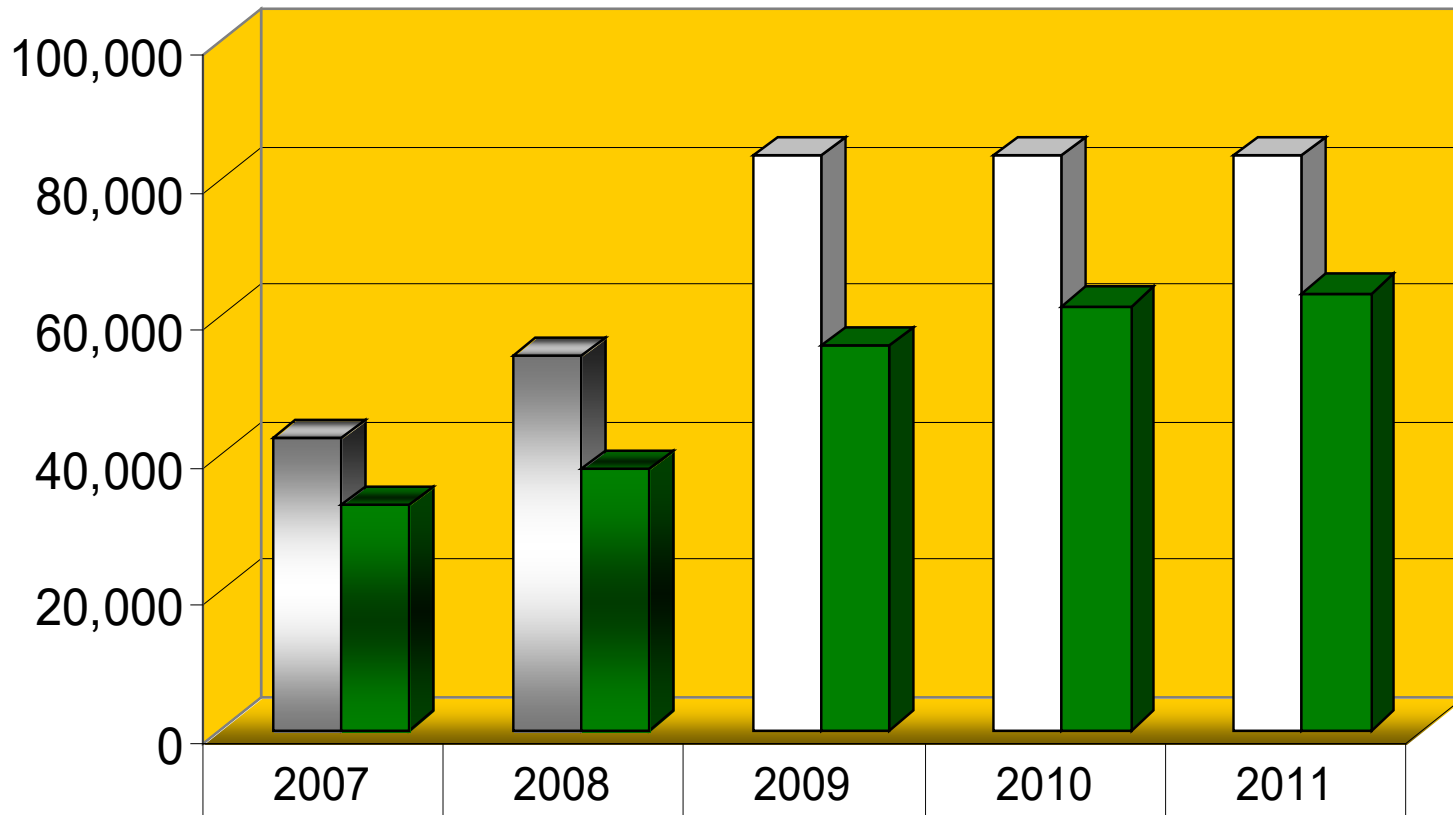




# Implementation Update of SCE's 2009-2011 LIEE & CARE Program

**DRAFT** Presentation to the LIOB  
September 29, 2009  
Oakland, CA

# LIEE Program Budget and Units 2007 - 2011



■ Homes Treated	42,300	54,300	83,400	83,400	83,400
■ Funding (,000)	\$32,580	\$37,965	\$55,742	\$61,561	\$63,413



