater Replacement - Electric					
21	Tankless Water Heater - Gas					
22	Tankless Water Heater - Electric					
23	<b>Lighting Measures</b>					
24	CFLs	283,101	16		9	\$ 5,626,804
25	Interior Hard wired CFL fixtures					-
26	Exterior Hard wired CFL fixtures	887	254		16	\$ 555,516
27	Torchiere	2,707	191		9	\$ 642,277
28	<b>Refrigerators</b>					
29	Refrigerators -Primary	14,756	755		18	\$ 31,909,579
30	Refrigerators - Secondary					
31	<b>Pool Pumps</b>					
32	Pool Pumps	1,313	1,400		10	\$ 2,576,732
33	<b>New Measures</b>					
34	Forced Air Unit Standing Pilot Change Out					
35	Furnace Clean and Tune					
36	High Efficiency Clothes Washer					
37	Microwave					
38	Thermostatic Shower Valve					
39	LED Night Lights					
40	Occupancy Sensor					
41						
42						
43						
44						
45	<b>Pilots</b>					
46	A/C Tune-up Central					
47	Interior Hard wired CFL fixtures					
48	Ceiling Fans					
49	In-Home Display					
50	Programmable Controllable Thermostat					
51	Forced Air Unit					
52	Microwave					
53	High Efficiency Clothes Washer					
54						
55	<b>Total Homes Served By the Program</b>	<b>93,771</b>				<b>\$ 55,501,061</b>
56	<b>Life Cycle Bill Savings Per Home</b>					<b>\$ 591.88</b>

	A	B	C
	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 10</b> <b>Energy Rate Used for Bill Savings Calculations</b> <b>Southern California Edison</b>		
1			
2	Year	\$/kWh <sup>[1]</sup>	\$/Therm
3	2011	0.1223	N/A
4	2012	0.1259	N/A
5	2013	0.1297	N/A
6	2014	0.1336	N/A
7	2015	0.1376	N/A
8	2016	0.1418	N/A
9	2017	0.1460	N/A
10	2018	0.1504	N/A
11	2019	0.1549	N/A
12	2020	0.1595	N/A
13	2021	0.1643	N/A
14	2022	0.1693	N/A
15	2023	0.1743	N/A
16	2024	0.1796	N/A
17	2025	0.1850	N/A
18	2026	0.1905	N/A
19	2027	0.1962	N/A
20	2028	0.2021	N/A
21	2029	0.2082	N/A
22	2030	0.2144	N/A
23	2031	0.2208	N/A
24	2032	0.2275	N/A
25	2033	0.2343	N/A
26	2034	0.2413	N/A
27	2035	0.2486	N/A
28			
29	<sup>[1]</sup> - for 2011 average cost per kWh paid by participants. Cost is escalated 3% annually in 24 subsequent years		

	A	B	C	D	E
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 11</b> <b>Bill Savings Calculations by Program Year</b> <b>Southern California Edison</b>				
2	Program Year <sup>[1]</sup>	Program Costs	Program Lifecycle Bill Savings	Program Bill Savings/ Cost Ratio	Per Home Average Lifecycle Bill Savings
3	2009	\$ 44,051,560	\$ 30,809,492	0.70	\$ 498.26
4	2010	\$ 65,126,882	\$ 79,710,207	1.22	\$ 654.00
5	2011	\$ 50,340,375	\$ 55,501,061	1.10	\$ 591.88
6					
7	<sup>[1]</sup> Report Activity for Last 3 Years. Data from prior years have been entered from prior ESA Annual Reports.				

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F=(D+E)/C</b>
3	<b>Neighborhood (County, Zipcode, Zip+7 etc.)</b>	<b>Total Residential Customers</b>	<b>Total Estimated Eligible</b>	<b>Total Treated 2002-2008</b>	<b>Total Treated This Year</b>	<b>Penetration Rate</b>
4	9020111	496	366	203	26	63%
5	9020112	237	177	94	7	57%
6	9020113	443	236	169	20	80%
7	9020114	518	291	195	26	76%
8	9020115	422	223	115	20	61%
9	9020116	521	301	185	25	70%
10	9020117	720	463	258	43	65%
11	9020118	421	288	217	8	78%
12	9020119	489	294	186	42	77%
13	9020120	481	289	174	45	76%
14	9020121	252	152	73	11	55%
15	9020122	247	148	100	10	74%
16	9020123	398	250	111	13	50%
17	9020124	450	282	167	16	65%
18	9020125	273	153	81	11	60%
19	9020126	409	243	128	35	67%
20	9020127	382	231	152	20	74%
21	9020128	443	302	147	24	57%
22	9020129	421	298	167	43	70%
23	9020130	471	336	166	22	56%
24	9020131	663	401	220	51	68%
25	9020132	437	280	162	11	62%
26	9020133	462	248	162	8	69%
27	9020134	370	221	124	5	58%
28	9020135	423	271	121	28	55%
29	9020136	301	177	91	5	54%
30	9020137	399	243	150	10	66%
31	9020138	240	163	81	11	56%
32	9020139	133	81	43	1	55%
33	9020140	546	375	190	39	61%
34	9020141	598	333	247	12	78%
35	9020142	442	291	166	21	64%
36	9020143	249	159	163	7	107%
37	9020144	569	360	197	19	60%
38	9020145	302	195	112	17	66%
39	9020146	347	238	118	18	57%
40	9020147	418	269	134	11	54%
41	9020148	358	242	148	7	64%
42	9020149	347	177	80	5	48%
43	9020150	434	281	148	26	62%
44	9020151	572	418	313	17	79%
45	9020152	567	405	171	25	48%
46	9020153	477	321	221	20	75%
47	9020154	478	335	179	18	59%
48	9020155	667	430	240	46	67%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
49	9020156	424	278	178	12	68%
50	9020157	391	277	109	29	50%
51	9020158	138	91	5	1	7%
52	9020159	348	239	125	11	57%
53	9020160	531	295	183	20	69%
54	9020161	501	321	146	33	56%
55	9020162	702	423	279	26	72%
56	9020163	198	130	80	7	67%
57	9020164	145	100	53	7	60%
58	9020165	203	126	77	8	68%
59	9020166	237	145	69	7	52%
60	9020168	104	79	23	10	42%
61	9020169	138	94	20	8	30%
62	9020175	4	2	3	3	284%
63	9020178	76	46	23	1	52%
64	<b>90201 Total</b>	<b>23,432</b>	<b>14,880</b>	<b>8,442</b>	<b>1,088</b>	<b>64%</b>
65	9022011	312	180	39	28	37%
66	9022012	351	214	40	10	23%
67	9022013	238	116	48	9	49%
68	9022014	186	83	31	8	47%
69	9022015	207	94	19	12	33%
70	9022016	259	127	41	14	43%
71	9022017	221	125	30	11	33%
72	9022018	445	264	104	39	54%
73	9022019	231	126	28	16	35%
74	9022020	523	294	74	51	43%
75	9022021	358	242	44	38	34%
76	9022022	278	190	37	21	30%
77	9022023	136	98	16	25	42%
78	9022024	93	67	5	14	28%
79	9022025	157	71	17	6	32%
80	9022026	269	140	46	8	39%
81	9022027	331	193	45	31	39%
82	9022028	212	122	28	18	38%
83	9022029	416	270	56	25	30%
84	9022030	328	245	51	43	38%
85	9022031	414	253	44	19	25%
86	9022032	144	58	23	4	46%
87	9022033	343	181	44	12	31%
88	9022034	278	171	49	19	40%
89	9022035	310	166	24	37	37%
90	9022036	612	357	188	20	58%
91	9022037	290	201	47	19	33%
92	9022038	264	146	58	30	60%
93	9022039	413	187	48	19	36%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
94	9022040	328	171	36	11	27%
95	9022041	86	39	13	5	46%
96	9022042	337	164	96	15	68%
97	9022043	218	88	43	9	59%
98	9022044	340	171	28	15	25%
99	9022045	327	162	33	19	32%
100	9022046	358	215	29	25	25%
101	9022047	354	214	67	29	45%
102	9022048	342	217	79	29	50%
103	9022049	203	129	25	11	28%
104	9022060	509	141	52	30	58%
105	9022066	75	40	18	9	67%
106	9022067	126	74	1	3	5%
107	9022068	90	25	10	3	52%
108	9022069	101	29	10	6	54%
109	9022070	100	28	13	1	50%
110	9022071	97	27	15	6	78%
111	9022072	100	28	13	9	79%
112	9022077	44	31	2	9	35%
113	9022078	28	18	4	7	61%
114	9022083	11	7	2	1	40%
115	<b>90220 Total</b>	<b>12,793</b>	<b>6,999</b>	<b>1,913</b>	<b>858</b>	<b>40%</b>
116	9025010	90	42	5	10	36%
117	9025013	74	45	2	9	24%
118	9025014	45	19	6	2	43%
119	9025018	181	71	5	8	18%
120	9025019	532	142	12	18	21%
121	9025020	463	253	33	12	18%
122	9025021	345	210	35	24	28%
123	9025022	262	151	81	12	62%
124	9025023	99	59	10	5	25%
125	9025024	389	223	32	17	22%
126	9025025	336	163	24	15	24%
127	9025026	391	217	60	32	42%
128	9025027	490	259	24	17	16%
129	9025028	449	248	22	22	18%
130	9025029	394	216	19	21	19%
131	9025030	286	170	13	22	21%
132	9025031	387	194	17	11	14%
133	9025032	402	175	7	11	10%
134	9025034	382	98	1	3	4%
135	9025035	382	91	7	4	12%
136	9025036	321	175	2	7	5%
137	9025037	339	186	9	33	23%
138	9025039	99	50	18	11	58%



	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F=(D+E)/C</b>
3	<b>Neighborhood (County, Zipcode, Zip+7 etc.)</b>	<b>Total Residential Customers</b>	<b>Total Estimated Eligible</b>	<b>Total Treated 2002-2008</b>	<b>Total Treated This Year</b>	<b>Penetration Rate</b>
139	9025040	365	190	18	16	18%
140	9025041	299	50	6	3	18%
141	9025042	264	132	5	15	15%
142	9025043	304	152	32	10	28%
143	9025044	1	1	14	1	2699%
144	9025045	324	165	16	19	21%
145	9025046	238	125	15	16	25%
146	9025047	370	192	20	7	14%
147	9025048	164	95	3	12	16%
148	9025050	605	196	12	10	11%
149	9025051	542	165	13	11	15%
150	9025052	392	237	30	16	19%
151	9025053	394	233	7	27	15%
152	9025054	372	221	14	8	10%
153	9025055	132	73	6	3	12%
154	9025056	395	133	9	7	12%
155	9025057	525	166	8	8	10%
156	9025059	546	306	17	39	18%
157	9025060	588	317	11	19	9%
158	9025061	413	229	10	13	10%
159	9025062	480	264	10	33	16%
160	9025063	495	275	29	21	18%
161	9025064	521	66	1	2	5%
162	9025065	684	155	5	10	10%
163	9025068	417	105	7	11	17%
164	9025069	510	173	15	4	11%
165	9025071	462	203	11	58	34%
166	9025072	506	236	16	25	17%
167	9025073	362	163	12	20	20%
168	9025074	355	212	6	19	12%
169	9025075	761	455	12	30	9%
170	9025076	638	377	8	24	8%
171	9025077	551	316	11	37	15%
172	9025078	431	243	2	21	9%
173	9025079	458	242	28	43	29%
174	9025080	306	182	26	29	30%
175	9025081	435	248	16	41	23%
176	9025082	558	315	12	60	23%
177	9025083	438	93	3	6	10%
178	9025084	469	113	4	6	9%
179	9025085	352	154	6	5	7%
180	9025086	373	218	11	25	16%
181	9025087	386	218	7	29	17%
182	9025088	389	215	5	15	9%
183	9025089	268	144	12	8	14%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
184	9025090	449	203	10	6	8%
185	9025091	151	77	3	10	17%
186	9025092	354	200	7	47	27%
187	9025093	135	79	21	5	33%
188	9025094	212	99	5	15	20%
189	9025095	121	72	5	16	29%
190	9025096	101	60	2	13	25%
191	<b>90250 Total</b>	<b>27,499</b>	<b>13,015</b>	<b>1,038</b>	<b>1,280</b>	<b>18%</b>
192	9025525	174	100	43	6	49%
193	9025526	186	108	41	7	44%
194	9025528	438	280	77	37	41%
195	9025529	203	140	49	12	44%
196	9025530	594	434	145	23	39%
197	9025531	384	211	132	30	77%
198	9025532	433	295	135	23	54%
199	9025533	432	290	131	17	51%
200	9025534	527	367	153	44	54%
201	9025535	445	283	125	51	62%
202	9025536	367	238	128	55	77%
203	9025537	285	192	76	27	54%
204	9025538	267	164	52	50	62%
205	9025539	218	133	91	35	95%
206	9025540	384	259	87	49	52%
207	9025541	157	120	62	7	58%
208	9025542	346	228	97	26	54%
209	9025543	351	230	82	36	51%
210	9025544	553	414	163	84	60%
211	9025545	465	325	130	50	55%
212	9025546	286	163	66	16	50%
213	9025547	319	221	83	47	59%
214	9025548	395	300	128	30	53%
215	9025549	317	248	107	10	47%
216	9025550	371	278	138	49	67%
217	9025551	371	231	80	56	59%
218	9025552	402	201	91	30	60%
219	9025553	439	237	141	50	80%
220	9025554	413	259	116	38	59%
221	9025555	142	87	46	10	65%
222	9025556	205	136	53	15	50%
223	9025557	536	308	146	32	58%
224	9025558	312	144	66	16	57%
225	9025559	222	106	65	20	80%
226	9025560	545	306	142	30	56%
227	9025561	463	222	123	25	67%
228	9025562	631	282	170	30	71%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
229	9025563	730	415	148	42	46%
230	9025564	687	339	175	26	59%
231	9025565	365	161	106	12	73%
232	9025566	532	290	149	32	62%
233	9025567	319	202	95	18	56%
234	9025568	663	334	163	33	59%
235	9025569	389	281	114	78	68%
236	9025570	220	107	52	15	63%
237	9025571	206	139	19	14	24%
238	9025572	63	47	50	8	124%
239	9025574	29	23	4	9	57%
240	9025576	21	13	2	2	30%
241	9025577	16	13	3	1	32%
242	<b>90255 Total</b>	<b>17,819</b>	<b>10,904</b>	<b>4,840</b>	<b>1,463</b>	<b>58%</b>
243	9028020	374	257	257	17	107%
244	9028021	704	419	486	24	122%
245	9028022	725	417	453	28	115%
246	9028023	352	183	167	12	98%
247	9028024	777	398	399	29	107%
248	9028025	677	300	374	18	131%
249	9028026	302	189	208	12	117%
250	9028027	631	355	437	18	128%
251	9028028	606	360	453	19	131%
252	9028029	643	410	330	27	87%
253	9028030	506	277	262	10	98%
254	9028031	512	250	319	8	131%
255	9028032	300	163	217	11	140%
256	9028033	357	203	283	7	143%
257	9028034	504	247	266	13	113%
258	9028035	39	21	18	10	132%
259	9028039	674	441	532	39	130%
260	9028040	645	346	328	39	106%
261	9028041	606	396	454	24	121%
262	9028042	386	238	263	34	125%
263	9028043	245	154	194	33	147%
264	9028044	406	231	303	13	137%
265	9028045	429	255	301	5	120%
266	9028046	389	239	273	10	118%
267	9028047	556	357	453	13	130%
268	9028048	363	235	236	7	103%
269	9028049	410	233	319	10	141%
270	9028050	404	193	295	7	156%
271	9028051	338	117	145	5	128%
272	9028052	323	166	228	8	142%
273	9028053	276	125	192	11	162%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
274	9028054	588	203	103	10	56%
275	9028055	197	110	195	6	183%
276	9028056	289	157	199	15	136%
277	9028057	221	106	191	13	193%
278	9028058	395	219	233	31	120%
279	9028059	467	275	303	26	120%
280	9028060	348	183	163	12	95%
281	9028061	216	86	145	4	173%
282	9028062	152	70	85	3	125%
283	9028063	268	106	116	4	113%
284	9028064	287	110	120	4	113%
285	9028065	540	283	314	17	117%
286	9028066	483	180	255	11	148%
287	9028067	389	180	221	13	130%
288	9028068	405	168	167	8	104%
289	9028069	513	217	247	13	120%
290	9028070	244	82	132	10	174%
291	9028071	140	60	85	3	146%
292	9028072	251	78	87	4	116%
293	9028073	129	52	47	1	93%
294	9028076	299	118	116	9	106%
295	9028077	321	116	120	20	121%
296	9028078	240	70	50	10	86%
297	9028079	389	152	97	10	70%
298	9028080	271	82	100	4	127%
299	9028081	129	39	59	11	178%
300	9028082	260	92	74	18	100%
301	9028085	98	44	181	2	412%
302	9028086	101	46	132	10	310%
303	9028096	16	11	15	1	148%
304	<b>90280 Total</b>	<b>23,106</b>	<b>11,873</b>	<b>13,797</b>	<b>824</b>	<b>123%</b>
305	9065013	14	7	8	1	137%
306	9065016	483	184	45	17	34%
307	9065017	328	122	86	19	86%
308	9065018	550	187	101	14	62%
309	9065019	440	115	66	13	69%
310	9065020	391	103	37	16	51%
311	9065021	373	165	72	11	50%
312	9065022	464	197	121	11	67%
313	9065023	480	127	40	15	43%
314	9065024	343	109	26	15	38%
315	9065025	366	83	24	7	37%
316	9065026	468	176	56	8	36%
317	9065027	661	274	169	31	73%
318	9065028	234	99	79	6	86%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
319	9065029	343	191	65	30	50%
320	9065030	518	288	70	51	42%
321	9065031	247	74	24	7	42%
322	9065032	275	59	19	11	51%
323	9065033	587	214	115	19	62%
324	9065034	523	174	30	8	22%
325	9065035	493	167	76	8	50%
326	9065036	286	94	37	11	51%
327	9065037	341	109	30	3	30%
328	9065038	420	119	63	6	58%
329	9065039	173	50	51	2	106%
330	9065040	373	227	107	7	50%
331	9065041	311	150	85	33	79%
332	9065042	300	134	102	26	95%
333	9065043	161	71	36	7	60%
334	9065044	819	344	275	9	83%
335	9065045	317	120	67	8	62%
336	9065046	356	127	83	8	72%
337	9065047	612	211	74	9	39%
338	9065048	334	142	196	29	158%
339	9065049	420	128	89	14	80%
340	9065050	404	126	114	5	94%
341	9065051	375	126	112	10	97%
342	9065052	203	107	105	4	102%
343	9065053	322	98	21	4	26%
344	9065054	371	118	45	7	44%
345	9065055	372	172	129	6	78%
346	9065056	432	122	134	11	119%
347	9065057	332	129	40	9	38%
348	9065058	399	156	106	25	84%
349	9065059	273	74	32	8	54%
350	9065060	430	133	104	1	79%
351	9065061	256	117	11	3	12%
352	9065062	449	124	41	12	43%
353	9065063	338	105	37	9	44%
354	9065064	218	74	32	7	53%
355	9065065	502	280	302	32	119%
356	9065066	689	332	407	39	134%
357	9065067	432	194	57	14	37%
358	9065068	228	33	4	2	18%
359	9065069	606	222	39	6	20%
360	9065070	374	157	111	1	71%
361	9065071	591	236	168	19	79%
362	9065072	527	204	178	29	102%
363	9065073	366	63	6	5	18%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
364	9065074	334	91	78	3	89%
365	9065075	229	84	24	6	36%
366	9065076	427	137	23	13	26%
367	9065077	444	98	64	11	76%
368	9065078	417	143	46	7	37%
369	9065079	386	117	56	9	56%
370	9065080	174	68	67	8	111%
371	9065081	37	16	2	1	19%
372	9065082	127	42	2	9	26%
373	9065083	299	70	8	9	24%
374	9065087	162	74	3	1	5%
375	9065088	302	129	35	1	28%
376	9065089	14	5	4	1	97%
377	<b>90650 Total</b>	<b>26,644</b>	<b>9,718</b>	<b>5,371</b>	<b>837</b>	<b>64%</b>
378	9173210	415	182	55	9	35%
379	9173211	241	78	33	10	55%
380	9173212	446	160	70	19	56%
381	9173213	612	299	148	19	56%
382	9173214	574	249	90	27	47%
383	9173215	178	73	23	13	49%
384	9173216	600	247	61	21	33%
385	9173217	427	171	55	8	37%
386	9173218	459	243	67	15	34%
387	9173219	493	242	138	32	70%
388	9173220	621	280	166	22	67%
389	9173221	384	203	91	24	57%
390	9173222	414	204	106	8	56%
391	9173223	485	315	91	22	36%
392	9173224	540	299	203	27	77%
393	9173225	381	199	92	25	59%
394	9173226	507	337	222	45	79%
395	9173227	512	320	297	48	108%
396	9173228	568	370	251	37	78%
397	9173229	429	259	168	33	78%
398	9173230	317	191	97	20	61%
399	9173231	223	147	137	28	112%
400	9173233	554	409	325	45	90%
401	9173234	737	537	325	56	71%
402	9173235	561	405	220	49	66%
403	9173236	622	312	191	44	75%
404	9173237	427	278	200	32	83%
405	9173238	314	143	107	16	86%
406	9173239	484	209	172	42	103%
407	9173240	292	143	83	5	61%
408	9173241	424	213	365	16	179%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
409	9173242	297	186	115	22	74%
410	9173243	328	111	12	2	13%
411	9173244	14	11	4	5	85%
412	9173245	121	87	13	8	24%
413	9173246	77	43	52	3	128%
414	9173247	79	43	49	11	140%
415	9173257	15	9	4	1	54%
416	<b>91732 Total</b>	<b>15,171</b>	<b>8,206</b>	<b>4,898</b>	<b>869</b>	<b>70%</b>
417	9233512	151	73	6	17	31%
418	9233517	53	27	4	6	37%
419	9233519	29	17	6	2	46%
420	9233520	184	86	30	14	51%
421	9233523	288	188	173	41	114%
422	9233524	126	86	62	8	82%
423	9233525	396	166	52	48	60%
424	9233527	10	5	1	1	39%
425	9233529	291	140	78	11	63%
426	9233530	285	141	64	22	61%
427	9233531	248	134	75	31	79%
428	9233532	280	152	85	38	81%
429	9233533	451	174	74	58	76%
430	9233534	387	213	121	47	79%
431	9233535	233	133	39	20	45%
432	9233536	407	246	42	21	26%
433	9233537	532	234	90	36	54%
434	9233538	357	202	63	24	43%
435	9233539	532	259	167	26	74%
436	9233540	195	86	54	7	71%
437	9233541	455	266	107	57	62%
438	9233542	575	236	111	79	81%
439	9233543	572	259	118	62	69%
440	9233544	688	319	130	56	58%
441	9233545	474	279	158	20	64%
442	9233546	518	341	197	107	89%
443	9233547	259	118	99	20	101%
444	9233548	337	127	70	21	71%
445	9233549	326	116	43	19	54%
446	9233550	424	125	58	20	62%
447	9233551	603	259	104	44	57%
448	9233552	89	51	14	10	47%
449	9233553	522	252	98	53	60%
450	9233554	420	146	102	49	104%
451	9233555	436	169	104	55	94%
452	9233556	534	268	131	46	66%
453	9233557	468	313	166	73	76%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
454	9233558	559	198	70	36	53%
455	9233559	499	146	76	24	68%
456	9233560	339	123	64	14	63%
457	9233561	502	236	93	27	51%
458	9233562	462	255	136	32	66%
459	9233563	430	195	76	38	58%
460	9233564	300	171	91	22	66%
461	9233565	330	146	73	24	66%
462	9233566	710	420	371	36	97%
463	9233567	429	264	379	93	179%
464	9233568	408	238	138	23	68%
465	9233570	239	123	19	33	42%
466	9233571	121	66	8	28	55%
467	9233572	93	52	5	10	29%
468	9233573	28	9	10	4	155%
469	9233577	561	362	227	36	73%
470	9233578	234	104	67	12	76%
471	9233580	365	177	61	42	58%
472	9233581	64	21	13	3	77%
473	9233585	454	308	48	6	18%
474	9233586	419	229	102	38	61%
475	9233587	190	124	39	11	40%
476	9233588	691	441	99	32	30%
477	9233590	308	193	17	18	18%
478	9233591	14	5	1	3	87%
479	9233592	71	37	35	13	128%
480	<b>92335 Total</b>	<b>21,956</b>	<b>11,051</b>	<b>5,414</b>	<b>1,927</b>	<b>66%</b>
481	9234514	78	46	8	1	20%
482	9234515	384	268	34	6	15%
483	9234516	419	179	45	7	29%
484	9234517	466	195	135	23	81%
485	9234518	495	261	64	23	33%
486	9234519	296	117	43	4	40%
487	9234520	402	148	45	17	42%
488	9234521	389	185	66	19	46%
489	9234522	525	157	86	17	66%
490	9234523	313	109	38	16	49%
491	9234524	414	150	72	21	62%
492	9234525	381	147	63	18	55%
493	9234526	265	104	36	17	51%
494	9234527	393	142	71	13	59%
495	9234528	259	95	42	17	62%
496	9234529	324	127	61	20	64%
497	9234530	321	110	39	9	44%
498	9234531	584	336	182	33	64%



