

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

Order Instituting Rulemaking on the	)	
Commission's Proposed Policies and Programs	)	Rulemaking 04-01-006
Governing post-2003 Low-Income Assistance	)	(Filed January 8, 2004)
<u>Programs.</u>	)	

**SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) PROPOSAL FOR  
EVALUATION OF THE 2005 COOL CENTER PILOT PROGRAM AS REQUIRED BY  
D.05-04-052**

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Dated: **June 20, 2005**

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EVALUATION OF THE 2005 COOL CENTER PILOT PROGRAM AS REQUIRED BY  
D.05-04-052**

Pursuant to Ordering Paragraph No. 9 of D.05-04-052, Southern California Edison Company (SCE) hereby files its Proposal for Evaluation of the 2005 Cool Center Pilot Program. Decision 05-04-052 puts the primary focus of the 2005 Cool Center Pilot Program on CARE outreach and budget control. SCE proposes to conduct this evaluation only if one or more of the organizations that implemented the Cool Center Program in the past, agree to operate the pilot program this year. If the program is not operated this year, SCE will report to the Commission on the reasons given by previous implementers for not operating the 2005 Cool Center Pilot Programs.

SCE proposes to continue working with the Energy Division to further refine the proposed evaluation process, both before and after a 2005 Cool Center Pilot Program is defined and implemented.

**I.**

**SCE'S EVALUATION PLAN FOR THE 2005 COOL CENTER PROGRAM**

In accordance with D.05-04-052, the primary focus of SCE's 2005 Cool Center Program will be to provide outreach that will enable qualifying customers to enroll in the CARE Program. The focus of the evaluation will, therefore, be on the success and cost effectiveness of the Cool

Center Program in meeting this objective. The evaluation will be composed of the following sections and activities.

**A. Background: History and Current Program**

The evaluation will summarize the history of the Cool Center Program. Using program filings and records, it will describe the primary program objectives in each year, the activities covered by program funding, the cost of the program, the number of customers participating, and the number of residential customers who signed up for the CARE Program as a result of their use of the Cool Centers. The evaluation will summarize the key changes that occurred from year to year and their impacts on the program. There will be a particular focus on 2005 expenditures by category, since that was a major change from earlier years in the parameters of the program.

**B. Customer Survey**

This proposed evaluation process will utilize a survey form for the 2005 Cool Center participants. SCE proposes to use as a model the survey form from 2004. That survey form was developed in conjunction with the Energy Division prior to its use. SCE proposes to begin with the existing survey form and modify it, with Energy Division's assistance, to conform more closely with the 2005 pilot program as soon as the pilot program becomes more defined once SCE retains an organization to operate the 2005 Cool Center Pilot Program.

Each Cool Center will be asked to make the participant survey questionnaire available to all customers who come to their Cool Center and to encourage customers to complete the survey after their initial visit and again during the month of September. The survey will have prepaid postage to enable no-cost response.

The survey responses of participating customers will be tabulated and presented. Customers will be asked about why they came to the Cool Center, how often they have come or plan to come, what services they have received at the Cool Center, how they valued the services they received at the Cool Center, whether they were enrolled in the CARE program before

coming to the Center this summer, and whether they submitted an application for enrollment in the CARE program as a result of coming to the Center this summer.

**C. Program Manager and Implementer Interviews**

The SCE program manager and at least one representative from each organization involved in implementing the program will be interviewed to gather information on the 2005 program. The interview will solicit their impressions of the 2005 program structure, their assessment of the processes of program development and operation for their organization, any difficulties they found in implementing the program, the value they perceived that qualifying customers gained from the program, the value to their organization of implementing the program for SCE, and the number of participants who completed CARE enrollment applications at their Center.

SCE will code all CARE applications provided at the Cool Centers and will track applications received.

**D. Program Effectiveness Evaluation**

The program will maintain records of the CARE enrollment applications submitted from each Cool Center and the number of these applications determined to be eligible for CARE. Maintaining these records will be made possible because CARE enrollment applications provided to each Cool Center will be marked to identify the Cool Center. These data will be combined with the program expenditures for each Center to determine the cost per applicant and per successful applicant of this method of CARE outreach. This cost will be compared with the costs found for other methods of CARE outreach, in particular with the capitation fee paid to outreach organizations.

The consultant will use the customer survey and implementer interview results to document the variety and value of benefits that customers appeared to gain from participating in the Cool Center program.

**E. Process Evaluation**

Based on the data collected in both the customer surveys and the implementer interviews and the program effectiveness evaluation, the study consultant will assess the efficiency and effectiveness of program operation. The consultant will make recommendations on how the program could be improved and whether it should be continued.

**F. Study Timing**

This study will be completed by December 15, 2005. However, this study will not be undertaken if none of SCE's previous Cool Center program implementers agree to implement the program in summer 2005.

**II.**

**CONCLUSION**

SCE files this Proposal for Evaluation pursuant to Ordering Paragraph 9 of D.05-04-052. SCE believes this Proposed Evaluation is a work-in-progress and cannot be finalized until the actual 2005 Cool Center Pilot Program is defined and implemented. Therefore, SCE commits to continue working with the Energy Division as appropriate to further refine and update both the evaluation process and the 2005 survey as necessary.

Respectfully submitted,

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June 20, 2005

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Docket Clerk  
California Public Utilities Commission  
505 Van Ness Avenue  
San Francisco, California 94102

RE: R.04-01-006

Dear Docket Clerk:

Enclosed for filing with the Commission are the original and five copies of the **SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) PROPOSAL FOR EVALUATION OF THE 2005 COOL CENTER PILOT PROGRAM AS REQUIRED BY D.05-04-052** in the above-referenced proceeding.

We request that a copy of this document be file-stamped and returned for our records. A self-addressed, stamped envelope is enclosed for your convenience.

Your courtesy in this matter is appreciated.

Very truly yours,

Larry R. Cope

[LRC:as:LW051660037.doc](#)

Enclosures

cc: All Parties of Record  
(U 338-E)

**CERTIFICATE OF SERVICE**

I hereby certify that, pursuant to the Commission's Rules of Practice and Procedure, I have this day served a true copy of SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) PROPOSAL FOR EVALUATION OF THE 2005 COOL CENTER PILOT PROGRAM AS REQUIRED BY D.05-04-052 on all parties identified on the attached service list(s). Service was effected by one or more means indicated below:

- Transmitting the copies via e-mail to all parties who have provided an e-mail address. First class mail will be used if electronic service cannot be effectuated.
- Placing the copies in sealed envelopes and causing such envelopes to be delivered by hand or by overnight courier to the offices of the Commission or other addressee(s).
- Placing copies in properly addressed sealed envelopes and depositing such copies in the United States mail with first-class postage prepaid to all parties.
- Directing Prographics to place the copies in properly addressed sealed envelopes and to deposit such envelopes in the United States mail with first-class postage prepaid to all parties.

Executed this **20th day of June, 2005**, at Rosemead, California.

*Nicole M Broadwater*

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Project Analyst

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