# 2009 LIEE Activity Through August

Measures	
CFLs	71, 591
Torchieres	670
Exterior Fixtures	351
Refrigerators	11,500
Evaporative Coolers	5,308
Central Air Conditioners	1,302
Ducts Sealed	1,121
Pool Pumps	473
Room Air Conditioners	709
Expenditures	\$23.8M
Homes Treated	32,216
Homes Goal	83,400

- 13 Assessment Workshops
  - 222 New Assessors in 2009
- 9 new E & A agencies
- WNA Efforts
  - Tulare, Porterville, San Bernardino, Hesperia
  - Cool Centers Partnership
- Outbound call Pilot
  - Incomplete leads
- Direct Mail Campaigns
  - 100,000 CARE customers per month
- Press Releases
- IOU Joint Enrollment / Data sharing

**September 2009 Snapshot**

- 36,070 Homes Treated Year-to-Date
- 11,728 Homes In Scheduling Queue
- Aggressive marketing campaign
  - Bill Onsert / Direct Mail/Outbound Calling
- Automated Outbound Calling
  - Target CARE customers
- WNA Efforts
  - Perris, Hesperia, Palm Springs, Moreno Valley, Redlands, Ridgecrest, Westminster

# LIEE Marketing Plan

Tactic	Launch	Homes Referred				Total
		Sept	Oct	Nov	Dec	
Partnerships/Events	Ongoing	500	500	500	500	2,000
My Account e-Mail Blast	Oct	0	250	250	250	750
Automated Outbound Calling	Oct	0	450	1350	1350	3,150
Outbound Recertification	Sept	1,900	1,900	1,900	1,900	7,600
Inbound CARE Enrollment	Ongoing	450	450	450	450	1,800
Integration Efforts	Sept	250	250	250	250	1,000
Bill Onsert	Sept / Oct	975	1,625	650	0	3,250
Outreach Agencies	Sept	200	400	600	800	2,000
Direct Mail w/ Press Release	September	4,500	2,250	2,250	2,250	11,250
Outbound Call Pilot	August	725	725	725	725	2,900
Joint Enrollment with SCG	Ongoing	2,175	2,175	2,175	2,175	8,700
EMA Contractor Outreach	Ongoing	2,100	3,500	4,200	4,200	14,000
IOU Data Sharing	Ongoing	3,275	3,275	3,275	3,275	13,100
WNA/Cool Center Efforts	Ongoing	300	700	600	400	2,000
<b>Total Homes Referred</b>		<b>17,350</b>	<b>18,450</b>	<b>19,175</b>	<b>18,525</b>	<b>82,100</b>



# Whole Neighborhood Approach

<b>LIEE Program Whole Neighborhood Approach</b>			
<b>Activity in August 2009</b>			
<b>Neighborhood Targeted (County, ZIP code, ZIP7 etc.)</b>	<b>Total Residential Customers</b>	<b>Total Estimated Eligible</b>	<b>Treated in August</b>
93291	10,585	4,912	170
93257	18,984	10,418	141
93274	11,872	6,143	118
92404	13,900	7,545	109
93230	11,563	5,772	103
90280	16,303	8,510	90
93277	11,455	4,162	90



# Whole Neighborhood Approach

- Tulare & Porterville Effort – targeted 3,200 customers
  - Combined response rate of approximately 9%
- Cool Center / EMA Joint Partnership
  - Targeted over 3,000 customers to attend Cool Center facility located within Community Action Partnership of San Bernardino
  - Press Release sent to encourage customers to visit the Cool Center and enroll in the LIEE Program
  - Effort expanded to four other Cool Center facilities
- City of Redlands Neighborhood Revitalization Program
  - Identified over 320 serviced customers
  - Prepared city letter to launch in early September

# Tracking Customer Visits

- The Energy Management Assistance Partnership System (EMAPS) is SCE's database used for the processing, tracking and reporting of customer activity for the EMA program
  - Implements workflow steps that will provide an organized, connected system to ensure that jobs are performed, and information is collected at the right time in the business process
  - Provides SCE and EMA agencies real-time status, so that a customer can be tracked at any point of the process from enrollment, assessment, installation and inspection
  - Ability to immediately verify previous participation / enrollment in progress and allow users to instantly view jobs assigned to their respective agencies
  - Tracks EMA Program customer leads by type, source, and status
  - EMAPS tracks marketing attempts made to customers to participate in the EMA program and the disposition of each customer, including customers targeted as part of a WNA effort