	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
499	9234532	396	295	131	12	48%
500	9234533	335	128	44	6	39%
501	9234534	202	74	34	8	57%
502	9234535	146	101	25	4	29%
503	9234536	294	155	54	9	41%
504	9234537	278	108	23	6	27%
505	9234538	290	108	23	5	26%
506	9234539	364	120	43	9	43%
507	9234540	234	107	26	10	34%
508	9234541	404	129	60	10	54%
509	9234542	352	128	66	4	55%
510	9234543	307	113	27	8	31%
511	9234544	364	77	21	11	41%
512	9234545	152	68	16	9	37%
513	9234546	412	184	73	16	48%
514	9234547	47	30	5	1	20%
515	9234548	296	63	21	6	43%
516	9234549	313	104	46	12	56%
517	9234550	339	111	48	12	54%
518	9234551	246	87	45	9	62%
519	9234552	320	122	29	13	34%
520	9234553	303	97	23	10	34%
521	9234554	373	143	51	7	41%
522	9234555	353	132	47	9	42%
523	9234556	329	122	59	10	57%
524	9234557	357	105	23	7	28%
525	9234558	336	142	49	15	45%
526	9234559	574	364	145	19	45%
527	9234560	268	188	36	12	26%
528	9234561	215	151	38	3	27%
529	9234562	410	167	57	17	44%
530	9234563	430	176	71	30	57%
531	9234564	453	163	72	27	61%
532	9234565	472	241	110	16	52%
533	9234566	319	130	39	6	35%
534	9234567	583	238	85	22	45%
535	9234568	428	212	60	15	35%
536	9234569	506	186	43	13	30%
537	9234570	426	154	44	12	36%
538	9234571	429	140	37	12	35%
539	9234572	496	138	43	11	39%
540	9234573	469	120	39	12	43%
541	9234574	411	112	30	7	33%
542	9234575	423	127	19	8	21%
543	9234577	231	87	13	5	21%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
544	9234579	173	121	28	5	27%
545	9234580	397	203	64	9	36%
546	9234581	81	57	55	2	100%
547	9234583	33	10	5	2	67%
548	9234585	347	90	16	19	39%
549	9234588	112	28	1	1	7%
550	9234591	134	48	2	2	8%
551	9234597	78	42	24	4	67%
552	<b>92345 Total</b>	<b>23,748</b>	<b>9,723</b>	<b>3,418</b>	<b>810</b>	<b>43%</b>
553	9237615	93	28	5	3	28%
554	9237618	198	110	88	29	107%
555	9237623	55	15	15	3	123%
556	9237626	414	142	98	16	80%
557	9237627	351	133	66	24	68%
558	9237628	417	172	95	10	61%
559	9237629	222	76	30	13	56%
560	9237630	34	9	7	2	97%
561	9237631	204	61	44	12	92%
562	9237632	437	207	102	16	57%
563	9237633	309	208	71	4	36%
564	9237634	390	193	284	31	163%
565	9237635	181	74	35	14	66%
566	9237636	394	150	92	23	77%
567	9237637	412	149	90	23	76%
568	9237638	421	115	63	37	87%
569	9237639	474	125	83	34	94%
570	9237640	479	307	204	28	76%
571	9237641	293	188	111	25	72%
572	9237642	404	259	224	18	93%
573	9237643	299	130	57	14	55%
574	9237644	396	164	64	26	55%
575	9237645	444	182	69	31	55%
576	9237646	446	168	62	32	56%
577	9237647	499	135	75	19	70%
578	9237648	388	155	103	29	85%
579	9237649	403	225	128	41	75%
580	9237650	344	166	69	31	60%
581	9237651	332	114	100	17	103%
582	9237652	401	169	101	66	99%
583	9237653	316	136	93	20	83%
584	9237654	678	389	140	37	46%
585	9237655	360	205	91	38	63%
586	9237656	323	184	60	16	41%
587	9237657	265	150	49	37	57%
588	9237658	289	168	112	15	76%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
589	9237659	348	202	92	28	59%
590	9237660	467	252	144	42	74%
591	9237661	250	139	98	9	77%
592	9237662	774	512	181	9	37%
593	9237663	579	330	144	3	45%
594	9237664	350	240	104	11	48%
595	9237665	361	213	150	28	84%
596	9237666	510	218	169	33	93%
597	9237667	394	170	92	32	73%
598	9237668	420	113	53	39	81%
599	9237669	431	249	109	26	54%
600	9237670	355	177	140	17	88%
601	9237671	403	188	61	36	52%
602	9237672	172	68	40	13	78%
603	9237673	123	73	7	5	16%
604	9237674	341	149	57	31	59%
605	9237675	877	433	233	17	58%
606	9237676	197	104	55	6	59%
607	9237678	276	112	46	11	51%
608	9237679	510	290	65	24	31%
609	9237680	314	143	89	7	67%
610	9237683	292	83	31	21	63%
611	9237684	483	294	19	7	9%
612	9237687	275	72	34	15	68%
613	9237689	387	283	136	3	49%
614	<b>92376 Total</b>	<b>22,251</b>	<b>10,666</b>	<b>5,529</b>	<b>1,307</b>	<b>64%</b>
615	9240411	253	87	40	6	53%
616	9240412	507	263	220	22	92%
617	9240413	234	142	113	35	105%
618	9240414	137	33	5	4	27%
619	9240415	151	37	2	3	13%
620	9240416	486	249	84	17	41%
621	9240417	303	63	20	6	41%
622	9240418	364	111	12	13	23%
623	9240419	481	164	113	13	77%
624	9240420	410	155	88	53	91%
625	9240421	195	42	11	2	31%
626	9240422	466	148	49	14	42%
627	9240423	317	119	44	5	41%
628	9240424	306	83	4	4	10%
629	9240425	384	199	217	26	122%
630	9240426	339	137	94	28	89%
631	9240427	426	340	427	60	143%
632	9240428	368	131	92	25	90%
633	9240429	378	150	52	10	41%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
634	9240430	259	51	8	3	22%
635	9240431	111	28	1	1	7%
636	9240432	439	244	118	13	54%
637	9240433	180	36	8	5	36%
638	9240434	268	103	33	11	43%
639	9240435	473	201	107	11	59%
640	9240436	437	280	225	40	95%
641	9240439	363	177	87	19	60%
642	9240440	335	118	72	28	84%
643	9240441	457	155	119	35	99%
644	9240442	355	269	206	42	92%
645	9240443	353	269	239	14	94%
646	9240444	192	96	138	5	149%
647	9240445	267	144	45	3	33%
648	9240446	101	60	35	2	62%
649	9240447	395	253	241	26	106%
650	9240448	134	51	32	6	74%
651	9240449	297	151	88	21	72%
652	9240450	509	382	364	51	109%
653	9240451	71	43	12	9	49%
654	9240452	413	329	261	58	97%
655	9240453	399	266	109	8	44%
656	9240454	410	268	151	39	71%
657	9240455	329	162	204	24	140%
658	9240456	293	137	62	13	55%
659	9240457	256	121	66	11	64%
660	9240458	237	201	184	3	93%
661	9240459	172	156	69	6	48%
662	9240461	423	225	105	31	60%
663	9240462	664	457	274	30	66%
664	9240463	479	300	203	48	84%
665	9240464	394	208	121	33	74%
666	9240465	218	129	61	37	76%
667	9240466	148	59	28	13	69%
668	9240467	15	12	24	1	202%
669	9240468	50	30	16	6	74%
670	9240470	348	274	234	14	90%
671	9240472	50	27	18	8	96%
672	9240475	146	94	50	1	54%
673	9240482	188	147	147	13	109%
674	<b>92404 Total</b>	<b>18,133</b>	<b>9,366</b>	<b>6,252</b>	<b>1,088</b>	<b>78%</b>
675	9240711	73	13	1	2	24%
676	9240712	96	9	2	1	32%
677	9240713	152	21	5	2	34%
678	9240716	81	28	1	1	7%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
679	9240720	604	143	10	8	13%
680	9240721	507	112	15	7	20%
681	9240722	548	154	28	12	26%
682	9240723	329	113	4	3	6%
683	9240724	463	121	19	15	28%
684	9240725	429	83	17	5	26%
685	9240726	304	59	8	6	24%
686	9240727	108	25	1	2	12%
687	9240728	742	312	37	31	22%
688	9240729	429	178	33	26	33%
689	9240730	312	131	36	12	37%
690	9240731	278	88	11	15	29%
691	9240732	221	74	7	3	14%
692	9240733	500	188	17	13	16%
693	9240734	417	239	71	39	46%
694	9240735	443	238	84	23	45%
695	9240736	306	129	34	12	36%
696	9240737	218	106	17	29	44%
697	9240738	185	99	23	70	94%
698	9240740	271	52	6	1	14%
699	9240741	447	216	2	2	2%
700	9240743	56	26	2	2	16%
701	9240746	656	244	25	16	17%
702	9240749	473	210	7	17	11%
703	9240750	286	120	18	9	22%
704	9240751	402	86	1	3	5%
705	9240753	315	60	3	1	7%
706	9240758	651	309	130	4	43%
707	9240760	277	144	42	63	73%
708	9240761	401	272	56	89	53%
709	9240762	360	196	47	67	58%
710	9240763	361	237	60	49	46%
711	9240764	395	272	60	55	42%
712	9240765	375	257	47	61	42%
713	9240766	401	237	67	90	66%
714	9240767	196	124	30	46	61%
715	9240768	282	141	17	24	29%
716	9240769	299	167	41	53	56%
717	9240770	327	140	2	1	2%
718	<b>92407 Total</b>	<b>14,977</b>	<b>6,173</b>	<b>1,144</b>	<b>990</b>	<b>35%</b>
719	9254314	277	199	18	11	15%
720	9254315	6	3	6	5	330%
721	9254317	283	138	32	10	30%
722	9254318	696	437	222	83	70%
723	9254320	128	65	7	3	15%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
724	9254325	178	139	17	6	17%
725	9254326	516	327	105	35	43%
726	9254327	398	281	126	75	72%
727	9254328	389	280	51	14	23%
728	9254329	253	180	74	19	52%
729	9254330	617	404	348	17	90%
730	9254331	25	15	6	4	66%
731	9254337	339	181	65	25	50%
732	9254338	743	556	120	36	28%
733	9254339	309	227	83	14	43%
734	9254340	168	126	62	14	60%
735	9254341	303	226	81	34	51%
736	9254342	70	43	15	1	38%
737	9254343	221	140	49	12	44%
738	9254344	38	25	6	3	36%
739	9254345	79	54	20	16	66%
740	9254348	62	36	8	5	36%
741	9254349	73	32	14	10	74%
742	9254351	55	30	17	2	63%
743	9254355	176	68	30	9	57%
744	9254356	57	28	11	5	57%
745	9254357	323	160	36	15	32%
746	9254358	519	302	92	22	38%
747	9254359	454	262	122	17	53%
748	9254360	445	259	109	20	50%
749	9254361	416	238	110	27	58%
750	9254362	47	24	8	2	42%
751	9254367	29	17	7	1	48%
752	9254368	458	245	112	18	53%
753	9254369	697	435	134	20	35%
754	9254370	635	372	110	13	33%
755	9254371	372	209	69	18	42%
756	9254372	393	186	65	20	46%
757	9254374	38	21	3	1	19%
758	9254376	278	142	10	2	8%
759	9254378	592	313	79	24	33%
760	9254379	781	383	131	49	47%
761	9254380	349	178	55	11	37%
762	9254381	134	57	29	7	63%
763	9254388	169	126	44	49	74%
764	<b>92543 Total</b>	<b>13,588</b>	<b>8,170</b>	<b>2,918</b>	<b>804</b>	<b>46%</b>
765	9270410	490	214	8	9	8%
766	9270411	426	177	23	4	15%
767	9270412	408	224	27	4	14%
768	9270413	468	255	72	31	40%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
769	9270414	507	242	20	70	37%
770	9270415	346	173	5	15	12%
771	9270416	651	365	85	158	67%
772	9270417	188	69	7	5	17%
773	9270418	327	90	15	5	22%
774	9270419	256	102	17	7	23%
775	9270420	232	93	4	14	19%
776	9270421	383	139	14	5	14%
777	9270423	221	64	6	9	24%
778	9270424	413	93	9	7	17%
779	9270425	375	236	39	83	52%
780	9270426	348	221	39	61	45%
781	9270427	194	105	16	60	72%
782	9270428	149	56	5	13	32%
783	9270429	393	278	94	53	53%
784	9270430	206	56	5	7	21%
785	9270431	281	106	17	18	33%
786	9270432	350	124	22	42	51%
787	9270433	381	153	24	49	48%
788	9270434	317	131	32	56	67%
789	9270435	211	81	11	22	41%
790	9270436	271	101	22	30	51%
791	9270437	283	107	19	31	47%
792	9270438	372	93	5	18	25%
793	9270439	67	18	1	1	11%
794	9270440	407	166	29	22	31%
795	9270441	115	40	12	7	48%
796	9270442	276	103	10	34	43%
797	9270443	161	71	7	9	22%
798	9270445	259	75	12	14	35%
799	9270446	263	87	13	24	43%
800	9270447	358	87	6	25	36%
801	9270448	240	74	6	25	42%
802	9270449	127	37	7	8	41%
803	9270450	332	86	15	12	31%
804	9270451	336	133	47	23	53%
805	9270454	225	79	10	4	18%
806	9270455	300	36	1	4	14%
807	9270456	238	53	6	11	32%
808	9270457	306	106	9	7	15%
809	9270459	442	141	1	1	1%
810	9270460	351	48	3	3	13%
811	9270461	259	32	2	4	19%
812	9270465	436	124	22	3	20%
813	9270467	486	185	10	19	16%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
814	9270470	285	95	1	2	3%
815	9270472	485	130	2	1	2%
816	9270475	608	144	8	1	6%
817	9270483	276	88	3	3	7%
818	9270484	23	11	4	10	126%
819	<b>92704 Total</b>	<b>17,108</b>	<b>6,396</b>	<b>909</b>	<b>1,163</b>	<b>32%</b>
820	9323012	372	67	1	4	7%
821	9323013	448	94	12	4	17%
822	9323014	280	75	15	6	28%
823	9323015	479	141	28	10	27%
824	9323016	282	99	8	6	14%
825	9323017	367	110	12	2	13%
826	9323018	296	81	30	6	44%
827	9323019	417	176	93	11	59%
828	9323020	339	138	20	8	20%
829	9323021	297	87	13	13	30%
830	9323022	676	283	86	17	36%
831	9323023	459	77	4	9	17%
832	9323024	109	27	11	2	49%
833	9323025	346	81	11	8	23%
834	9323026	234	47	7	4	23%
835	9323027	266	166	79	17	58%
836	9323028	253	138	41	8	35%
837	9323029	230	117	35	15	43%
838	9323030	276	137	21	9	22%
839	9323031	208	92	42	10	57%
840	9323032	378	188	347	18	195%
841	9323034	291	176	61	26	49%
842	9323035	182	36	1	16	48%
843	9323036	289	165	87	28	70%
844	9323037	300	196	153	37	97%
845	9323038	96	55	13	11	43%
846	9323039	244	192	75	28	54%
847	9323040	390	309	142	40	59%
848	9323041	137	72	30	14	61%
849	9323042	419	229	243	36	122%
850	9323043	219	148	145	7	103%
851	9323044	206	125	77	15	74%
852	9323047	66	33	8	3	33%
853	9323048	209	105	27	16	41%
854	9323049	288	183	88	14	56%
855	9323050	70	50	27	8	70%
856	9323051	105	78	40	9	63%
857	9323052	44	22	4	2	27%
858	9323053	347	253	328	17	136%



