

**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 Budget (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)

**MONTHLY REPORT OF SOUTHERN CALIFORNIA EDISON COMPANY (U 338-E)
ON LOW INCOME ASSISTANCE PROGRAMS FOR DECEMBER 2012**

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Dated: **January 22, 2013**

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**MONTHLY REPORT OF SOUTHERN CALIFORNIA EDISON COMPANY (U 338-E)
ON LOW INCOME ASSISTANCE PROGRAMS FOR DECEMBER 2012**

Southern California Edison Company (SCE) hereby submits the attached Low Income Assistance Programs Monthly Report for December 2012. The information contained in this report supersedes all prior reports submitted by SCE.

Respectfully submitted,

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Attachment

ESA and CARE Program Report

Southern California Edison Company's (SCE)

Energy Savings Assistance (ESA) Program

And

California Alternate Rate for Energy (CARE)

Program Monthly Report

December 2012

LOW INCOME ASSISTANCE PROGRAMS MONTHLY REPORT

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LOW INCOME ASSISTANCE PROGRAMS MONTHLY REPORT

1. Energy Savings Assistance Program Executive Summary

1.1. Energy Savings Assistance (formerly referred to as Low Income Energy Efficiency or LIEE) Program Overview

- 1.1.1. Provide a summary of the Energy Savings Assistance Program elements as approved in Decision (D.) 12-08-044:

Program Summary for Month			
2012	Authorized / Planning Assumptions	Year-to-Date Actual	%
Budget	\$72,461,946	\$39,378,994	54%
Homes Treated	87,389	68,859	79%
kWh Saved	N/A	19,185,248	N/A
kW Demand Reduced	N/A	6,493	N/A
Therms Saved	N/A	N/A	N/A

1.2. Whole Neighborhood Approach Evaluation

- 1.2.1. Provide a summary of the geographic and customer 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).

Throughout the month of December 2012, SCE continued to promote the Energy Savings Assistance (ESA) program, California Alternate Rates for Energy (CARE) program, Cool Center program, Medical Baseline and other SCE programs through various community events within SCE’s service territory. At these events, customers interacted with SCE representatives and obtained information on the ESA program and Energy Efficiency in general.

1.3. Energy Savings Assistance Program Customer Outreach and Enrollment Update

- 1.3.1. Provide a summary of the Energy Savings Assistance program outreach and enrollment strategies deployed this month.

On December 13th, SCE deployed over 75,000 postcards to English/Spanish speaking customers containing information about the Energy Savings Assistance Program. The postcard provided an "Open the Door" concept encouraging customers who are already enrolled within the CARE program to take advantage of the ESA Program. This mailer is the second part of a two-part deployment campaign scheduled for November and December.

1.4. Leveraging Success Evaluation, Including CSD

- 1.4.1. Please provide a status of the leveraging effort with CSD. What new steps or programs have been implemented? What was the result in terms of new enrollments?

For the past several years, SCE has provided refrigerators to contractors at no cost to the Low Income Home Energy Assistance Program (LIHEAP) for installation through LIHEAP. SCE believes this approach will enable contractors to utilize measures and services from both LIHEAP and the ESA program to better serve its customers. SCE continues to work with the California Department of Community Services and Development (DCSD), service contractors, and the California Public Utilities Commission (CPUC) in efforts to successfully leverage ESA program and LIHEAP services.

1.5. Workforce Education & Training

- 1.5.1. Please summarize efforts to improve and expand Energy Savings Assistance Program workforce education and training. Describe steps taken to hire and train low income workers and how such efforts differ from prior program years.

In D.07-12-051, the Commission stated that "(t)he LIEE portion of the statewide strategic plan should include specific training strategies for reaching disadvantaged communities." SCE's contractors, and particularly community-based organizations (CBOs), are situated in low income and disadvantaged communities and provide jobs within these communities. Currently, these organizations provide over 700 jobs that support SCE's ESA program, including executive, clerical and other ancillary positions.

During the 2012 program year-to-date, SCE has conducted 13 Home Assessment Training workshops, which provide training to agency outreach staff on the policies and procedures related to home assessment. As of January 2012, the revamped four-day training workshop includes comprehensive instruction on income documentation, customer and measure eligibility, and hands-on exercises that were the direct result of feedback from service providers and trainees. With this in mind, SCE has conducted 13 Home Assessment Training workshops with a total of 231 trainees receiving the updated curriculum. In addition, 48 new jobs for assessors have been created to support SCE's ESA program.