# Tracking Customer Visits

SCE Customer Leads January through August 2009						
Lead Status	SCE Referral	Joint Utility	Data Sharing	LIHEAP	Outreach	Total
In-Progress	4,386	1,057	2,007	0	608	8,058
Enrolled	14,014	12,349	358	41	5,524	32,286
Rejected / Refused	5,009	2,072	374	9	1,671	9,135
Follow-Up Needed	6,590	479	563	5	914	8,551
<b>Total</b>	<b>29,999</b>	<b>15,957</b>	<b>3,302</b>	<b>55</b>	<b>8,717</b>	<b>58,030</b>

\*Leads created Jan through August

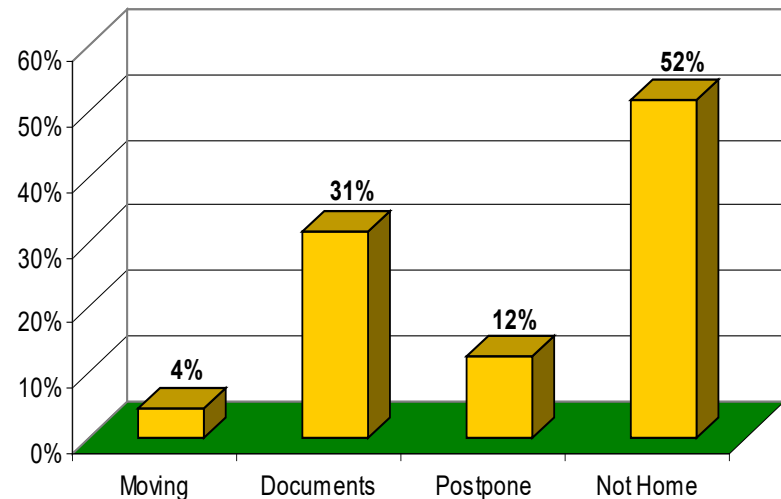




# Tracking Customer Visits

- 8,500 or 15% of the total customer leads are cancelled for the following reasons:
  - Customer is moving
  - Incomplete or missing documents
  - Landlord/owner did not respond
  - Customer not home
  - Unable to contact
  - Phone disconnected

Follow - Up Needed	
Customer Moving	4%
Incomplete/Missing Documents	31%
Customer/Landlord request to postpone	12%
Unable to Contact/ Not Home	52%





# CARE

CARE Penetration		
Participants	Estimated Eligible Participants	Year-to-Date Penetration Rate
1,184,652	1,385,814	85%

- CARE participation has increased by 80,000 households since December 31, 2008
- Aggressive marketing campaign and community event schedule
- “Help for Hard Times” summit
  - Attended by CBOs and SCE customer related organizations with short, mid and long term customer assistance
  - Projects implemented:
    - Pilot CARE Phone Enrollment through SCE’s general Call Center beginning July 1<sup>st</sup>
    - Pilot Outbound VRU Phone Enrollment to begin mid-July with 50,000 customers targeted
- Participated in more than 100 community events to promote CARE and other economic assistance programs and services



# Terminations of Residential Service in 2009

2009	Total CARE Customers	Total Residential			CARE			Non-CARE		
		Service Terminated	Reconnected		Service Terminated	Reconnected		Service Terminated	Reconnected	
			Total	%		Total	%		Total	%
January	1,117,274	29,017	22,747	78%	9,240	6,748	78%	19,776	15,999	81%
February	1,124,863	27,273	22,228	82%	9,247	7,028	76%	18,026	15,200	84%
March	1,146,691	32,247	25,781	80%	11,057	8,245	75%	21,190	17,536	83%
April	1,161,348	30,996	25,937	84%	10,936	9,419	86%	20,060	16,518	82%
May	1,165,197	27,391	22,891	84%	9,809	8,350	85%	17,582	14,541	83%
June	1,173,681	29,489	23,856	81%	11,019	9,103	83%	18,470	14,753	80%
July	1,184,652	26,018	21,463	82%	9,452	7,977	84%	16,566	13,486	81%
August										