



Overview of the Proposed 2012-2014 Energy Education Study

Presentation to the LIOB
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Proposed Energy Education Study

Overview

- ❖ Provide a focused examination of IOU Energy Education in order to increase value to customers receiving ESA services

Purpose

- ❖ Identify ways to optimize the educational component of the ESA program given current customer knowledge and relevant new technologies associated with communication tools and energy efficiency products

Key Objectives

- ❖ Understand and improve practices related to education delivery
- ❖ Examine customer needs related to education content and materials
- ❖ Explore savings to customers based on knowledge and behavioral changes

Proposed Budget

- ❖ The estimated \$300,000 cost has been requested in the IOU applications

Proposed Energy Education Study

The study is necessary because:

- ❖ Findings from the 2009-11 program cycle studies highlighted the need for, and value of, a more systematic and focused effort for Energy Education
- ❖ Measure installations and more efficient appliances sometimes are not feasible for qualified customers
- ❖ Energy Education can be universal and provide invaluable information regarding health, comfort and safety – as well as savings opportunities
- ❖ Direct personal contact with customers is an optimal way to engage customers with personal, customized learning
- ❖ Improved education facilitates customer long term behavior and attitude changes with respect to energy efficiency. Such initiatives are essential to achieving long term climate change goals
- ❖ Smart meters increase opportunities for customers to benefit from understanding their usage and changing their practices



SCE's Continued Provision of Energy Education in 2009 - 2011

SCE 2009 – 2011 Energy Education

Issue

- ❖ A recent CPUC audit of SCE's 2007-2008 Income Qualified programs recommended SCE not provide Energy Education if measures can not be installed

Background

- ❖ SCE provides only electricity service to its customers
- ❖ In hot extreme climates, SCE provides a range of measures, e.g., central air conditioners, evaporative coolers, and pool pumps typically in desert areas
- ❖ In temperate climates, SCE only can provide refrigerators and CFLs
- ❖ If customers are ineligible to receive refrigerators, SCE can not provide CFLs because they do not meet the 3-measure minimum threshold energy savings of 125 kWh
- ❖ Nearly 45% of SCE's customers in 2009 – 2011 have been unable to receive electric measures, and have received only Energy Education
- ❖ After spending nearly \$100 to outreach to customers and enter the home, not providing Energy Education is a lost opportunity

SCE 2009 – 2011 Energy Education

SCE provides Energy Education after customers have been enrolled in the program

- ❖ Energy Education provides essential information on topics including:
 - Energy usage and costs with tips and programs for saving energy and lowering bills
 - Help for utility bills and payment assistance
 - Multi-language utility telephone directory
 - Gas Safety
 - Electrical Safety (including counterfeit UL products)
 - Earthquake safety
 - Water conservation
 - Greenhouse gas reduction
 - CFL disposal and recycling
 - Other resources designed to help low income customers

- ❖ Energy Education also increases customer
 - trust and reassurance prior to assessing the home
 - acceptance of new measures
 - satisfaction with the program

SCE 2009 – 2011 Energy Education

The current LIEE Policy and Procedures Manual was approved through an ACR in 2010. With the change below in ***bold italics*** SCE can continue to provide Energy Education

4.4 In-Home Energy Education

In-home energy education will be provided to all income-eligible applicants whose dwellings require the minimum number of measures, using forms and checklists provided by the utilities. ***However, the minimum number of measures requirement shall not apply to the provision of Energy Education in homes served through SCE's program.*** Energy education will cover the following general areas: heating and cooling usage, water heating system usage, major electric and gas appliance usage, small appliance usage, benefits of energy efficiency programs in reducing green house gas emissions, water conservation, and lighting usage. Topics to be covered in the course of energy education must include: ...