2. California Alternate Rates for Energy (CARE) Executive Summary

2.1. CARE Program Summary

2.1.1. Please provide CARE program summary costs

CARE Budget Categories	Authorized Budget	Expenses Year-to-Date	% of Budget Spent
Outreach (includes automatic enrollment)	\$2,050,000	\$1,716,689	84%
Proc., Certification & Verification	\$7,980,000	\$1,039,069	13%
Information Tech/Programming	\$950,000	\$314,706	33%
Pilots	\$216,000	\$261,288	121%
Measurement & Evaluation	\$90,000	\$30,243	34%
Regulatory Compliance	\$251,000	\$149,904	60%
General Administration	\$680,000	\$473,620	70%
CPUC Energy Division Staff	\$140,000	\$53,203	38%
Cooling Centers	N/A	N/A	N/A
Total Expenses	\$12,357,000	\$4,038,721	33%
Subsidies and Benefits	\$330,200,000	\$342,310,311	104%
Total Program Costs & Discounts	\$342,557,000	\$346,349,033	101%

2.1.2. Please provide the CARE program penetration rate to date

CARE Penetration		
Participants	Estimated Eligible Participants	Year-to-Date Penetration Rate
1,402,052	1,456,590	96%

2.2. Outreach

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

SCE's Customer Communications Organization within SCE's Call Centers continues to utilize the online CARE enrollment application at www.sce.com to directly enroll eligible customers in the CARE program via the telephone or by

offering the option to mail a CARE application to the customer. In December 2012, there were 9,558 eligible customers enrolled in the CARE program through the Call Centers' outreach efforts.

CARE and Family Electric Rate Assistance (FERA) outreach efforts and communications to SCE's in-language and under-penetrated areas continue to be a priority. SCE's CARE and FERA programs partner with internal departments such as Equal Opportunity, Local Public Affairs (LPA), Consumer Affairs, Customer Experience Management, Corporate Communications Community Involvement, Speakers Bureau, Business Solutions, the Mobile Energy Unit (MEU), and employee volunteer-based resource groups, as well as various chambers, foundations, faith-based organizations (FBOs) and CBOs in outreach activities to target SCE's "hard-to-reach" customer base.

In December 2012, SCE's CARE/FERA programs had a presence at 5 outreach events (see table below) wherein CARE applications were distributed to potentially eligible customers throughout SCE's service area. At many of these events, eligible customers had the opportunity to immediately enroll or recertify for CARE via the real time online enrollment form at www.sce.com. Such events provide SCE with the opportunity to uphold a presence in the community, continue to educate the public about the programs, and enroll eligible customers.

Event Name	Location	Event Date	Estimated # of Customers SCE Interacted With	Event Description
Dare to Care Event	Lancaster	12/4/2012	50	Presented information on CARE/FERA/ESA, Medical Baseline Programs & Safety
City of Upland Senior Center	Upland	12/7/2012	35	Presented information on CARE/FERA/ESA, Medical Baseline Programs & Safety to seniors and staff
San Gabriel Valley Disabilities Collaborative	West Covina	12/11/2012	25	Presented information on CARE/FERA/ESA, Medical Baseline Programs & Safety

Community Forum	El Monte	12/14/2012	100	Presented Information on CARE/FERA, ESA & EAF
LINC Housing Seasons Complex	Compton	12/17/2012	15	Speakers Bureau presented Information on CARE/FERA, ESA & energy efficiency to homeowners

On December 14, 2012, CARE Program Management participated in the “Helping Our Communities Succeed and Strengthening Our Nonprofit Sector” Forum in El Monte. The purpose of the event was to create, renew and strengthen relationships through networking and ongoing partnerships between SCE and nonprofits working with low income customers and underserved communities. SCE’s CARE Program Management presented and described the CARE, FERA, ESA, and Energy Assistance Fund (EAF) programs along with potential contracting opportunities for these organizations through the Capitation Fee program.

The CARE/FERA Capitation Fee Project team is continuing its efforts to re-engage existing Capitation agencies while strategically registering additional agencies to assist in overcoming enrollment barriers such as language, cultural, and special needs as a means of enrolling the hardest-to-reach customers. Due to these efforts, the Capitation Fee Project continues to show increased enrollments from agencies that had been previously inactive. In December 2012, Capitation contractors enrolled 41 new eligible customers in the CARE program.

Current campaign strategies and efforts include the following:

- Leverage sponsored community events to reach potential eligible populations for CARE or FERA enrollment, including food distributions and cultural celebrations;
- Partner with SCE personnel in other internal departments to leverage existing SCE partnerships with FBOs, CBOs and local governments; and
- Leverage existing channels to develop creative approaches for contractors to conduct CARE/FERA outreach, including food and clothing distribution events, employment information workshops, farmers’ markets, faith and community based publications, school events, and community fairs.

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

SCE also enrolls new CARE customers through the EAF program, which provides utility payment assistance through voluntary customer and employee donations.

CARE enrollment is coordinated with other low income programs such as SoCalGas low income programs, LIHEAP and SCE's ESA and EAF programs. ESA program measure recipients are automatically enrolled in CARE each month, and LIHEAP payment recipients are automatically enrolled in CARE on a quarterly basis. In December 2012, there were 2,341 eligible customers enrolled in the CARE program as a result of data sharing with SoCalGas, LIHEAP, and SCE's ESA and EAF programs.

The CARE program continuously integrates its efforts and messaging with the ESA program at all outreach events, communications, and marketing campaigns.

2.3. Recertification Complaints

SCE received one recertification complaint in December 2012.

- A customer wrote to the CPUC to protest that the delays in the recertification process are costing him money. The customer stated that he submitted the required paperwork and was told the paperwork was not received the first time and that the second package is incomplete. This customer is requesting CPUC assistance. This resolution of this complaint is pending and the outcome will be reported in the January 2013 Monthly Report.

Appendix A: Energy Savings Assistance Program and CARE Tables

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