	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
859	9323054	203	147	94	18	76%
860	9323055	339	181	132	19	83%
861	9323056	279	161	159	19	111%
862	9323057	282	137	87	38	91%
863	9323058	309	150	125	14	93%
864	9323060	289	217	157	14	79%
865	9323061	216	146	118	9	87%
866	9323062	68	42	3	1	9%
867	9323063	331	79	57	34	116%
868	9323064	250	174	92	26	68%
869	9323065	238	124	83	19	82%
870	9323066	124	75	67	9	101%
871	9323067	437	87	4	3	8%
872	9323068	225	39	1	1	5%
873	9323069	275	151	60	8	45%
874	9323072	276	65	5	6	17%
875	9323073	442	253	140	2	56%
876	9323076	522	255	106	29	53%
877	9323078	38	21	4	4	39%
878	9323085	464	92	1	4	5%
879	9323088	105	43	8	9	40%
880	9323090	192	91	8	1	10%
881	9323091	420	96	5	2	7%
882	9323092	295	159	15	5	13%
883	9323093	323	131	20	3	18%
884	9323094	184	59	9	4	22%
885	9323096	225	73	4	4	11%
886	9323097	163	59	7	1	14%
887	<b>93230 Total</b>	<b>18,429</b>	<b>8,156</b>	<b>4,036</b>	<b>820</b>	<b>60%</b>
888	9325710	515	212	124	22	69%
889	9325711	335	129	90	11	78%
890	9325712	381	167	125	27	91%
891	9325713	469	173	131	28	92%
892	9325714	405	147	59	13	49%
893	9325715	415	174	85	32	67%
894	9325716	284	128	51	45	75%
895	9325717	286	171	70	28	57%
896	9325718	361	109	61	22	76%
897	9325719	449	282	111	20	46%
898	9325720	326	143	36	20	39%
899	9325721	303	136	27	19	34%
900	9325722	220	135	35	18	39%
901	9325723	147	124	88	14	83%
902	9325724	255	201	135	33	84%
903	9325725	450	140	80	26	76%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
904	9325726	336	111	65	27	83%
905	9325727	345	206	96	23	58%
906	9325728	326	200	303	23	163%
907	9325729	268	167	190	18	124%
908	9325730	334	216	187	35	103%
909	9325731	294	169	99	21	71%
910	9325732	304	171	82	20	60%
911	9325733	281	157	116	26	90%
912	9325734	248	170	85	13	58%
913	9325735	227	162	93	34	78%
914	9325738	55	40	116	15	326%
915	9325739	174	115	73	14	76%
916	9325740	299	175	68	19	50%
917	9325741	229	100	60	17	77%
918	9325742	413	284	239	35	97%
919	9325743	331	131	58	20	59%
920	9325744	400	214	211	40	117%
921	9325745	355	246	181	32	87%
922	9325746	272	220	189	17	94%
923	9325747	196	160	96	14	69%
924	9325748	265	220	169	25	88%
925	9325749	175	120	76	16	77%
926	9325750	331	234	257	51	132%
927	9325751	206	148	122	19	95%
928	9325752	291	197	166	27	98%
929	9325753	172	139	74	10	60%
930	9325754	351	272	264	26	107%
931	9325755	469	308	320	45	119%
932	9325756	297	200	169	33	101%
933	9325757	323	204	184	32	106%
934	9325758	231	118	86	12	83%
935	9325759	259	151	102	15	77%
936	9325760	191	111	122	8	117%
937	9325761	1,368	704	105	20	18%
938	9325762	457	178	83	42	70%
939	9325763	200	114	118	6	109%
940	9325764	84	53	22	5	51%
941	9325765	76	31	30	4	111%
942	9325766	310	120	20	9	24%
943	9325767	142	57	18	2	35%
944	9325768	154	97	41	10	53%
945	9325770	51	19	4	2	32%
946	9325771	320	145	42	22	44%
947	9325772	11	4	5	1	163%
948	9325773	110	44	3	3	14%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F=(D+E)/C</b>
3	<b>Neighborhood (County, Zipcode, Zip+7 etc.)</b>	<b>Total Residential Customers</b>	<b>Total Estimated Eligible</b>	<b>Total Treated 2002-2008</b>	<b>Total Treated This Year</b>	<b>Penetration Rate</b>
949	9325775	257	86	1	4	6%
950	9325777	170	46	9	5	31%
951	9325778	510	308	117	76	63%
952	9325788	525	201	32	21	26%
953	9325789	351	197	43	14	29%
954	9325790	427	173	45	15	35%
955	9325791	204	113	28	8	32%
956	9325792	495	288	73	10	29%
957	9325793	556	330	105	11	35%
958	9325794	451	233	70	22	40%
959	9325795	378	165	39	10	30%
960	9325796	587	230	27	11	17%
961	9325797	144	64	17	8	39%
962	<b>93257 Total</b>	<b>23,186</b>	<b>12,402</b>	<b>7,123</b>	<b>1,501</b>	<b>70%</b>
963	9327410	70	27	16	2	67%
964	9327411	32	12	2	1	25%
965	9327412	129	53	13	4	32%
966	9327413	429	164	67	10	47%
967	9327414	323	127	26	17	34%
968	9327415	191	81	8	2	12%
969	9327417	292	111	91	26	105%
970	9327418	399	236	246	37	120%
971	9327419	217	78	9	6	19%
972	9327421	242	107	41	5	43%
973	9327422	156	68	44	6	74%
974	9327423	322	106	15	9	23%
975	9327424	225	77	1	4	6%
976	9327425	205	83	43	18	74%
977	9327426	359	156	136	29	106%
978	9327427	316	189	167	23	100%
979	9327428	294	122	64	24	72%
980	9327429	302	122	63	17	65%
981	9327430	287	91	36	12	53%
982	9327431	340	111	12	7	17%
983	9327433	93	30	2	2	13%
984	9327434	135	80	32	6	47%
985	9327435	222	146	138	22	109%
986	9327436	211	139	119	23	102%
987	9327437	241	164	121	24	88%
988	9327438	244	205	170	24	95%
989	9327439	233	196	140	17	80%
990	9327441	113	78	25	2	35%
991	9327442	133	88	49	7	64%
992	9327443	317	153	85	17	67%
993	9327444	279	131	75	16	70%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
994	9327445	214	132	59	11	53%
995	9327446	185	54	19	5	44%
996	9327447	100	40	30	7	94%
997	9327448	331	125	97	46	114%
998	9327449	302	178	140	31	96%
999	9327450	183	113	72	24	85%
1000	9327451	291	183	179	30	114%
1001	9327452	273	206	189	32	107%
1002	9327453	124	96	106	9	120%
1003	9327454	93	68	27	1	41%
1004	9327455	163	119	89	11	84%
1005	9327456	234	170	129	20	87%
1006	9327457	337	246	314	19	135%
1007	9327458	339	203	151	32	90%
1008	9327459	351	179	117	27	80%
1009	9327460	406	81	35	23	72%
1010	9327461	241	69	15	5	29%
1011	9327462	443	177	37	16	30%
1012	9327463	258	142	159	29	132%
1013	9327464	28	23	7	1	35%
1014	9327465	13	11	5	1	56%
1015	9327466	244	112	71	20	82%
1016	9327467	361	172	211	7	127%
1017	9327469	297	137	63	17	58%
1018	9327470	229	139	115	32	106%
1019	9327471	119	72	42	16	80%
1020	9327472	299	110	17	27	40%
1021	9327473	379	122	21	12	27%
1022	9327476	511	311	166	40	66%
1023	9327477	166	82	1	1	2%
1024	9327478	530	226	8	17	11%
1025	9327479	136	59	15	8	39%
1026	9327480	172	57	5	5	18%
1027	9327482	240	58	10	5	26%
1028	9327483	165	66	1	1	3%
1029	9327484	248	119	94	12	89%
1030	9327485	350	169	19	9	17%
1031	9327486	6	4	6	1	186%
1032	9327487	280	154	95	42	89%
1033	9327488	13	8	7	3	127%
1034	9327490	318	149	23	3	17%
1035	9327491	209	112	15	7	20%
1036	9327492	351	199	58	76	67%
1037	9327493	341	128	20	11	24%
1038	9327494	190	112	23	5	25%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
1039	9327495	338	177	60	11	40%
1040	9327496	307	148	32	9	28%
1041	9327497	292	168	39	6	27%
1042	<b>93274 Total</b>	<b>19,351</b>	<b>9,518</b>	<b>5,269</b>	<b>1,202</b>	<b>68%</b>
1043	9327715	315	157	24	27	33%
1044	9327716	317	186	96	13	59%
1045	9327717	564	306	213	61	89%
1046	9327718	367	160	84	88	107%
1047	9327719	249	104	32	18	48%
1048	9327720	209	51	5	6	21%
1049	9327721	258	66	41	14	84%
1050	9327722	122	15	4	2	39%
1051	9327723	138	29	11	1	41%
1052	9327724	194	85	7	10	20%
1053	9327725	170	72	31	8	54%
1054	9327726	258	162	141	15	96%
1055	9327727	238	173	111	28	80%
1056	9327728	192	145	148	26	120%
1057	9327734	560	195	17	25	22%
1058	9327735	132	23	9	3	53%
1059	9327737	512	155	41	6	30%
1060	9327738	443	142	42	9	36%
1061	9327739	379	146	23	10	23%
1062	9327740	275	81	19	6	31%
1063	9327741	361	63	27	11	60%
1064	9327742	213	47	10	4	30%
1065	9327743	209	65	21	5	40%
1066	9327744	245	128	99	13	87%
1067	9327745	251	127	44	9	42%
1068	9327746	235	60	10	14	40%
1069	9327747	307	79	24	18	53%
1070	9327748	307	157	97	24	77%
1071	9327749	151	78	53	14	86%
1072	9327750	94	42	3	2	12%
1073	9327751	372	162	1	3	2%
1074	9327753	330	114	83	17	88%
1075	9327754	231	83	52	8	72%
1076	9327755	385	51	2	2	8%
1077	9327757	331	118	34	5	33%
1078	9327758	251	73	17	8	34%
1079	9327759	241	47	12	4	34%
1080	9327760	329	72	9	9	25%
1081	9327761	305	112	27	9	32%
1082	9327762	180	54	41	10	94%
1083	9327763	267	73	26	7	45%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
1084	9327765	384	116	57	7	55%
1085	9327766	331	72	6	4	14%
1086	9327767	183	69	17	9	38%
1087	9327769	273	76	65	15	105%
1088	9327770	309	82	37	12	59%
1089	9327771	372	69	29	10	56%
1090	9327772	450	161	97	40	85%
1091	9327773	226	75	31	9	53%
1092	9327774	326	31	3	3	20%
1093	9327776	232	58	5	1	10%
1094	9327777	250	44	10	8	41%
1095	9327778	206	35	65	15	227%
1096	9327779	228	98	28	13	42%
1097	9327780	255	106	54	17	67%
1098	9327784	119	35	19	2	60%
1099	9327785	38	16	5	1	37%
1100	9327786	387	45	3	1	9%
1101	9327788	463	154	18	5	15%
1102	9327791	417	179	37	14	29%
1103	9327792	277	36	7	8	42%
1104	9327793	415	164	104	16	73%
1105	9327794	348	142	53	23	54%
1106	<b>93277 Total</b>	<b>17,977</b>	<b>6,121</b>	<b>2,541</b>	<b>805</b>	<b>55%</b>
1107	9353510	348	182	63	48	61%
1108	9353511	415	177	24	26	28%
1109	9353512	224	68	18	13	46%
1110	9353514	391	175	51	32	48%
1111	9353516	132	60	2	3	8%
1112	9353517	544	229	23	26	21%
1113	9353518	161	90	20	7	30%
1114	9353519	74	49	10	8	37%
1115	9353520	524	355	51	27	22%
1116	9353521	629	384	142	106	65%
1117	9353522	537	230	55	33	38%
1118	9353523	748	324	117	97	66%
1119	9353524	548	225	71	46	52%
1120	9353525	453	242	67	25	38%
1121	9353526	532	186	77	41	64%
1122	9353527	565	230	58	45	45%
1123	9353528	611	265	81	55	51%
1124	9353529	464	133	8	23	23%
1125	9353530	269	130	68	16	65%
1126	9353531	332	130	42	19	47%
1127	9353532	220	88	18	10	32%
1128	9353533	309	119	30	20	42%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F=(D+E)/C</b>
3	<b>Neighborhood (County, Zipcode, Zip+7 etc.)</b>	<b>Total Residential Customers</b>	<b>Total Estimated Eligible</b>	<b>Total Treated 2002-2008</b>	<b>Total Treated This Year</b>	<b>Penetration Rate</b>
1129	9353534	707	206	63	32	46%
1130	9353535	159	89	30	7	42%
1131	9353536	353	160	57	16	46%
1132	9353537	249	94	29	15	47%
1133	9353538	295	102	29	17	45%
1134	9353539	253	88	15	11	30%
1135	9353540	437	206	51	23	36%
1136	9353541	436	136	14	18	23%
1137	9353542	805	320	78	67	45%
1138	9353543	429	151	31	30	40%
1139	9353544	416	150	24	23	31%
1140	9353545	43	16	2	1	19%
1141	9353546	173	83	2	2	5%
1142	9353547	411	131	29	27	43%
1143	9353548	513	122	39	23	51%
1144	9353549	574	151	25	34	39%
1145	9353550	304	119	15	13	23%
1146	9353555	89	24	8	5	55%
1147	9353556	835	324	121	67	58%
1148	9353557	490	187	18	21	21%
1149	9353558	516	136	56	31	64%
1150	9353559	99	64	2	1	5%
1151	9353561	415	142	11	17	20%
1152	9353562	250	70	1	13	20%
1153	9353563	222	65	12	11	36%
1154	9353567	171	60	2	5	12%
1155	9353569	147	55	3	3	11%
1156	9353570	580	244	98	42	57%
1157	9353571	300	130	75	18	71%
1158	9353572	23	10	1	2	30%
1159	9353573	221	96	43	15	61%
1160	9353574	290	140	63	13	54%
1161	9353575	276	134	47	12	44%
1162	9353582	53	22	1	1	9%
1163	9353584	135	54	7	3	18%
1164	9353588	99	44	6	1	16%
1165	9353589	71	31	1	2	10%
1166	<b>93535 Total</b>	<b>20,870</b>	<b>8,427</b>	<b>2,205</b>	<b>1,368</b>	<b>42%</b>
1167	9355010	211	49	4	7	22%
1168	9355011	100	43	8	8	37%
1169	9355013	257	115	5	4	8%
1170	9355019	421	312	138	14	49%
1171	9355020	85	69	10	2	17%
1172	9355021	212	24	13	4	70%
1173	9355023	352	254	114	7	48%

