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BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Order Instituting Rulemaking Regarding Policies, Procedures and Rules for the Low Income Energy Efficiency Programs of California's Energy Utilities.

Rulemaking 07-01-042
(Filed January 25, 2007)

Southern California Edison Company's (U 338-E) Application for Approval of SCE's "Change A Light, Change The World," Compact Fluorescent Lamp Program.

Application 07-05-010
(Filed May 10, 2007)

**ADMINISTRATIVE LAW JUDGE'S RULING
SEEKING COMMENTS ON ISSUES RAISED IN THE KEMA REPORT
AND ON NATURAL GAS APPLIANCE TESTING ISSUES**

This ruling seeks comments from the parties regarding how Low Income Energy Efficiency (LIEE) programs might address programmatic issues raised by KEMA in its September 7, 2007 report titled "Final Report on Phase 2 Low Income Needs Assessment" (herein referred to as "KEMA Report"). It also seeks the parties' comments on possible modifications to the NGAT program that supplement questions posed in a ruling issued in this proceeding on September 14, 2007.

Questions on KEMA Report

The Commission issued a long-awaited needs assessment on September 7, 2007, which was performed by KEMA. The KEMA report evaluates the LIEE program from the standpoint of whether and how the program is meeting the

needs of eligible low income utility customers. The report reaches a number of conclusions and makes related recommendations. The link to the report is <http://www.cpuc.ca.gov/static/energy/solar/lowincomeprogs.htm>. This ruling includes a copy of the report as part of the formal record of this proceeding.

In order to make use of the report from the standpoint of motivating improvements to utility LIEE programs, this ruling seeks the parties' responses to the following questions, all of which address issues raised by the KEMA report:

1. What strategies would achieve higher participation in areas where there do not appear to be any unique challenges to expanding participation?
2. Should the LIEE program target specific types of households, *e.g.*, African-American households or large households? If so, what strategies should the utilities use to target identified households?
3. Should the LIEE program target households in specific geographic areas (remote areas, densely populated areas, hot climate areas)? If so, what strategies can be employed to target such areas?
4. How can the LIEE application process be simplified to reduce customer confusion during the application process and to reduce the waiting period for LIEE installations?
5. How can the LIEE program be modified to reduce the stigma some customers believe is associated with the program? Can documentation requirements be reduced?
6. How can education and training on the use of programmable thermostats be improved to assure more effective use of these technologies? Are there similar/other educational measures that need to be improved?

7. How can the utilities coordinate their low income programs with those of other regulated utilities and municipal utilities statewide?
8. How can the utilities redesign their programs to assure that individual households do not receive measures that are not needed and do receive those that are?
9. How can the utilities reduce the cost of locating eligible customers generally, and in particular, in neighborhoods that are remote or not predominantly low income? What are the prospects for joint marketing with other energy efficiency programs and California Alternative Rates for Energy?
10. What other information or recommendations in the KEMA report provide insights about whether and how the utilities could improve LIEE programs?

Questions on LIEE Program Objectives and Goals

The KEMA report makes several recommendations about strategies for improving LIEE programs. Based on those recommendations, Commission staff created a chart, appended to this ruling as Attachment A, which suggests a program delivery strategy that takes into account neighborhood density and the customer's energy usage. The goal would be to tailor marketing and program delivery and design in ways that would minimize cost and maximize program participation.

The strategy anticipates that households with high energy usage located in high density areas would receive a comprehensive array of energy efficiency measures. Outreach for such households would emphasize door-to-door campaigns in designated neighborhoods and be consistent with the KEMA report's findings that only certain types of housing need comprehensive energy efficiency measures, that is, those residences built between 1970 and 1994 which use natural gas for heating and major appliances, have high annual natural gas

consumption and above-baseline natural gas consumption during winter, have heating systems that are more than 20 years old, have evaporative coolers, and have configurations for foundation and/or ceiling measures.

The program delivery strategy depicted in Attachment A anticipates that households with high energy usage located in sparsely populated areas would also receive a comprehensive treatment of measures based on current eligibility and enrollment methods. The target would be customers living in the Central Valley in single family, mobile homes, or seniors-only homes, or in households with disabled members. Such customers typically have central air conditioning or heat pumps, use natural gas as primary heating system, have above-baseline electricity or natural gas consumption or summer and/or winter electricity consumption of greater than 1,500 kWh or summer natural gas consumption of over 200 therms. Outreach and marketing methods in these areas would primarily employ bill inserts or referrals from community-based organizations.

According to the chart in Attachment A, households with low energy usage located in sparsely populated areas would receive only the most cost-effective measures. Customers in this category would be selected if they were eligible for CARE and consistent with the findings of the KEMA report that virtually all low-income households have an immediate need for relatively low cost, low impact measures. Such measures might include energy efficient lighting, new refrigerators, ceiling insulation, and water heater blankets.

Households with moderate energy usage located in high density areas would receive cost-effective, medium cost measures and would automatically qualify for the program if they were eligible for CARE. Households with high seasonal usage located in remote areas would receive measures tailored to their

climate zones. Marketing for these customers would be conducted over the phone.

This ruling seek parties' comments on the proposal outlined in Attachment and described here.

NGAT Program Modifications

On September 14, 2007, I issued a ruling in this proceeding seeking the parties comments on issues relating to the utilities' NGAT programs, which were the subjects of workshops on June 13 and June 25, 2007. The ruling set a deadline for comments of October 4.

This ruling seeks the parties comments on several possible program modifications the parties addressed directly or indirectly at workshops, and which are described in Attachment B to this ruling.

The parties may include a discussion of these possible program modifications in their October 4, 2007 comments or in comments filed in response to the other questions raised in this ruling.

IT IS RULED that:

1. Responses to questions posed herein are due no later than October 9, 2007.
2. The September 7, 2007 report titled "Final Report on Phase 2 Low Income Needs Assessment" conducted for the Commission by KEMA is hereby entered into the record of this proceeding. A paper copy of the report will be included in the Commission's formal files for this proceeding.

Dated September 27, 2007, at San Francisco, California.

/s/ KIM MALCOLM
Kim Malcolm
Administrative Law Judge

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Dated September 27, 2007, at San Francisco, California.

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