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
1174	9355024	398	167	58	43	60%
1175	9355025	583	170	78	41	70%
1176	9355026	408	182	6	5	6%
1177	9355027	52	19	8	5	68%
1178	9355028	442	371	88	18	29%
1179	9355029	67	56	7	8	27%
1180	9355030	35	20	5	2	34%
1181	9355032	267	156	50	39	57%
1182	9355033	228	130	66	28	72%
1183	9355034	60	34	10	2	35%
1184	9355036	251	124	56	17	59%
1185	9355037	315	207	68	16	41%
1186	9355038	387	323	89	28	36%
1187	9355039	365	218	40	15	25%
1188	9355040	488	263	88	20	41%
1189	9355041	206	112	36	9	40%
1190	9355042	434	207	99	38	66%
1191	9355043	393	184	90	29	65%
1192	9355044	671	243	60	40	41%
1193	9355045	348	218	76	28	48%
1194	9355046	185	143	32	4	25%
1195	9355047	15	13	3	2	39%
1196	9355048	491	352	165	28	55%
1197	9355049	823	370	35	21	15%
1198	9355050	513	230	40	21	26%
1199	9355051	413	252	71	25	38%
1200	9355052	408	182	70	26	53%
1201	9355053	400	260	136	17	59%
1202	9355054	599	249	118	34	61%
1203	9355055	395	170	47	28	44%
1204	9355056	695	290	109	80	65%
1205	9355057	428	168	94	25	71%
1206	9355059	738	214	88	36	58%
1207	9355060	367	161	48	22	44%
1208	9355061	593	231	71	29	43%
1209	9355062	496	95	63	38	107%
1210	9355063	163	67	49	14	95%
1211	9355064	254	94	42	12	57%
1212	9355066	631	169	79	50	77%
1213	9355068	543	204	44	28	35%
1214	9355069	679	203	81	56	67%
1215	9355070	421	171	45	18	37%
1216	9355071	183	124	74	5	64%
1217	9355072	191	129	28	11	30%
1218	9355073	585	245	34	27	25%



	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 12</b> <b>Whole Neighborhood Approach</b> <b>Southern California Edison</b>					
2	A	B	C	D	E	F=(D+E)/C
3	Neighborhood (County, Zipcode, Zip+7 etc.)	Total Residential Customers	Total Estimated Eligible	Total Treated 2002-2008	Total Treated This Year	Penetration Rate
1219	9355075	274	115	12	2	12%
1220	9355077	321	105	32	23	52%
1221	9355079	525	119	21	27	40%
1222	9355081	198	84	9	11	24%
1223	9355083	524	112	29	18	42%
1224	9355084	326	65	4	10	22%
1225	9355085	135	43	2	1	7%
1226	9355086	94	26	2	1	12%
1227	9355090	22	4	2	1	70%
1228	9355092	135	33	3	1	12%
1229	9355093	209	53	6	4	19%
1230	9355097	146	40	2	2	10%
1231	<b>93550 Total</b>	<b>22,152</b>	<b>9,858</b>	<b>3160</b>	<b>1235</b>	<b>45%</b>

	A	B
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 13</b> <b>Categorical Enrollment</b> <b>Southern California Edison</b>	
2	<b>Type of Enrollment</b>	<b>Number of Customers Enrolled</b>
3	Standard Enrollment	21,175
4	Categorical Eligibility	22,553
5	Self-Certification	49,957
6	Other (please list)	80
7	Joint Utility - 35,296	6
8	Income Verified - 1,253	
9	<b>Total number of customers enrolled</b>	<b>93,771</b>

	A	B	C	D	E	F	G	H	I
1	<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 14</b> <b>Leveraging</b> <b>Southern California Edison</b>								
2	Partner	Relationship Outside The IOU?	MOU Present ? <sup>[1]</sup>	Amount of Dollars Saved <sup>[2]</sup>	Amount of Annual Energy Savings (kWh) <sup>[3]</sup>	Other Measureable Benefits	Enrollments Resulting From Leveraging Effort <sup>[4]</sup>	Meets All Criteria	If not, Explain
3	Grid Alternatives (Single-family Affordable Solar Homes (SASH) program administrator)	X	X	\$2,496	24,384		96	X	
4	CSD: LIHEAP, DOE WAP, ARRA Wx Programs	X	X	\$0	39,116	May result in homes receiving more measures, more savings, by leveraging multiple programs	154	X	
5	Other IOU ESA Programs (Direct Assistance Program)	X	X	\$1,210,794	11,828,526		46,569	X	
6	Authorized Payment Agencies provided ESA interest forms to customers, collected completed forms.	X	X	\$884	8,636	Likely reaches lowest income households	34	X	
7	Ability First; Another Way; Asian Rehabilitation Service, Inc.	X	X	n/a	38,608	Support Disabled Household Enrollment Goal	152		ESA Outreach agencies supporting disabled community. Paid standard rates for ESA leads.
8	Inter-City Energy Systems; Maravilla Foundation; CAP San Bernardino; Whitlock, Balton, Chaplain (WBC)	X	X	n/a	6,858,000	Target other Hard To Reach Customer Segments	27,000		ESA agencies providing Senior/ Meals/ Food Bank/ Other Services. Paid standard rates for ESA leads.
9									
10									
11	<sup>[1]</sup> "MOU" (Memorandum of Understanding) in this context includes any written agreements, either directly between SCE and the Partner, or between the Partner and a third party.								
12	<sup>[2]</sup> Dollars saved, a) In 2011 SCE spent approximately \$26 per enrolled lead through marketing efforts. 96 GRID Alternative enrollments at \$26 per saved mail lead = \$2,496; b) 154 enrollments through LIHEAP at \$26 per saved lead; c) 45,569 enrollments through the SoCal Gas ESAP at \$26 per saved lead = \$1,210,794; d) 34 enrollments from APA Leads at \$26 per saved lead = \$884;								
13	<sup>[3]</sup> Energy savings/benefits. Average kWh saved per enrollment is 254 kWh as calculated from LIEE able 2 of this report: 23,773,815 kWh / 93,771 treated homes = 254 kWh/home.								
14	<sup>[4]</sup> Enrollment increases. Count of enrollments resulting from outreach by these partners to their respective hard to reach client bases; not from IOU leads.								

	A	B	C	D	E
1	<b>PY2011 ESA and CARE Annual Report ESA Table 15 Integration Southern California Edison</b>				
2	Coordination Type	New Integration Efforts in PY 2011	Results		
3			Cost and/or Resource Savings		
4	Interdepartmental, Program Coordination, Data Sharing, ME&O, etc.	[Brief description of effort]	Estimated \$ Savings	Methodology <sup>[1]</sup>	Other Results
5	Shared Marketing Materials & Resources	SCE aggressively pursued integration of its ESA program with several EE programs. See text, Section 1.7.1	\$81,900	<sup>[2]</sup>	Reached Different Customer Segment
6	Interdepartmental Coordination w/Demand Response Group	SCE included CARE applications in approx. 24k Summer Discount Plan (central air conditioner DR cycling) customer information packages.	n/a	n/a	CARE is the main "gateway program" for LIEE
7	Program Coordination - Joint Contractor Across Programs	SCE used existing CMHP (Mobile Home) contractor to also complete ESA applications and assessments for Mobile Homes.	n/a	<sup>[3]</sup>	Improved customer experience; 1 visit for 2 programs.
8	Interdepartmental Coordination with other SCE Programs: Medical Baseline	SCE integrated information and marketing material on SCE's ESA, CARE and FERA programs into the Medical Baseline application process. Customers applying for Medical Baseline were informed of SCE's ESA, CARE and FERA programs and, if qualified, encouraged to enroll to receive no-cost energy efficient appliances and rate discounts.	n/a	n/a	Another method of outreach to reach and enroll qualified customers
9	Interdepartmental Coordination with other SCE Programs: Energy Assistance Fund (EAF)	In an effort to provide financial relief to its income qualified customers, SCE offered assistance through EAF. Qualified customers were automatically enrolled into CARE since the income requirements are the same. Once enrolled in CARE, the customer was referred to ESA for a home assessment of measures needed to be make the home energy efficient.	n/a	n/a	Another method of outreach to reach and enroll qualified customers
10					
11	<sup>[1]</sup> Integration efforts are measurable and quantifiable in terms of dollars saved by the IOU (Shared resources, shared marketing materials, shared information technology, shared programmatic infrastructure, among others are just some examples of cost and/or resource savings to the IOU). In footnotes, provide information on methodology used to calculate cost and/or resource savings.				
12	<sup>[2]</sup> The savings are in reduced postage costs. (20,000 brochures distributed in 2011 x \$0.63 avg per piece it would have cost ESA to do direct mailers.) Excludes administration labor (not tracked to this detail).				
13	<sup>[3]</sup> SCE trained and authorized the existing Comprehensive Mobile Home Program (CMHP) contractor to perform on-site ESA applications and assessments for potentially qualifying MH households. The contractor was able to enroll the household in the most appropriate program. This combination likely enhanced perceived value of both programs to potential participants when being asked to participate.				

A	B	C	D	E	F	
	<b>PY2011 ESA and CARE Annual Report</b>					
	<b>ESA Table 16</b>					
	<b>Lighting</b>					
	<b>Southern California Edison</b>					
1	<b>ESA Program CFL Tracking Table 1<sup>[1]</sup></b>					
2	<b>ESA Program CFL Tracking Table 1<sup>[1]</sup></b>					
3	<b>Bulb Name / Identification</b>	<b>Bulb Description (wattage, lumens)</b>	<b>Bulb Cost (material)</b>	<b>Admin Cost (overhead, contractor fee, marketing, etc.)</b>	<b>Total Bulb Cost (material + admin)</b>	<b>AB 1109 Compliant?<sup>[2]</sup></b>
4	Lights of America	14 Watt - 900 Lumens -CFL	\$1.11	\$5.00	\$6.11	Yes
5	Lights of America	20 Watt - 1,280 Lumens -CFL	\$1.27	\$5.00	\$6.27	Yes
6	Lights of America	23 Watt - 1,650 Lumens -CFL	\$1.45	\$5.00	\$6.45	Yes
7	Efficiency Lighting	23 Watt - 1,600 Lumens -CFL	\$1.28	\$5.00	\$6.28	Yes
8						
9	<sup>[1]</sup> Established through Section 9.3.4, D. 08-11-031					
10	<sup>[2]</sup> Compliant in regards to:					
11	1) Do bulbs meet or exceed CEC energy efficiency standards for general purpose lighting?					
12	2) Do all models comply with Europe's RoHS standards on toxicity?					
13	<b>Year</b>	<b>Number of Homes Treated in ESA Program</b>	<b>Number of Homes Provided CFLs</b>	<b>Avg. # of CFLs Given Per Home</b>	<b>Estimated Total Energy Savings From Installed CFLs</b>	
14	2009	61,834	31,143	5	2,269,248 kWh / 284 kW	
15	2010	121,016	55,311	4	3,948,368 kWh / 494 kW	
16	2011	93,771	53,755	4	3,810,154 kWh / 476 kW	

<b>PY2011 ESA and CARE Annual Report</b> <b>ESA Table 17</b> <b>Studies &amp; Pilots Status</b> <b>Southern California Edison</b>												
A	B	C	D	E	F	G	H	I	J	K	L	M
		PY Authorized Budget (SCE Share)			PY Actual Expenses <sup>[1]</sup>				% of Budget Spent	% of Project Completed (by Dec. 2011)	On Schedule	Energy Savings Measured
		2009	2010	2011	Total	2009	2010	2011	Total			
1												
2												
3												
4	<b>Studies</b>											
5	SCE/PG&E Market Segmentation Study	\$ 26,667	\$ 26,667	\$ 26,667	\$ 80,000	\$ -	\$ 53,978	\$ 18,304	\$ 72,282	90%	80%	No
6	SCE High Usage Needs Assessment	\$ 66,667	\$ 66,667	\$ 66,667	\$ 200,000	\$ -	\$ 21,139	\$ 49,563	\$ 70,702	35%	100%	Yes
7	Joint Utility Impact Evaluation <sup>[3]</sup>	\$ 180,000			\$ 180,000	\$ 29,385	\$ 434,585	\$ 129,570	\$ 593,540	330%	100%	Yes
8	Joint Utility Non-Energy Benefits (NEBs) Study	\$ 30,000	\$ 30,000	\$ 30,000	\$ 90,000	\$ 12,566	\$ 22,947	\$ -	\$ 35,513	39%	100%	Yes
9	Joint Utility Process Evaluation	\$ 25,000	\$ 25,000	\$ 25,000	\$ 75,000	\$ -	\$ -	\$ 36,845	\$ 36,845	49%	100%	Yes
10	Joint Utility Refrigerator Degradation	\$ 66,667	\$ -	\$ -	\$ 66,667	\$ -	\$ -	\$ -	\$ -	0%	90%	No
11												
12												
13	<b>Pilots</b>											
14												
15												
16												
17												
18												
19												
20												
21												
22												
23												
24												

<sup>[1]</sup> These studies were authorized in D.08-11-031. The numbers reported reflect "total" spending as paid by the managing utility, not the utility share as will ultimately be resolved.

<sup>[2]</sup> The \$600,000 requested to conduct the Impact Evaluation was denied in D.08-11-031. The IOUs were directed by the Commission to utilize \$600,000 authorized in Decision 06-12-038 for this purpose.

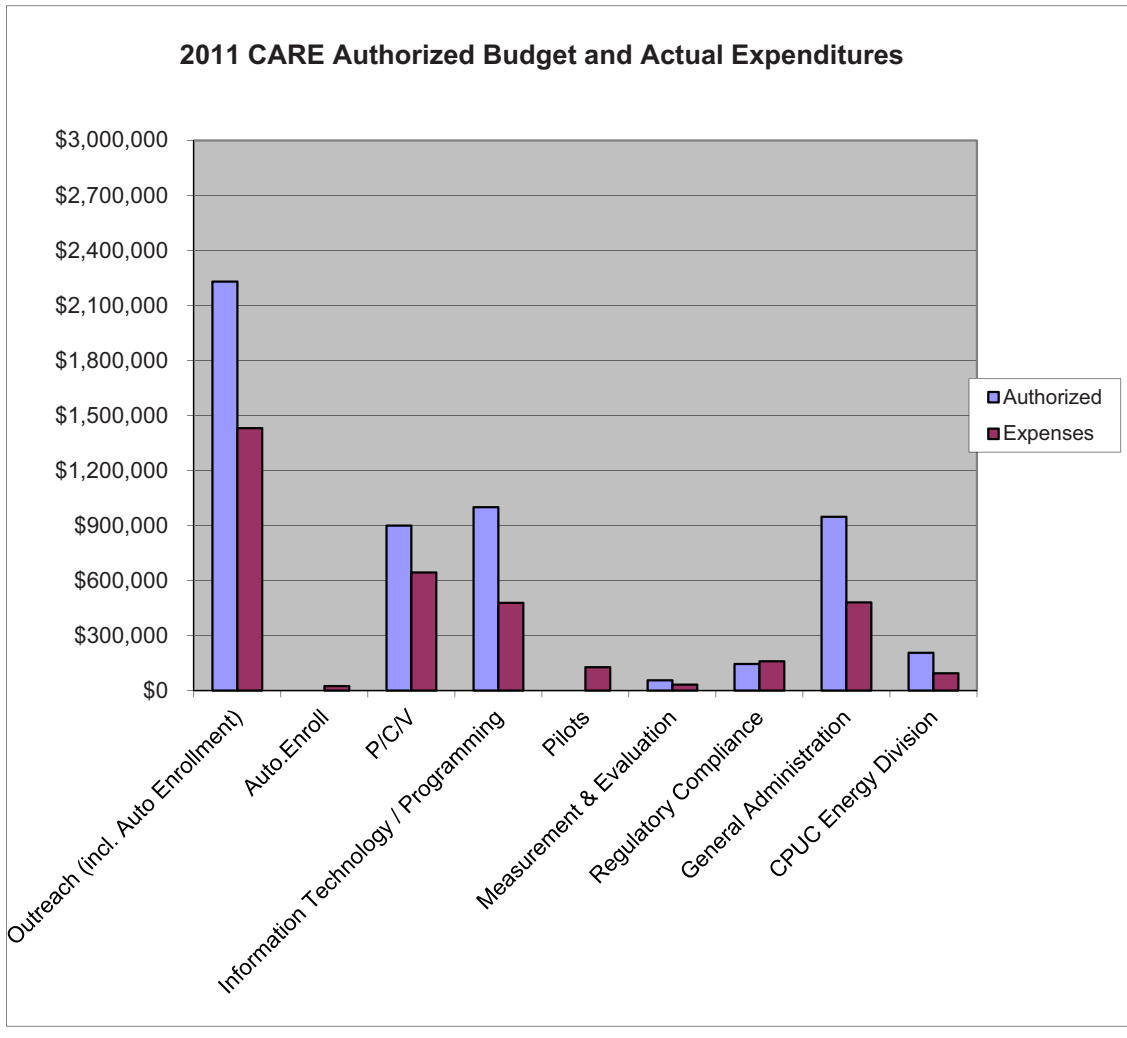






A	B	C	D	E	F	G	H
<b>PY2011 ESA and CARE Annual Report</b>							
<b>CARE Table 1</b>							
<b>Overall Program Expenses</b>							
<b>Southern California Edison</b>							
<b>Standardized CARE Administrative Cost Reporting Categories</b>							
<b>2011 Costs by Energy Source</b>							
Category	Residential		Expanded		Total Expenditures	Authorized Budget	% Budget Spent
	Electric	Gas	Electric	Gas			
1 Outreach	\$ 1,423,457		\$ 7,153		\$ 1,430,610	\$ 2,230,000	64%
7 Automatic Enrollment	\$ 24,148		\$ 121		\$ 24,269	\$ -	N/A
8 Processing/ Certification/Verification	\$ 640,442		\$ 3,218		\$ 643,660	\$ 900,000	72%
9 Information Technology / Programming	\$ 476,199		\$ 2,393		\$ 478,592	\$ 1,000,000	48%
10 Pilots	\$ 126,804		\$ 637		\$ 127,441	\$ -	N/A
11 Measurement & Evaluation	\$ 32,350		\$ 163		\$ 32,513	\$ 56,000	58%
12 Regulatory Compliance	\$ 159,328		\$ 801		\$ 160,129	\$ 145,000	110%
13 General Administration	\$ 478,535		\$ 2,405		\$ 480,940	\$ 948,000	51%
14 CPUC Energy Division	\$ 94,128		\$ 473		\$ 94,601	\$ 206,000	46%
15 One E.App							
16							
17 <b>TOTAL Program Costs</b> <sup>[1]</sup>	<b>\$ 3,455,391</b>		<b>\$ 17,364</b>		<b>\$ 3,472,755</b>	<b>\$ 5,485,000</b>	<b>63%</b>
18							
19 CARE Rate Discount	<b>\$ 308,370,713</b>		<b>\$ 1,180,545</b>		<b>\$ 309,551,258</b>	<b>\$ 211,400,000</b>	<b>146%</b>
20 Service Establishment Charge Discount							
21							
22 <b>TOTAL PROGRAM COSTS &amp; CUSTOMER DISCOUNTS</b>	<b>\$ 311,826,104</b>		<b>\$ 1,197,909</b>		<b>\$ 313,024,013</b>	<b>\$ 216,885,000</b>	<b>144%</b>
23 TEAF	\$ -				\$ -	\$ -	
24 Indirect Cost	\$ 486,006		\$ 2,442		\$ 488,449	\$ 429,600	114%
25							
26	<sup>[1]</sup> SCE has allocated 99.5% of the Total Program Costs to "Residential" and 0.5% to the "Expanded" programs. CARE Rate Discount costs are actual costs for the "Residential" and "Expanded" programs.						

	A	B	C	D	E	F	G
1		<b>CARE Budget Category</b>	<b>Authorized</b>	<b>Expenses</b>			
2		Outreach (incl. Auto Enrollment)	\$2,230,000	\$1,430,610			
3		Auto.Enroll	\$0	\$24,269			
4		P/C/V	\$900,000	\$643,660			
5		Information Technology /	\$1,000,000	\$478,592			
6		Pilots	\$0	\$127,441			
7		Measurement & Evaluation	\$56,000	\$32,513			
8		Regulatory Compliance	\$145,000	\$160,129			
9		General Administration	\$948,000	\$480,940			
10		CPUC Energy Division	\$206,000	\$94,601			
11							
12		TOTAL	\$ 5,485,000	\$ 3,472,755			



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
<b>PY2011 ESA and CARE Annual Report</b>																		
<b>CARE Table 2</b>																		
<b>Enrollment, Recertification, Attrition, &amp; Penetration</b>																		
<b>Southern California Edison</b>																		
1																		
2	Gross Enrollment																	
3	Automatic Enrollment																	
4	2011	Inter-Utility <sup>(1)</sup>	Intra-Utility <sup>(2)</sup>	Leveraging <sup>(3)</sup>	One-e-App <sup>(4)</sup>	SB580	Combined (B+C+D+E+F)	Capitation <sup>(5)</sup>	Other Sources <sup>(5)</sup>	Total (G+H+I)	Recertification <sup>(6)</sup>	Total Adjusted (J+K)	Attrition (Drop Offs)	Net (L-M)	Net Adjusted (N-K)	Total CARE Participants	Estimated CARE Eligible	Penetration Rate % (P/Q)
5	January	3,256	520	0	0	0	3,776	1,447	20,899	26,122	45,810	71,932	16,289	55,643	9,833	1,390,942	1,446,411	96%
6	February	2,669	546	0	0	0	3,215	1,235	24,499	28,949	34,219	63,168	14,993	48,175	13,956	1,404,898	1,446,411	97%
7	March	7,616	562	0	0	0	8,178	1,366	25,350	34,894	44,350	79,244	25,072	54,172	9,822	1,414,720	1,446,411	98%
8	April	5,941	590	0	0	0	6,531	1,278	22,088	29,897	41,609	71,506	25,437	46,069	4,460	1,419,180	1,446,114	98%
9	May	3,202	258	0	0	0	3,460	1,018	17,088	21,566	40,712	62,278	23,598	38,680	-2,032	1,417,148	1,446,114	98%
10	June	2,656	431	0	0	0	3,087	1,699	22,777	27,563	40,389	67,952	27,209	40,743	354	1,417,502	1,446,114	98%
11	July	2,266	504	0	0	0	2,770	1,593	26,629	30,992	34,275	65,267	25,442	39,825	5,550	1,423,052	1,447,400	98%
12	August	2,073	448	0	0	0	2,521	761	34,236	37,518	37,178	74,696	22,763	51,933	14,755	1,437,807	1,447,400	99%
13	September	2,276	404	0	0	0	2,680	462	24,864	28,006	41,109	69,115	24,822	44,293	3,184	1,440,991	1,447,400	100%
14	October	2,410	456	0	0	0	2,866	278	22,413	25,557	44,418	69,975	24,300	45,675	1,257	1,442,248	1,451,325	99%
15	November	3,771	445	0	0	0	4,216	215	21,893	26,324	49,308	75,632	27,069	48,563	-745	1,441,503	1,451,325	99%
16	December	3,605	437	0	0	0	4,042	113	18,987	23,142	46,418	69,560	27,108	42,452	-3,966	1,437,537	1,451,325	99%
17	Y-T-D Total	<b>41,741</b>	<b>5,601</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>47,342</b>	<b>11,465</b>	<b>281,723</b>	<b>340,530</b>	<b>499,795</b>	<b>840,325</b>	<b>284,102</b>	<b>556,223</b>	<b>56,428</b>			
18																		
19	[1] Enrollments via data sharing between the IOUs.																	
20	[2] Enrollments via data sharing between departments and/or programs within the utility. Includes HEAP payment data file from Accounts Payable Dept.																	
21	[3] Enrollments via data sharing with programs outside the IOU that serve low-income customers.																	
22	[4] One-E-App is a pilot program set up by the Center to Promote Healthcare Access (the Center) and PG&E. The pilot will occur within two PG&E counties and looks to implement a strategy of automatic enrollment for low-income customers into the CARE program.																	
23	[5] Not including Recertification.																	
24	[6] Recertification results are tied to the month initiated. Therefore, recertification results may be pending due to the time permitted for a participant to respond.																	

	A	B	C	D	E	F	G	H	I
1	<b>PY2011 ESA and CARE Annual Report</b> <b>CARE Table 3</b> <b>Standard Random Verification Results</b> <b>Southern California Edison</b>								
2	2011	Total CARE Population	Participants Requested to Verify	% of Population Total	Participants Dropped (Due to no response)	Participants Dropped (Verified as Ineligible)	Total Dropped	% Dropped through Random Verification <sup>[1]</sup>	% of Total Population Dropped
3	January	1,390,942	3,200	0.2%	483	12	495	15.5%	0.04%
4	February	1,404,896	3,066	0.2%	483	17	500	16.3%	0.04%
5	March	1,414,720	3,386	0.2%	601	14	615	18.2%	0.04%
6	April	1,419,180	2,819	0.2%	726	18	744	26.4%	0.05%
7	May	1,417,148	1,744	0.1%	1,023	42	1,065	61.1%	0.08%
8	June	1,417,502	1,522	0.1%	930	38	968	63.6%	0.07%
9	July	1,423,052	1,527	0.1%	897	35	932	61.0%	0.07%
10	August	1,437,807	1,553	0.1%	1,006	25	1,031	66.4%	0.07%
11	September	1,440,991	1,539	0.1%	946	31	977	63.5%	0.07%
12	October	1,442,248	889	0.1%	509	11	520	58.5%	0.04%
13	November	1,441,503	2,165	0.2%	1,130	56	1,186	54.8%	0.08%
14	December	1,437,537	42	0.0%	24	0	24	57.1%	0.00%
15	Y-T-D Total	<b>1,437,537</b>	<b>23,452</b>	<b>1.6%</b>	<b>8,758</b>	<b>299</b>	<b>9,057</b>	<b>38.6%</b>	<b>0.63%</b>
16	<sup>[1]</sup> Verification results are tied to the month initiated. Therefore, verification results may be pending due to the time permitted for a participant to respond.								
17									

	A	B	C	D	E	F	G
	<b>PY201 ESA and CARE Annual Report</b> <b>CARE Table 4</b> <b>CARE Self-Certification and Self-Recertification Applications</b> <b>Southern California Edison</b>						
1							
2		<b>Provided</b> <sup>[2]</sup>	<b>Received</b>	<b>Approved</b>	<b>Denied</b> <sup>[4]</sup>	<b>Pending/Never Completed</b> <sup>[5]</sup>	<b>Duplicates</b>
3	<b>Total (Y-T-D)</b> <sup>[1]</sup>	4,004,699	870,792	806,162	23,882	97,645	40,748
4	<b>Percentage</b> <sup>[3]</sup>	N/A	100.00%	92.58%	2.74%	N/A	4.68%
5	[1] Includes sub-metered customers.						
6	[2] Includes number of applications SCE provided for all direct mailing campaigns, customer calls made to the call center, and other outreach methods. Because there are other means by which customers obtain applications which are not counted, this number is only an approximation.						
7	[3] Percent of received applications.						
8	[4] Includes all applications received and not approved.						
9	[5] Includes pending recertification responses.						
10							

<b>PY2011 ESA and CARE Annual Report</b> <b>CARE Table 5</b> <b>Enrollment by County</b> <b>Southern California Edison</b>												
A	B	C	D	E	F	G	H	I	J			
1	County	Estimated Eligible			Total Participants			Penetration Rate				
		Urban <sup>[1]</sup>	Rural <sup>[1]</sup>	Total	Urban <sup>[1]</sup>	Rural <sup>[1]</sup>	Total	Urban <sup>[1]</sup>	Rural <sup>[1]</sup>	Total		
2	Fresno	845	0	845	52	0	52	6%	0%	6%		
3	Imperial	0	294	294	87	0	87	0%	0%	30%		
4	Inyo	8	1,894	1,902	26	1,063	1,089	325%	56%	57%		
5	Kern	13,041	18,718	31,759	350	25,547	25,897	3%	136%	82%		
6	Kings	0	8,802	8,802	0	9,799	9,799	0%	111%	111%		
7	Los Angeles	614,081	2,812	616,893	619,136	9,327	628,463	101%	332%	102%		
8	Madera	3	0	3	0	0	0	0%	0%	0%		
9	Mono	1	2,813	2,814	0	816	816	0%	29%	29%		
10	Orange	215,891	1	215,892	193,823	0	193,823	90%	0%	90%		
11	Riverside	97,251	94,587	191,838	161,618	32,733	194,351	166%	35%	101%		
12	San Bernardino	194,925	37,655	232,580	199,077	50,768	249,845	102%	135%	107%		
13	San Diego	0	3	3	0	0	0	0%	0%	0%		
14	Santa Barbara	20,110	0	20,110	11,910	0	11,910	59%	0%	59%		
15	Tulare	14,220	44,671	58,891	15,241	43,965	59,206	107%	98%	101%		
16	Ventura	66,408	2,291	68,699	54,695	7,504	62,199	82%	328%	91%		
17	Total	1,236,784	214,541	1,451,325	1,256,015	181,522	1,437,537	102%	85%	99%		
18												
19												
20												
21												
22	<sup>[1]</sup> "Rural" includes ZIP Codes classified as such by either the Rural Health Council or the Goldsmith modification that was developed to identify small towns and rural areas within large metropolitan counties. ZIP Codes not defined as rural are classified as urban.											

	A	B	C	D	E	F	G	H
	<b>PY2011 ESA and CARE Annual Report</b>							
	<b>CARE Table 6</b>							
	<b>Recertification Results</b>							
	<b>Southern California Edison</b>							
1	2011	Total CARE Population	Participants Requested to Recertify	% of Population Total (C/B)	Participants Recertified	Participants Dropped <sup>[1]</sup>	Recertification Rate % (E/C)	% of Total Population Dropped (F/B)
2								
3	January	1,390,942	31,122	2.2%	22,108	9,013	71.0%	0.6%
4	February	1,404,898	22,457	1.6%	15,068	7,382	67.1%	0.5%
5	March	1,414,720	41,013	2.9%	29,626	11,352	72.2%	0.8%
6	April	1,419,180	34,168	2.4%	25,462	8,645	74.5%	0.6%
7	May	1,417,148	32,947	2.3%	25,464	7,480	77.3%	0.5%
8	June	1,417,502	31,527	2.2%	23,897	7,629	75.8%	0.5%
9	July	1,423,052	24,079	1.7%	17,332	6,744	72.0%	0.5%
10	August	1,437,807	27,664	1.9%	19,756	7,906	71.4%	0.5%
11	September	1,440,991	35,799	2.5%	26,920	8,876	75.2%	0.6%
12	October	1,442,248	36,952	2.6%	28,315	8,620	76.6%	0.6%
13	November	1,441,503	44,867	3.1%	34,119	10,570	76.0%	0.7%
14	December	1,437,537	42,693	3.0%	31,194	2,368	73.1%	0.2%
15	Y-T-D Total	<b>1,437,537</b>	<b>405,288</b>	<b>28.2%</b>	<b>299,261</b>	<b>96,585</b>	<b>73.8%</b>	<b>6.7%</b>
16								
17	<sup>[1]</sup> Recertification results are tied to the month initiated. Therefore, recertification results may be pending due to the time permitted for a participant to respond.							

	A	B	C	D	E	F	G	H
1	<b>PY2011 ESA and CARE Annual Report</b> <b>CARE Table 7</b> <b>Capitation Contractors</b> <b>Southern California Edison</b>							
2	Contractor Name <sup>[1]</sup>	Contractor Type (Check one or more if applicable)				Enrollments <sup>[2]</sup>		
3		Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
4	ABRAZAR, INC.		x					
5	ARMENIAN RELIEF SOCIETY		x					
6	ASIAN PACIFIC WOMEN'S CENTER		x					
7	A&PI OLDER ADULTS TASK FORCE		x					
8	ACCESS CALIFORNIA SERVICES		x			-	1	1
9	ALPHA ENTERPRISE	x						
10	ALTADENA COMM IMPROVEMENT CTR		x					
11	ALTAMED HEALTH SVCS CORP		x					
12	ANOTHER HURRICANE PROJECT, INC		x					
13	ANTELOPE VLY BOYS & GIRLS CLUB		x					
14	APAC SERVICE CENTER	x				-	273	273
15	ASIAN AMERICAN RESOURCE CENTER		x			-	10	10
16	ASIAN PAC. HLTH CARE VENTURE		x					
17	ASIAN PACIF AM DISPUTE RES CTR		x					
18	ASIAN YOUTH CENTER		x					
19	ATLANTIC COMM ECON DEV CORP		x					
20	BAPAC		x					
21	BELL GARDENS CHAMBER		x			-	2	2
22	BEST BUY STORES LP (102)	x						
23	BEST BUY STORES LP (103)	x						
24	BEST BUY STORES LP (111)	x				-	2	2
25	BEST BUY STORES LP (1018)	x				-	1	1
26	BEST BUY STORES LP (119)	x						
27	BEST BUY STORES LP (1782)	x				-	1	1
28	BETHEL BAPTISH CHURCH		x			-	1	1
29	BISHOP PAIUTE TRIBE	x				1	-	1
30	BOYS & GIRLS CLUB OF EAST LA		x			-	1	1
31	BOYS & GIRLS CLUB OF STANTON		x					
32	BOYS&GIRLS CLUB OF SAN GABRIEL		x					
33	BRIDGES OF HOPE COMM RESOURCE CENTER		x			-	1	1
34	BURGERS INC DBA ENERGY SAVE	x				27	8,308	8,335
35	CA COUNCIL OF THE BLIND		x					
36	CAMPESINAS UNIDAS		x					
37	CAP OF SAN BERNARDINO CTY		x		x	67	173	240
38	CAREGIVERS VOLUNTEERS ELDERLY		x					
39	CATHEDRAL OF PRAISE		x					
40	CASA RAMONA, INCORPORATED		x					
41	CATHEDRAL CITY SENIOR CENTER		x					
42	CATHOLIC CHARITIES OF LA INC		x					
43	CATHOLIC CHARITIES-GOOD NEWS CENTER		x					
44	CATHOLIC CHARITIES-OASIS		x					
45	CATHOLIC CHARITIES OF ORANGE C		x					
46	CATHOLIC CHARITIES-SB/RIVERSID		x					
47	CB INVESTMENT	x						
48	CENTRO SHALOM		x					



	A	B	C	D	E	F	G	H
1	<b>PY2011 ESA and CARE Annual Report</b> <b>CARE Table 7</b> <b>Capitation Contractors</b> <b>Southern California Edison</b>							
2	Contractor Name <sup>[1]</sup>	Contractor Type (Check one or more if applicable)				Enrollments <sup>[2]</sup>		
3		Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
49	CHARO COMMUNITY DEVELOPMENT CO		x			-	1	1
50	CHILDREN'S BUREAU OF SO. CAL.		x			-	2	2
51	CHINESE CHRISTIAN HERALD CRUS.		x			-	11	11
52	CHINO VLY CHAMBER OF COMMERCE		x					
53	CHINO NEIGHBORHOOD HOUSE		x					
54	CHRIST UNITY CENTER		x					
55	CITIHOUSING REAL ESTATE SERVICES	x				-	1	1
56	CITY OF REFUGE RESCUE OUTREACH		x			-	1	1
57	CITRUS VALLEY HEALTH PARTNERS		x			-	35	35
58	CITY IMPACT		x					
59	CITY OF BEAUMONT SENIOR CENTER		x			2	-	2
60	CITY OF LA QUINTA SENIOR CTR		x					
61	COACHELLA VALLEY HSG COALITION		x					
62	COASTA MESA COMMUNITY FOUNDATION		x					
63	COMMUNITY ACTION SAN BARNARDINO		x					
64	COMM ACTION OF VENTURA COUNTY		x			8	67	75
65	COMM ACTION PARTNERSHIP OF OC		x		x	-	13	13
66	COMM ASSIST PROGRAM MORENO VLY		x					
67	COMMUNITY CENTER AT TIERRA DEL SOL		x			-	2	2
68	COMM SVC & EMPLOYMENT TRAINING		x					
69	COMMUNITY ENHANCEMENT SERV		x					
70	COMMUNITY PANTRY		x			-	7	7
71	CORONA NORCO FAMILY YMCA		x					
72	COR COMM. DEVELOPMENT CORP.		x					
73	COUNCIL ON AGING-ORANGE COUNTY		x					
74	COVE COMM SENIOR ASSOC		x					
75	CRISIS MINISTRY CHURCH OF VLY		x			5	7	12
76	CROSSROADS CHRISTIAN CHURCH		x					
77	CRYSTAL STAIRS, INC		x			-	1	1
78	DESERT ARC		x			-	3	3
79	DESERT MANNA MINISTRIES INC		x					
80	DISABLED RESOURCES CTR, INC		x			-	1	1
81	DOVE ENTERPRISES		x					
82	DUARTE COMMUNITY SVC COUNCIL		x					
83	ECCLESIAS ECON-COMM DEV COLLAB		x					
84	ECONOMIC & EMPLOYMENT DVLP CTR		x					
85	EL CONCILIO DEL CONDADO DE		x			-	5	5
86	ENERGY CONSEV. CONSULTANTS, INC.	x				-	792	792
87	ESCUELA DE LA RAZA UNIDA		x					
88	FAIR HOUSING COUNCIL RIVERSIDE		x					
89	FAITH GRACE CHINESE CHURCH		x					
90	FAME ASSISTANCE CORPORATION		x					
91	FAMILIES - COSTA MESA		x					
92	FAMILIES FORWARD		x					
93	FAMILY SERVICES OF THE DESERT, INC.		x					
94	FAMILY SVC ASSOC - W RIVERSIDE		x					

	A	B	C	D	E	F	G	H
1	<b>PY2011 ESA and CARE Annual Report</b> <b>CARE Table 7</b> <b>Capitation Contractors</b> <b>Southern California Edison</b>							
2	Contractor Name <sup>[1]</sup>	Contractor Type (Check one or more if applicable)				Enrollments <sup>[2]</sup>		
3		Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
95	FAMILY SVC ASSOC OF REDLANDS		x			-	4	4
96	FCI MANAGEMENT CONSULTANTS	x						
97	FOOD SHARE		x			-	1	1
98	FOUNDATION FOR COMMUNITY & FAMILY HEALTH		x			-	2	2
99	GOD PROVIDES MINISTRY		x					
100	GLOBAL MISSION CHURCH		x					
101	GOLD STAR MEDIA GROUP	x				-	1	1
102	GOODWILL OF ORANGE COUNTY CA		x			-	1	1
103	GOODWILL OF SO. CAL.		x			-	1	1
104	GO! THE CALENDAR STOP	x				2	1,236	1,238
105	HANNA'S HOUSE		x			-	3	3
106	HEART OF COMPASSION		x					
107	HELP OF OJAI, INC.		x			2	2	4
108	HELPING OTHERS PREPARE FOR ETERNITY		x					
109	HIGH DESERT DOMESTIC VIOLENCE PROGRAM		x			1	-	1
110	HIGH DESERT TRANSINE LIVING CONNECTION		x			3	-	3
111	HIGH DESERT YOUTH CENTER		x					
112	HNGTN PK-ADULT SCHOOL GAGE BR							
113	HOLLON MARKETING SYSTEM	x				-	1	1
114	HOMEMAKERS SERVICE OF IWV							
115	HOME OF NEIGHBORLY SERVICE							
116	HOUSING WITH HEART INC		x					
117	HUMAN SERVICES ASSOCIATION		x					
118	KERNVILLE UNION SCHOOL DISTRICT					1	-	1
119	KIDS COME FIRST							
120	KING/DREW'S SUPPORTERS, INC.		x					
121	KINGS CO HOUSING AUTHORITY					4	-	4
122	KINGS COMMUNITY ACTION ORG		x			2	-	2
123	KINGS CTY COMMISSION ON AGING		x					
124	KNIGHTS OF COLUMBUS - 12834		x					
125	KOMMAH SURAY INFLAM. B. CANCER FOUND							
126	KOREAN COMMUNITY SERVICE					-	3	3
127	KOREAN AM SENIORS ASSOC OF OC		x					
128	KOREAN AMERICAN FMLY SVC CTR		x					
129	KOREAN CHURCHES COMM DEV- KCCD		x					
130	LA COUNTY HOUSING					-	21	21
131	LALI MOHENO & ASSOCIATES	x						
132	LEAP THROUGH THE FIRE FTH MIN. LIGHTHOUSE LEARNING RESOURCE CENTER		x					
133	LITTLE TOKYO SERVICE CENTER		x			-	6	6
134	LONG BEACH CONSULTING GROUP							
135	LONG BCH LESBIAN AND GAY PRIDE		x					
136	LORRAINE'S LEARNING CENTER							
137	LOS ANGELES MONGOLIAN ASSOC.							

	A	B	C	D	E	F	G	H
1	<b>PY2011 ESA and CARE Annual Report</b> <b>CARE Table 7</b> <b>Capitation Contractors</b> <b>Southern California Edison</b>							
2	Contractor Name <sup>[1]</sup>	Contractor Type (Check one or more if applicable)				Enrollments <sup>[2]</sup>		
3		Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
139	LOS ANGELES URBAN LEAGUE		x			-	3	3
140	LOVELAND CHURCH JUBILEE PARTY		x					
141	LUTHERAN SOCIAL SVC OF SO CAL		x					
142	LUTHERAN SOCIAL SVCS OF SO CA		x					
143	MABURAY ALLIANCE, INC.							
144	MAKING A WAY FOUNDATION							
145	MAYWOOD CHAMBER OF COMMERCE		x					
146	MEALS ON WHEELS WEST		x					
147	MENIFEE CHAMBER OF COMMERCE							
148	MERCI		x					
149	MERCY MINISTRY (COMM. OUTREACH OF TDMI)		x					
150	MEXICAN AMERICAN OPPORTUNITY		x					
151	MISION EBENEZER FAMILY CHURCH		x					
152	MONTCLAIRE/ONTARIO JR. WOMEN'S CLUB					-	1	1
153	MONTEBELLO HOUSING DEVELOPMENT		x					
154	MOORPARK SENIOR CITIZENS INC		x					
155	MOUNTAIN VIEW COMMUNITY CHURCH		x					
156	MTN. COMMUNITIES HEALTHY START		x					
157	MULTICULTURAL CIV ASSOC MOR VL		x					
158	NEHEMIAH MINISTRIES		x					
159	NEW DIRECTION COMMUNITY COGIC		x					
160	NEW HORIZONS CAREGIVERS GROUP		x					
161	NEW HOPE VILLAGE, INC		x			3	-	3
162	NORCO SNR CTR PET RELIEF FUND		x					
163	OC BLACK CHAMBER OF COMMERCE		x					
164	OCCC	x				-	23	23
165	ONE OC		x			-	17	17
166	OPERATION GRACE		x					
167	ORNGE CO CONGREGATION COMM ORG		x					
168	ORANGE COUNTY DEAF ADVOCACY CENTER		x					
169	OUR COMMUNITY WORKS		x			-	179	179
170	OUR LADY OF HOPE CATH COMM INC		x					
171	PACIFIC ASIAN CONSORTIUM EMPLO		x		x			
172	PACIFIC ISLANDERS HEALTH PARTNERS		x			-	1	1
173	PAVING THE WAY FOUNDATION		x					
174	PERRIS COMMUNITY PARTNERSHIP		x					
175	PEOPLE FOR PEOPLE		x					
176	PIONEER FINANCIAL GROUP	x						
177	POMONA INLAND VLY COUNCIL OF CHURCHES		x					
178	POMONA MINISTRY OF ECONOMICS		x					
179	PRIME TIME SCHOOL		x					
180	PREMIER REALTY	x						
181	PROJECT DVRSN ALT FOR YOUTHS		x					
182	PROTEUS, INC.		x		x	14	9	23
183	QUINN COMMUNITY OUTREACH CORP		x			-	1	1
184	REACH OUT 29		x					

	A	B	C	D	E	F	G	H
1	<b>PY2011 ESA and CARE Annual Report</b> <b>CARE Table 7</b> <b>Capitation Contractors</b> <b>Southern California Edison</b>							
2	Contractor Name <sup>[1]</sup>	Contractor Type (Check one or more if applicable)				Enrollments <sup>[2]</sup>		
3		Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
185	REBUILDING TOGETHER CHRISTMAS		x					
186	RIVERSIDE DEPT COMM ACTION		x		x	3	30	33
187	ROP VIRTUAL ENTERPRISE CLASS		x					
188	SALVATION ARMY-SANTA FE SPRINGS		x					
189	SALVATION ARMY (SO. CAL DIV)		x					
190	SALVATION ARMY SOUTHEAST CORPS		x					
191	SAMARITAN'S HELPING HAND		x			3	4	7
192	SANTA ANITA FAMILY SERVICES		x			-	1	1
193	SANTA BARBARA HISPANIC CHAMBERS		x					
194	SANTA CLARITA VLY COMM AGING		x					
195	SEARCH TO INVOLVE FILIPINO		x					
196	SERVING PEOPLE IN NEED (SPIN)		x			-	2	2
197	SISTERS OF ST. JOSEPH OF ORANGE		x					
198	SMILE FOR SENIORS		x			-	1	1
199	SO. ANTELOPE VLY EMERGENCY SVC		x					
200	SOMEBODY CARES-- RANCHO CUCAMO		x					
201	SOMEBODY CARES SOUTHLAND		x					
202	SONRISE COMMUNITY OUTREACH INC		x					
203	SOUTHCOAST CHINESE CULTURAL ASSOC.		x					
204	SOUTHEAST CITIES SERVICE CENTER		x					
205	SOUTHEAST COMMUNITY DEVELOPMEN		x			-	15	15
206	SOUTHWEST MIN EC DVLP ASSOC.		x					
207	SOWING SEEDS FOR LIFE		x					
208	SPECIAL SVC FOR GROUPS		x					
209	SSG-TONGAN COMM. SERVICE CENTER		x					
210	SPIRIT OF THE EAGLE FOUNDATION		x					
211	ST ANTHONY SCHOOL		x					
212	ST FRANCIS MEDICAL CTR HLTH		x					
213	ST JOSEPH CHURCH		x					
214	ST MARY'S CHURCH		x					
215	ST MATTHIAS ELEM. SCHOOL		x					
216	ST PIUS V CHURCH		x					
217	ST VINCENT DE PAUL		x					
218	ST. MATTHIAS ELEMENTARY SCHOOL		x					
219	STA BARBARA HISP CHMBR OF COM		x					
220	STA BARBARA NGHBORHD CLINICS		x					
221	STEPPIN ACROSS AMERICA		x					
222	STOP VIOLENCE INCREASE PEACE		x			-	1	1
223	SYNERGY COMPANIES	x						
224	TEMECULA SENIOR CITIZENS SVC		x					
225	TEMPLE COMMUNITY OUTREACH		x					
226	TEMPLO CALVARIO, INC.		x					
227	THAI HEALTH & INFO SVCS		x					
228	THE AL & DOROTHY KEEN CTR		x					
229	THE CAMBODIAN FAMILY		x			-	1	1
230	THE GREEN TEAM		x					

	A	B	C	D	E	F	G	H
1	<b>PY2011 ESA and CARE Annual Report</b> <b>CARE Table 7</b> <b>Capitation Contractors</b> <b>Southern California Edison</b>							
2	Contractor Name <sup>[1]</sup>	Contractor Type (Check one or more if applicable)				Enrollments <sup>[2]</sup>		
3		Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
231	TODEC LEGAL CENTER, INC.		x					
232	TRANSFORMING LIVES INC.		x					
233	TRI CITY MENTAL HEALTH CENTER		x					
234	TRUEVINE COMMUNITY OUTREACH		x					
235	TULARE EMERGENCY AID COUNCIL, INC.		x			1	-	1
236	TURNING POINT FOUNDATION		x					
237	UNITED CAMBODIAN COMMUNITY INC		x					
238	UNITED STEEL WKRS OF AM 2018		x					
239	UNITY SHOPPE		x					
240	UP CLOSE PROMOTIONS	x						
241	VENTURA CITY HOUSING AUTHORITY	x						
242	VETERANS IN COMMUNITY SERVICE		x		x			
243	VICTOR VLY COMM DENTAL SVC PRG		x					
244	VICTOR VALLEY COMM. SERVICES COUNCIL		x			4	-	4
245	VIETNAMESE COMMUNITY OF OC INC		x			-	29	29
246	VOICES OF INDIGENOUS PEOPLE		x					
247	VOLUNTEERS OF EAST LA		x			-	5	5
248	WAKE UP INCORPORATED		x					
249	WALKING SHIELD AM INDIAN SOC		x					
250	WBC ENTERPRISES	x				-	4	4
251	WINNING OUR WORLD		x					
252	WRAP FAMILY SERVICES		x					
253	YOUTH EMPL SVC - HARBOR AREA		x					
254	YOUNG NAK OUTREACH & TRANSF FOUND		x					
255	YWCA INTERVALE SENIOR SERVICES		x					
256	<b>TOTAL</b>					<b>153</b>	<b>11,332</b>	<b>11,485</b>
257								
258	<sup>[1]</sup> All capitation contractors with current contracts are listed regardless of whether they have signed up customers or submitted invoices this year.							
259	<sup>[2]</sup> Numbers reflect customers that have been placed on the rate YTD. Capitation payments may lag by a month or more depending on when SCE is invoiced by the contractors.							

	A	B	C	D	E	F	G	H
	<b>PY2011 ESA and CARE Annual Report</b>							
	<b>CARE Table 8</b>							
	<b>Participants Per Month</b>							
	<b>Southern California Edison</b>							
1								
2	<b>2011</b>	<b>Gas and Electric</b>	<b>Gas Only</b>	<b>Electric Only</b>	<b>Total</b>	<b>Eligible Households</b>	<b>Penetration</b>	<b>% Change <sup>[1]</sup></b>
3	<b>January</b>			1,390,942	1,390,942	1,446,411	96%	1%
4	<b>February</b>			1,404,898	1,404,898	1,446,411	97%	1%
5	<b>March</b>			1,414,720	1,414,720	1,446,411	98%	1%
6	<b>April</b>			1,419,180	1,419,180	1,446,114	98%	1%
7	<b>May</b>			1,417,148	1,417,148	1,446,114	98%	1%
8	<b>June</b>			1,417,502	1,417,502	1,446,114	98%	1%
9	<b>July</b>			1,423,052	1,423,052	1,447,400	98%	1%
10	<b>August</b>			1,437,807	1,437,807	1,447,400	99%	1%
11	<b>September</b>			1,440,991	1,440,991	1,447,400	100%	0%
12	<b>October</b>			1,442,248	1,442,248	1,451,325	99%	1%
13	<b>November</b>			1,441,503	1,441,503	1,451,325	99%	0%
14	<b>December</b>			1,437,537	1,437,537	1,451,325	99%	0%
15	<b>Total for 2011</b>			1,437,537	1,437,537	1,451,325	99%	
16								
17	<sup>[1]</sup> In 2011, SCE did not experience any monthly variances of 5% or more in the number of participants.							

	A	B	C	D
1	<b>PY2011 ESA and CARE Annual Report CARE Table 9 Average Monthly Usage and Bill Southern California Edison</b>			
2	<b>Average Monthly Gas / Electric Usage</b>			
3	<b>Residential Non-CARE vs. CARE Customers <sup>[1]</sup></b>			
4		Gas Therms	Gas Therms	Gas Therms
5	Customer	Tier 1*	Tier 2**	Total
6	Non-CARE	102	8	110
7	CARE	16	2	18
8		Electric KWh	Electric KWh	Electric KWh
9	Customer	Tier 1*	Tier 2**	Total
10	Non-CARE	308	270	579
11	CARE	324	192	516
12				
13	Notes:			
14	<sup>[1]</sup> Excludes master-meter usage or D-CARE-E.			
15	* - Baseline			
16	** - Non-baseline			
17				
18				
19	<b>Average Monthly Gas / Electric Bill</b>			
20	<b>Residential Non-CARE vs. CARE Customers <sup>[1]</sup></b>			
21	(Dollars per Customer)			
22	Customer	Gas	Electric	
23	Non-CARE	\$80.33	\$101.25	
24	CARE [2]	\$62.01	\$58.25	
25				
26	Notes:			
27	<sup>[1]</sup> Excludes master-meter usage or D-CARE-E.			

	A	B	C	D	E	F
1	<b>PY2011 LIEE and CARE Annual Report</b>					
2	<b>CARE Table 10</b>					
3	<b>CARE Surcharge &amp; Revenue</b>					
4	<b>Southern California Edison</b>					
5	<b>Electric</b>					
6	<b>CARE Surcharge and Revenue Collected by Customer Class</b>					
7	Customer Class	Average Monthly		CARE Surcharge As Percent Of Bill	Total CARE Surcharge Revenue Collected	Percentage Of CARE Surcharge Revenue
8		CARE Surcharge	Monthly Bill			
9	Residential <sup>[1]</sup>	\$ 5,866,757	\$ 381,618,087	1.5%	\$ 70,401,083	27.9%
10	Commercial	\$ 348,763	\$ 13,509,407	2.6%	\$ 4,185,154	1.7%
11	Agricultural	\$ 11,126,606	\$ 410,080,822	2.7%	\$ 133,519,272	52.8%
12	Large/Industrial	\$ 2,386,176	\$ 58,558,524	4.1%	\$ 28,634,115	11.3%
13	Totals	\$ 19,728,302	\$ 863,766,840	2.3%	\$ 236,739,625	93.7%
14	<sup>[1]</sup> Excludes CARE customers					
15	<b>GAS</b>					
16	<b>CARE Surcharge and Revenue Collected by Customer Class</b>					
17	Customer Class	Average Monthly		CARE Surcharge As Percent Of Bill	Total CARE Surcharge Revenue Collected	Percentage Of CARE Surcharge Revenue
18		CARE Surcharge	Monthly Bill			
19	Residential					
20	Commercial					
21	Natural Gas Vehicle					
22	Industrial <sup>[2]</sup>					
23	<sup>[2]</sup> Industrial includes both G-NT(D) and G-NT(T) and is net of volumes qualifying for G-COG.					



	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>CARE Table 11</b> <b>CARE Capitation Applications</b> <b>Southern California Edison</b>					
2	Entity <sup>[1]</sup>	Total Received	Approved	Denied	Pending/ Never Completed	Duplicate
3	ACCESS CALIFORNIA SERVICES	3	1	-		2
4	APAC SERVICE CENTER	354	274	2		78
5	ASIAN AMERICAN RESOURCE CENTER	21	10	4		7
6	BURGERS INC DBA ENERGY SAVE	9,571	8,296	340		935
7	CAP OF SAN BERNARDINO CTY	302	240	4		58
8	CATHOLIC CHARITIES OF LA INC	1	-	-		1
9	CHINESE CHRISTIAN HERALD CRUS.	16	11	3		2
10	CITIHOUSING REAL ESTATE SERVIC	2	1	-		1
11	COMM ACTION OF VENTURA COUNTY	107	75	10		22
12	COMM ACTION PARTNERSHIP OF OC	19	13	-		6
13	COMMUNITY PANTRY	12	7	-		5
14	CRISIS MINISTRY CHURCH OF VLY	36	12	6		18
15	DISABLED RESOURCES CTR, INC	2	1	-		1
16	EL CONCILIO DEL CONDADO DE	11	5	1		5
17	ENERGY CONSERV CONSULTANTS INC	864	797	5		62
18	GOLD STAR MEDIA GROUP	1	1	-		-
19	GOODWILL INDUSTRIES OF SO. CAL	1	1	-		-
20	GOODWILL OF ORANGE COUNTY CA	1	1	-		-
21	HEART OF COMPASSION	8	-	1		7
22	HELP OF OJAI, INC.	8	4	-		4
23	HOLLON MARKETING SYSTEMS	2	1	-		1
24	KERNVILLE UNION SCHOOL DISTRIC	1	1	-		-
25	KINGS CO HOUSING AUTHORITY	9	4	1		4
26	KINGS COMMUNITY ACTION ORG	2	2	-		-
27	LA COUNTY HOUSING AUTHORITY	50	21	14		15
28	LIBERTY TAX SERVICE	5	1	-		4
29	MEXICAN AMERICAN OPPORTUNITY	1	-	-		1
30	OCCC	37	23	4		10
31	PROTEUS, INC.	183	24	63		96
32	REACH OUT 29	2	-	-		2
33	RIVERSIDE DEPT COMM ACTION	137	33	27		77
34	SAMARITAN'S HELPING HAND	7	7	-		-
35	SOUTHEAST COMMUNITY DEVELOPMEN	60	15	16		29
36	TODEC LEGAL CENTER, INC.	1	-	-		1
37	WBC ENTERPRISES, LLC	12	4	1		7
38	FAMILY SVC ASSOC OF REDLANDS	9	4	4		1
39	SANTA ANITA FAMILY SERVICE	1	1	-		-
40	VICTOR VALLEY COMM SVC COUNCIL	7	4	-		3
41	CITY OF BEAUMONT SENIOR CENTER	10	2	2		6
42	BELL GARDENS CHAMBER	2	2	-		-
43	PACIFIC ISLANDER HLTH (PIHP)	2	1	-		1
44	GOD PROVIDES MINISTRY, INC.	1	-	1		-
45	COMM CENTER AT TIERRA DEL SOL	8	2	-		6
46	LIGHTHOUSE LEARNING RES CTR	13	6	3		4
47	FOUNDATION FOR COMM & FAM HLTH	2	2	-		-
48	SPECIAL SVC FOR GROUPS - TCSC	1	-	-		1
49	CHARO COMMUNITY DEVELOPMENT CO	2	1	1		-
50	BEST BUY CO., INC. (102)	1	-	-		1

	A	B	C	D	E	F
1	<b>PY2011 ESA and CARE Annual Report</b> <b>CARE Table 11</b> <b>CARE Capitation Applications</b> <b>Southern California Edison</b>					
2	Entity <sup>[1]</sup>	Total Received	Approved	Denied	Pending/ Never Completed	Duplicate
51	BEST BUY CO., INC. (111)	4	2	-		2
52	BEST BUY CO., INC. (1018)	1	1	-		-
53	LOS ANGELES URBAN LEAGUE	21	3	8		10
54	BEST BUY CO., INC. (1782)	1	1	-		-
55	COMMUNITY SETTLEMENT ASSOC.	4	-	1		3
56	QUINN COMMUNITY OUTREACH CORP.	1	1	-		-
57	OUR COMMUNITY WORKS	293	179	1		113
58	CITY OF REFUGE RESCUE OUTREACH	1	1	-		-
59	SMILES FOR SENIORS FOUND.	6	1	-		5
60	STOP VIOLENCE INCREASE PEACE	1	1	-		-
61	HIGH DESERT D. V. PROG., INC.	1	1	-		-
62	TULARE EMERGENCY AID COUNCIL	1	1	-		-
63	FOOD SHARE	2	1	-		1
64	EAST L. A. BOYS & GIRLS CLUB	1	1	-		-
65	VOLUTNEERS OF EAST LOS ANGELES	14	5	2		7
66	VIETNAMESE COMMUNITY OF OC INC	52	29	9		14
67	MONTCLAIR/ONTARIO JR WMS. CLUB	2	1	-		1
68	CRYSTAL STAIRS, INC.	3	1	-		2
69	SERVING PEOPLE IN NEED-SPIN	4	2	-		2
70	KOREAN COMMUNTY SERVICES	10	3	2		5
71	BETHEL BAPTIST CHURCH	1	1	-		-
72	THE CAMBODIAN FAMILY	4	1	2		1
73	CHILDREN'S BUREAU OF SO. CAL.	3	2	-		1
74	GO THE CALENDAR STOP	1,676	1,249	15		412
75	HI DESRT. TRANS. LIVNG. CONN.	10	3	1		6
76	HANNA'S HOUSE	12	3	2		7
77	BRIDGES OF HOPE	1	1	-		-
78	NEW HOPE VILLAGE, INC	4	3	1		-
79	ONEOC	38	17	2		19
80	EMPOWERMENT ZONE	1	-	-		1
81	NEW DIRECTION COMMUNITY CHURCH	1	-	-		1
82	CITRUS VALLEY HEALTH PARTNERS	78	35	3		40
83	DESERT MANNA MINISTRIES INC	1	-	-		1
84	DESERT ARC	5	3	1		1
85	BISHOP PAIUTE TRIBE	1	1	-		-
86	<b>Grand Total</b>	<b>14,167</b>	<b>11,465</b>	<b>563</b>		<b>2,139</b>
87						
88	<sup>[1]</sup> Includes all entities with activity in 2011					

	A	B	C	D	E	F	G
1	<b>PY2011 ESA and CARE Annual Report CARE Table 12 CARE Expansion Program Southern California Edison</b>						
2	<b>CARE Expansion Program</b>						
3		Participating Facilities by Month (Gas)			Participating Facilities by Month (Electric)		
4	2011	CARE Residential Facilities	CARE Commercial Facilities	Total Facilities	CARE Residential Facilities	CARE Commercial Facilities	Total Facilities
5	January				379	173	552
6	February				378	177	555
7	March				384	187	571
8	April				392	185	577
9	May				393	189	582
10	June				414	193	607
11	July				419	193	612
12	August				418	193	611
13	September				416	193	609
14	October				417	191	608
15	November				416	191	607
16	December				409	190	599
17							
18							
19	<b>CARE Expansion Program</b>						
20	Average Monthly Gas / Electric Usage <sup>[1]</sup>						
21		Gas	Electric				
22	Customer	Therms	KWh				
23	Residential Facilities	N/A	916				
24	Commercial Facilities	N/A	12,625				
25							
26	<sup>[1]</sup> Excludes master meter usage.						
27							
28							
29	<b>CARE Expansion Program</b>						
30	CARE Expansion Self-Certification and Self-Recertification Applications						
31		Received	Approved	Denied <sup>[2]</sup>	Pending/Never Completed	Duplicates	
32	Total	150	150	3	-	-	
33	Percentage	-	100%	-	-	-	
34							
35	<sup>[2]</sup> Denied Applications are defined as: Closed Accounts						

	A	B	C	D	E
	<b>PY2011 ESA and CARE Annual Report</b> <b>CARE Table 13</b> <b>CARE Fundshifting</b> <b>Southern California Edison</b>				
1					
2	<b>CARE Program Fund Shifting by Category in Program Year 2010</b>				
3	<b>CARE Budget Categories:</b>	<b>Total Authorized</b>	<b>Total Shifted <sup>[1]</sup></b>	<b>% of Authorized Total</b>	<b>Shifted to/from?</b>
4	Outreach (includes automatic enrollment)	\$ 2,230,000			
5	Processing, Certification, and Verification	\$ 900,000			
6	Information Tech./Programming	\$ 1,000,000			
7	Pilots	\$ -			
8	Measurement and Evaluation	\$ 56,000			
9	Regulatory Compliance	\$ 145,000	\$ 15,129	10%	From General Administration
10	General Administration	\$ 948,000	\$ (15,129)	-2%	To Regulatory Compliance
11	CPUC Energy Division Staff	\$ 206,000			
12	Cooling Centers	N/A			
13	Total Expenses	\$ 5,485,000			
14	Subsidies and benefits	\$ 211,400,000			
15					
16	Total Program Costs and Discounts <sup>[2]</sup>	\$ 216,885,000	\$ -		
17					
18	<sup>[1]</sup> Please report this number in standard accounting format, with negative amounts displayed in parentheses (\$xx,xxx.xx).				
19					
20					

**Attachment B**

**SCE's FERA Program Annual Report for Program Year 2011**



SOUTHERN CALIFORNIA  
**EDISON**

An *EDISON INTERNATIONAL* Company

**SOUTHERN CALIFORNIA EDISON COMPANY'S (U-338 E)  
REPORT FOR THE FAMILY ELECTRIC RATE ASSISTANCE (FERA) PROGRAM FOR  
THE PERIOD JANUARY - DECEMBER 2011**

**May 1, 2012**

**SOUTHERN CALIFORNIA EDISON COMPANY'S REPORT FOR THE  
FAMILY ELECTRIC RATE ASSISTANCE (FERA) PROGRAM**

**January 1, 2011 through December 31, 2011**

**I. Participant Information**

- A. Provide the total number of FERA customers by month, for the reporting period.**

See Table 1.

<b>Table 1</b>		
<b>2011<sup>1</sup></b>	<b>FERA Enrolled</b>	<b>FERA Receiving Tier 3 Benefit</b>
<b>January</b>	24,848	17,597
<b>February</b>	24,832	14,415
<b>March</b>	25,039	16,271
<b>April</b>	25,141	15,297
<b>May</b>	25,206	15,036
<b>June</b>	25,083	15,653
<b>July</b>	25,279	15,440
<b>August</b>	25,282	17,069
<b>September</b>	24,820	17,448
<b>October</b>	24,841	16,021
<b>November</b>	24,619	15,135
<b>December</b>	24,566	16,951

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<sup>1</sup> FERA was implemented in June 2004.

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

See Table 2.

<b>Table 2</b>			
<b>FERA Penetration Rate</b>			
<b>2011 Quarter Ending</b>	<b>FERA-Eligible Households</b>	<b>FERA- Participating Households</b>	<b>FERA Household Penetration Rate<sup>2</sup></b>
March 31	222,352	25,039	11%
June 30	222,618	25,083	11%
September 30	223,032	24,820	11%
December 31	222,643	24,566	11%

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

SCE used the joint energy utility methodology for the CARE program that was adopted by the California Public Utilities Commission (Commission) in Decision D.01-03-028 for developing quarterly penetration estimates for March, June, September, and December 2011. 2010 vendor data and a variety of additional sources described in the CARE Annual Report were used to provide household size and income distributions as a basis for the eligibility estimates used in 2011. This CARE methodology, which incorporates recent labor market changes as influences upon household income, estimates a demographic eligibility rate by county (and various smaller geographies) for customers, based on an income limitation of 200% of the federal poverty guideline. The demographic eligibility rate is applied to (multiplied by) the total number of technically eligible customers (those having an eligible meter or sub-meter) to determine the total number of eligible households. The total number of participating households is divided by the number of eligible households to estimate the CARE penetration rate. The CARE methodology can be extended to cover other programs with guidelines involving household size and

<sup>2</sup> FERA Household Penetration Rate is calculated by dividing FERA Participating Households by FERA-Eligible Households.



income, and the Joint Utilities have done this in the case of FERA income and household size guidelines.

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

As of December 31, 2011, there were 112 sub-metered tenants participating in FERA.

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

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

**II. Program Costs**

**A. Discount Cost**

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

The average monthly FERA discount received, in dollars per FERA customer was \$10.44.<sup>3</sup>

**2. State the cumulative annual discount for all FERA customers.**

The cumulative annual discount for all FERA customers was \$3,129,005.90.<sup>4</sup>

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<sup>3</sup> Includes all enrolled customers who received a discount in any month.

<sup>4</sup> Includes all enrolled customers who received a discount in any month.

**B. Administrative Cost**

1. Show the FERA Program's administrative cost by category.

See Table 4.

<b>Table 4</b>	
<b>FERA Program Administrative Costs by Category and Benefits</b>	
<b>Category</b>	<b>Cost</b>
<b>Outreach/Marketing</b>	2,924.61
<b>Processing, Certification, and Verification <sup>[1]</sup></b>	
<b>General Administration <sup>[1]</sup></b>	
<b>Information Technology</b>	23,749.57
<b>Capitation</b>	22,130.86
<b>TOTAL PROGRAM COSTS</b>	<b>48,805.04</b>
<b>CUSTOMER BENEFITS</b>	<b>3,129,005.90</b>
<b>TOTAL PROGRAM COSTS &amp; CUSTOMER BENEFITS</b>	<b>3,177,810.94</b>

[1] Costs are not tracked separately from CARE, therefore, costs in these categories have been charged to the CARE program.

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

See table below.

Category	Description
<b>Outreach</b>	Includes: Bill inserts, advertising, applications (printing and mailing), posters, brochures, flyers, postage, and other outreach, information technology (technical support and software licensing), staff labor, out bound dialing, 800#, outreach pilots, and Capitation Fee Project.
<b>Processing, Certification, and Verification</b>	Includes: Staff labor, information technology (technical support and software licensing), application processing, training, programming labor, and sub-meter certification.
<b>General Administration</b>	Includes: <b>Information Technology/Programming</b> Programming and labor costs associated with system enhancements and maintenance of existing processes.  <b>Regulatory Compliance</b> Applications, advice filings, comments and reply comments, hearings, reports and studies, working group meetings, public input meetings, and tariff revisions.  <b>Other</b> Office supplies, market research, program management labor (including pensions and benefits), and information technology (technical support and software licensing).
<b>Startup</b>	Includes: Labor and system programming to implement the program.
<b>Benefits</b>	Includes: Rate discounts.

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

Capitation and Customer Benefits are actual costs incurred by the FERA program. Outreach/Marketing and Information Technology costs are charged 95% to CARE and 5% to FERA. Processing, Certification, and Verification, and General Administration costs are charged entirely to CARE.

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

SCE's FERA Balancing Account was closed prior to December 31, 2009. In A.08-05-026, SCE proposed to include the FERA-related O&M Administrative funding in the authorized CARE administrative revenue requirement, record actual FERA-related expenses in the CARE Balancing Account (CBA), transfer the December 31, 2008 Family Electric Rate Assistance Balancing Account (FERABA) balance to the Public Purpose Programs Adjustment Mechanism (PPPAM) balancing account and eliminate Preliminary Statement, Part Z, FERABA. The Commission approved SCE's proposal in D.08-11-031.

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

**III. Outreach**

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

SCE's goal is to enroll as many eligible customers who are willing to participate on FERA. FERA enrollment decreased from 24,646 on December 31, 2010 to 24,566 on December 31, 2011 which represents a net decrease of 80.

FERA outreach was conducted as an adjunct to CARE outreach from January through December 2011 as follows:

SCE's CARE/FERA programs partner with internal SCE departments such as Equal Opportunity, Public Affairs, Consumer Affairs, Customer

**SCE's FERA Report**  
**January 1, 2010– December 31, 2010**

Experience Management, Corporate Communications, Community Involvement, Speakers Bureau, employee volunteer-based Resource Groups, as well as external organizations and various chambers, foundations, faith-based and CBOs in outreach activities that target SCE's hard-to-reach customer base.

SCE participated in 11 Strategic Collaborative Conferences designed to provide a platform, for sharing critical information on sector-specific strategies to meet the needs of SCE's customer base in and the following ethnic communities: African American, Latino and Asian Pacific Islander Non-profit organizations. The objectives of these forums were to (1) educate and inform ethnic communities about valuable SCE programs and services; (2) create, renew and strengthen strategic relations within these communities; and (3) explore ways SCE can leverage opportunities to assist and better serve these communities during the current economic challenges. SCE was able to serve these objectives by sharing the CARE, FERA and ESA programs along with potential contracting opportunities for these organizations through the Capitation Fee Project. The forum dates, locations and ethnic communities are as follows:

1. March 17, 2011	Bishop	Eastern Sierra Tribal Community
2. May 13, 2011	Cathedral City	ENLACES Latino Community
3. June 3, 2011	Rosemead	Asian Pacific Islander Community
4. June 24, 2011	Lancaster	African American Community
5. July 8, 2011	Lynwood	ENLACES Latino Community
6. August 12, 2011	Oxnard	ENLACES Latino Community
7. September 9, 2011	Carson	Asian Pacific Islander Community
8. October 14, 2011	Garden Grove	ENLACES Latino Community
9. November 10, 2011	Fontana	African American Community
10. December 2, 2011	Westminster	Asian Pacific Islander Community
11. December 8, 2011	Tulare	ENLACES Latino Community

As part of a Faith-Based Initiative, SCE's Income-Qualified Programs signed a purchase order with WBC Enterprises, led by Pastor Mark Whitlock, a key leader in the African-American community. The purchase order funded three outreach events in 2010 and one in 2011 seeking to increase program awareness, enroll eligible customers in the CARE, FERA and EMA programs, and issue capitation contracts to faith-based organizations (FBOs). These events also provided participants with supplier diversity opportunities within the company as well as free workshops on resume/interview tips to assist with employment opportunities.

- The first of these four events was held on January 30, 2010 at the City of Refuge in Gardena, CA and over 4,000 people turned out for this “Day of Opportunity.”
- The second event was held on June 12, 2010 at Life Church in Rubidoux, CA and over 100 people turned out for this “Day of Opportunity.”
- The third event was held on September 25, 2010 at Christ Our Redeemer Church in Irvine and more than 100 people turned out for this “Day of Opportunity.”
- The fourth event was held on March 12, 2011 at New Mount Pleasant Missionary Baptist Church in Inglewood, California and over 150 people turned out for this “Day of Opportunity”

These four events marked the joining of three major religious denominations within the African American community:

- Bishop Noel Jones of City of Refuge Church
- Bishop Charles Blake of Church of God in Christ
- Bishop T. Larry Kirkland of the western region of the African Methodist Episcopal Church.

Throughout March 2011, as part of an educational initiative, SCE funded seven performances of East West Players’ touring production of “Allos: The Story of Carlos Bulosan,” which provided multicultural outreach to several diverse communities within SCE’s service territory. CARE applications were included in the program booklet handed out to the attendees, and SCE hosted a booth at each performance promoting the income qualified programs to further educate people in these communities.

In 2011, SCE’s CARE and FERA programs had a presence at 347 outreach events, wherein hundreds of CARE applications were distributed to potentially eligible customer populations throughout SCE’s service territory. At many of these events, eligible customers had the opportunity to enroll or recertify for CARE via the real-time online enrollment application available on [www.sce.com](http://www.sce.com) and learn about the programs directly from a CARE/FERA subject matter expert. Such events provided SCE with the opportunity to uphold a presence in the community, continue to educate the public about SCE program offerings, and enroll eligible customers.

On November 4, 2011, CARE program management participated in the Native American Strategic Engagement Workshop in Wildomar, CA to promote the CARE, FERA, ESA and Capitation programs. This event was a follow-up to the Eastern Sierra Tribal Community Forum held on March 17, 2011 in Bishop. The objective of this event was to provide specific program information to meet the needs of Native American

customers. As a result of this Strategic Workshop, Bishop Paiute Tribe, a non-profit organization, was brought on board as an SCE Capitation contractor.

On November 19, 2010, the Commission approved Resolution CSID-004, a one-year pilot program named CHANGES, to provide limited English speaking customers in-language education, needs and dispute resolution, and outreach program for energy issues. The program is administered through the same community contractor, Self Help for the Elderly (SHE) and 22 CBOs, which also administer the CPUC's Telecommunications Education and Assistance in Multiple-Languages (TEAM) program. Of the 22 organizations in the program, five are in SCE's service territory. The five organizations serving SCE's territory include: Abrazar, Asian American Resource Center, El Concilio del Condado De Ventura County, South Asian Network, and Vietnamese Community of Orange County, Inc. The Resolution directs the pilot be funded by SCE, PG&E, SDG&E and SoCalGas, through CARE outreach program funding.

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

1. Education: The education component includes trainings, workshops or one-to-one technical assistance for customers on various topics. Some of the topics covered under this component include: avoiding disconnections, payment arrangements, assistance programs available, how to read a utility bill, tiered rates and information on energy conservation.
2. Dispute and Need Resolution: CBOs work directly with customers and utility companies to assist with issues such as, bill inquiries, payment arrangements, avoidance of service disconnections or restoration of service. The current TEAM program provides assistance in 38 languages.
3. Outreach: CBOs leverage the existing TEAM outreach activities as an opportunity to introduce information about CHANGES, provide new energy-related materials and market the program via various media outlets.

Based on the program administrator's reports, CHANGES achieved the following activities for SCE (February-December 2011):

SCE's FERA Report  
 January 1, 2010– December 31, 2010

Component (in language)	Activity
<b>Community Events:</b>	
Dari Farsi Phasto Chinese Korean Spanish Tagalog Vietnamese	CBOs did outreach and distributed materials at local community events serving 5,293 customers.
<b>Media:</b>	
<u>Television</u> Vietnamese Spanish	VNA – TV 57.3 (No. Reached: 2,500) Univision (No. Reached: 50,000) Adelante Media Group
<u>Radio</u> Chinese Korean Spanish	Heavenly Radio (No. Reached: 150,000) Radio Korea (No. Reached: 600,000) Radio Bilingue (No. Reached: 60,000) Alicia Llanes Radio (No. Reached: 10,000)
<u>Print</u> Armenian Korean Vietnamese Tagalog Spanish	New Armenian (No. Reached: 37,500) Koreatown Daily (No. Reached: 10,000) Vietnamerican Weekly (No. Reached: 7,500) Asian Journal (No. Reached: 15,000) La Prensa (No. Reached: 25,000)
<b>Consumer Education:</b>	
Arabic Armenian Chinese English Farsi Indonesian Korean Punjabi Spanish Tagalog Vietnamese	CBOs conducted small workshops and one-to-one education with 3,327 customers.



SCE conducted marketing to increase awareness and enrollment of the CARE/FERA programs as described below:

### **Marketing**

In order to sustain SCE's "Here to Help" image, SCE continued to proactively reach out to customers that had difficulty paying their electric bills through the following integrated efforts:

- SCE continued to include a CARE enrollment application in the Welcome Kit that is sent to residents requesting new service or transfer of service.
- In partnership with East West Players, SCE provided information on income qualified and payment assistance programs to patrons attending performances at schools, churches, libraries and other locations in underserved communities.
- Participated in community events that target customers seeking information on bill payment assistance and energy savings, for example: Earth Day Events, Community Forums, Special Olympics, County Fairs', and other local community events.
- The Customer Connection Newsletter provided information and resources on the CARE, FERA and ESA programs.
- As part of the CARE/FERA annual solicitation process in June 2011, SCE included CARE/FERA enrollment applications in the bill of non-CARE/FERA customers.
- SCE's Home Energy Efficiency Survey Recommendations report included information on the CARE and FERA programs.
- In May, SCE implemented a targeted direct mail campaign to seniors and customers with special needs promoting the CARE/FERA program.

### **Earned Media (PR and Outreach)**

#### **African American**

All 34 earned media placements within the African American community reached an estimated circulation of 735,480, which includes print reader, radio listeners and TV viewers. The topic was covered mainly as

secondary messages in releases such as “SCE Reaches Out to Customers to Help Lower Their Electric Bills” or calendar release postings promoting SCE’s partnership with WBC events. A total of five press releases were distributed that included the ESA, CARE, and FERA programs.

**Print**

Information about SCE’s money saving programs such as CARE and FERA were conveyed in 10 different publications such as: Tri-County Sentry, Our Weekly, San Bernardino American News, Inland Valley News, Long Beach Leader, California Crusader News, West Side Story Newspaper, and Black Voice News.

**Online**

Online sites such as the PasadenaJournal.com, LongBeachTimes.net, OurWeekly.com, SBAmerican.com, CalCrusNews.com, BlackVoiceNews.com, the Precinctreporter.com, and blacknla.com conveyed information on SCE’s money-saving programs such as CARE and FERA.

**Broadcast**

Radio stations KCAA AM 1050 and local cable station the Wright Place discussed the CARE and FERA programs and the benefits they provide for its participants.

**Asian**

In 2011, 36 earned media placements covering the CARE/FERA and ESA programs within the Asian Community totaled 6,423,600 impressions. Media markets that covered these messages included Chinese, Filipino, Indian, Korean, Pakistani and Vietnamese.

Most coverage was original stories, with the exception of one press release: SCE Offers Ways to Chill High Bills During the Heat Wave; distributed in August 22, 2011. The stories were distributed in Cambodian, Chinese, Farsi, Korean, Thai and Vietnamese.

**Print**

- Information about SCE’s CARE, FERA, and ESA programs were conveyed in different Asian market publications including, but not limited to, Sing Tao Daily News, Korean Daily, Viet Bao Daily News, India Post, Asian Journal, Balita USA, and Pakistan Link. Total Earned Placements: 17
- Total Circulation: 989,600
- Total Impressions: 3,463,600

**Online**

**SCE's FERA Report**  
**January 1, 2010– December 31, 2010**

- Print publications and TV outlets also posted stories online, with a total of 17 placements, including, but not limited to, ZW-TV, LA 18, Korean Daily, Viet Bao Daily News, India Post, Asian Journal, Balita USA and Pakistan Link. Total Earned Placements: 17
- Total Impressions: 30,000

**Television**

- ZW-TV, a Chinese digital channel related to CTI-TV, interviewed an SCE spokesperson on CARE/FERA programs. LA 18's Korean news program also included an SCE spokesperson who mentioned CARE/FERA programs. Total Earned Placements: 2
- Total Viewership: 2,900,000

**Hispanic**

In 2011, 27 earned media placements covering CARE/FERA and ESA programs within the Hispanic community totaled 1,447,225 impressions.

**Print**

Information about SCE's CARE, FERA and ESA programs were conveyed in several different publications including: El Informador del Valle; La Prensa Hispana LA; 20 de Mayo; La Nueva Voz Pomona; Bell Gardens Sun; City Terrace Comet; Commerce Comet; East Los Angeles Brooklyn-Belvedere Comet; Eastside Sun; Mexican American Sun; Montebello Comet; Monterey Park Comet; Northeast Sun; Vernon Sun and Wyvernwood Chronicle.

- Total Earned Placements: 16
- Total Circulation: 266,018
- Total Impressions: 931,063

**TV**

KMEX-TV and KTFR-TV covered SCE and The Gas Co.'s economic assistance programs such as CARE, FERA and ESA. The most coverage earned on the CARE program was through SCE's and The Gas Co.'s one-time participation in Univision "A Su Lado," a public-affairs series of segments featured in the Los Angeles station's morning newscast, "Primera Edición," on June 27<sup>th</sup>, 2011.

- Total Earned Hits: 6
- Total Viewership: 483,162

**Online**

Publications that posted information about CARE, FERA and ESA on their websites include: 20 de Mayo; KOXR 910 AM-La Mexicana (Online); Vida Nueva and El Sol.

- Total Earned Hits: 4
- Online Impressions: 23,000

Radio

During a radio interview with KOXR 910 AM-La Mexicana, SCE spokesperson for General Rate Case, discussed the benefits of the CARE program for SCE customers who need financial help.

- Total Earned Hits: 1
- Total Listenership: 10,000

**B. Discuss each of the following:**

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

The CARE/FERA programs continuously integrate efforts and messaging with the ESA program at all outreach events, communications, and marketing campaigns.

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

FERA is a program that targets middle income households with high energy usage. SCE believes FERA penetration is unlikely to match CARE due to the smaller level of benefits that are paid to participants.

Although no formal study has been conducted by SCE to identify barriers to participation, it is believed through anecdotal information and experience, which some barriers to participation do exist. These include lack of knowledge about the availability of the CARE/FERA programs, language and cultural barriers, geographical barriers to reach potentially-eligible customers, and a certain segment of the eligible population that does not wish to participate. In 2011, as penetration rates reached higher levels, SCE also found that it became increasingly difficult to reach each new eligible customer.

As described in this report, SCE uses a multifaceted outreach approach to reach potential CARE/FERA-eligible customers, and in 2011, significant outreach efforts, including, but not limited to, aggressive recruitment of new CARE/FERA Capitation agencies, multilingual outreach, ethnic and general market media, and designing CARE/FERA marketing and correspondence to reach increasing numbers of ethnicities and under-penetrated geographic

areas were conducted. SCE believes this approach continues to make progress in overcoming barriers to enrollment.

**IV. Processing FERA Applications**

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

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

See Table 5.

<b>TABLE 5</b>						
<b>FERA Self-Certification and Self-Recertification Applications<sup>5</sup></b>						
	<b>Provided<sup>6</sup></b>	<b>Received</b>	<b>Approved</b>	<b>Denied<sup>7</sup></b>	<b>Pending/Never Completed<sup>8</sup></b>	<b>Duplicates</b>
<b>Utility</b>		16,757	9,340	6,979	255	
<b>Capitation</b>		432	401			
<b>Other Third-Party</b>		19	19			
<b>Total</b>		17,208	9,760	6,979	255	

**B. Processing Random Post-Enrollment Verification Requests**

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

See Table 6.

<b>TABLE 6<sup>9</sup></b>						
<b>FERA Random Post-Enrollment Verification Requests<sup>10</sup></b>						
	<b>Requested</b>	<b>Received</b>	<b>Approved</b>	<b>Denied<sup>11</sup></b>	<b>Pending/Never Completed<sup>12</sup></b>	<b>Duplicates</b>
<b>Total</b>	399	54	19	364	5	0

<sup>5</sup> Includes sub-metered tenants.

<sup>6</sup> Self-Certification applications are distributed/mailed through a wide variety of fulfillment and outreach methods so it is not possible to determine an actual account. Recertification applications are tracked.

<sup>7</sup> Denied Self-Certification applications are counted to the CARE program due to the dual CARE/FERA application.

<sup>8</sup> Includes cancelled recertification requests and closed accounts.

<sup>9</sup> SCE is investigating its verification system to determine if it is functioning properly based on the small number of verification requests shown in Table 6.

<sup>10</sup> Verification process for FERA is the same as CARE.

<sup>11</sup> Includes customers who were dropped due to non-response.

<sup>12</sup> Includes cancelled requests and closed accounts.

## V. Program Management

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

FERA was implemented in June 2004. There were no significant issues/events that impacted program management in this reporting period. However, a primary program focus, given the effectiveness of outreach/marketing efforts resulting in a 99% penetration in December 2011, was balancing the need to continue effective outreach initiatives while ensuring only eligible customers were receiving program discounts.