SOUTHERN CALIFORNIA EDISON®
An EDISON INTERNATIONAL® Company

Joint Utility Public Meeting
June 3, 2014

Highlights of 2013
CARE, FERA and ESA Program Accomplishments

ESA Program Highlights

Homes Assessed

	Goal	Actual	% of Goal
Single Family	55,158	51,797	94%
Multi Family	24,954	13,370	54%
Mobile Home	7,277	3,864	53%
Total	**87,389**	**69,031**	**79%**

ESA Program Highlights

Energy Savings Achieved

	Goal	Actual	%
kWh Saved (Annual)	34,538,106	31,065,349	90%
kW Demand Reduced	7,776	12,596	162%

ESA Program Highlights

ESAP Expenditures

Budget Category	2013 Authorized	2013 Actual
Gas Appliances	$0	$0
Electric Appliances	$56,546803	$44,396.141
Weatherization	$320,046	$83,944
Outreach & Assessment	$5,614,437	$5,360,671
In home Education	$1246,139	$688,890
Energy Education Workshops	$0	$0
Pilots	$0	$0
Training	$347,285	$175,581
Inspections	$1,508,305	$878,500
Marketing	$1,534,000	$265,279
M&E Studies	$200,000	$1,041,956
*Other Administrative Costs	$5,323,000	$2,738,868
	$72,640,016	**$55,629,829**

*Regulatory Compliance, General Administration, Energy Division Costs

ESA Program Highlights

ESA Program Enrollments

Type of Enrollment	# Enrolled	% of Total
Standard	55,979	81%
Categorical	13,052	19%
Total	69,031	100%

Disability Enrollments

# Disability Enrollments	% Disability Enrollments
8,601	12%

ESA Program Highlights

Leveraging Efforts (External)

- Ongoing leveraging with Single-family Affordable Solar Homes (SASH) resulted in 95 ESA enrollments
- SCE enrolled 41,524 customers in the ESA program through datasharing with other IOUs
- SCE provided information on the ESA Program at numerous community events and forums

ESA Program Highlights

Integration Efforts

- **ESA/CARE Integration**
  - Identified and targeted more than 207,000 CARE customers registered on SCE.com's "My Account" that had not participated in the ESA Program. E-mail campaign included messaging to promote ESA Program benefits via an informative video that encouraged customers to "Apply Now."

- **ESA in the Community**
  - Hosted several Community Forums targeting the Latino, African-American, Native American, and Pacific Islander households. Provided information on programs and services available to customers, businesses, and non-profit organizations.
  - These efforts helped increase program awareness at a grassroots and community level where many income-qualified households may connect.

ESA Program Highlights

Integration Efforts

- **ESA in the Community**
  - In collaboration with SCE's Consumer Affairs, more than 13,000 program brochures and senior-focused Resource Guides were distributed to over 4,700 senior and special-needs customers at 36 senior centers throughout San Bernardino and Riverside Counties, including:

Apple Valley	Fontana	Murrieta
Banning	Highland	Palm Desert
Cathedral City	Lake Elsinore	Palm Springs
Corona	Moreno Valley	Rancho Cucamonga
Crestline	Lake Elsinore	
Desert Hot Springs		

CARE Program Highlights

CARE Enrollment

	Actual (12/31/13)
Estimated Eligible	1,410,534
Number of Participants	1,335,607
Penetration Rate	95%

CARE Program Highlights

CARE Expenditures

Budget Category	Authorized	Actual
Outreach	$2,100,000	$1,656,337
Processing/Certification/Recertification	$4,553,000	$777,585
Post Enrollment Verification	$3,456,000	$484,391
Information Technology/Programming	$950,000	$735,458
Pilots	$0	$154,766
Measurement & Evaluation	$90,000	$167,918
Other Admin Costs*	$1,107,000	$750,673
Total Administrative Costs	**$12,256,000**	**$4,727,129**
CARE Discount & Other Subsidies	$376,900,000	$358,025,586
Total Program Costs and Customer Discounts	**$389,156,000**	**$362,752,715**

*Regulatory Compliance, General Administration, Energy Division Costs

CARE Program Highlights

Average discount per CARE household

	Gas	Electric	Total
Monthly	$0	$21.86	$21.86

Annual subsidy for all CARE households by energy source

Gas	Electric	Total
$0	$358,025,586	$358,025,586

FERA Program Highlights

FERA Enrollment

Number of Customers Enrolled	Number Receiving Tier 3 Discount
25,578	16,274

Estimated Eligible	# Participants	Penetration Rate
222,643	25,578	11.5%

Average Monthly Discount per Participant [1]	$13.89
2013 Cumulative Discount	$4,226,243
Total Administrative Costs [2]	$50,181

[1] Includes all enrolled customers who received a discount in any month.
[2] Includes costs tracked separately from CARE.

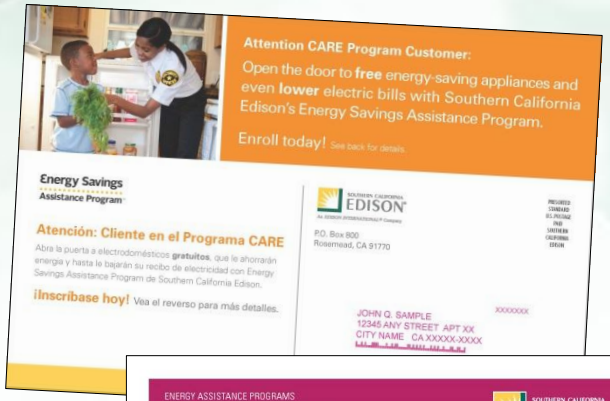
Marketing and Outreach

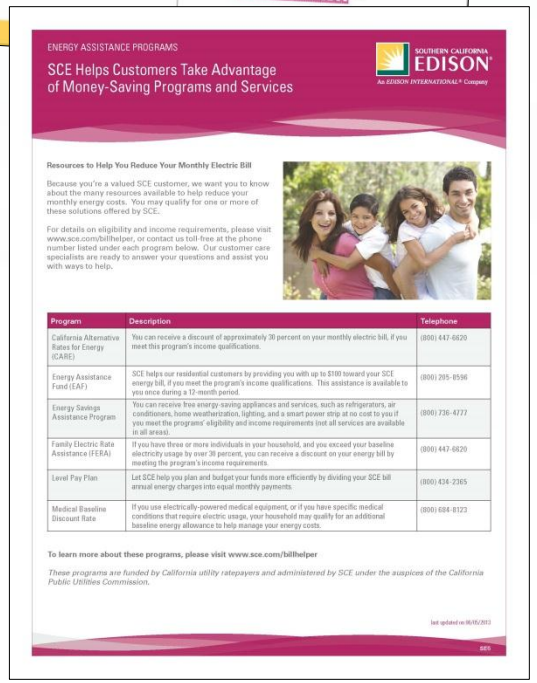
Direct Marketing / Outreach Campaigns

- Continued online web enrollment for phone center representatives to enroll eligible customers in CARE or send out paper applications if requested.
  - 113,631 eligible customers enrolled through Call Center outreach activities.

- Conducted annual CARE solicitation in June, resulting in nearly 13,000 new enrollments. Expanded data-sharing with water utilities helped enroll more than 3,800 households.

- Continued it's 'self-service' efforts to encourage enrollment through it's website (www.sce.com), where more than 54,000 households enrolled in CARE, and nearly 20,000 households enrolled via SCE's automated phone system.

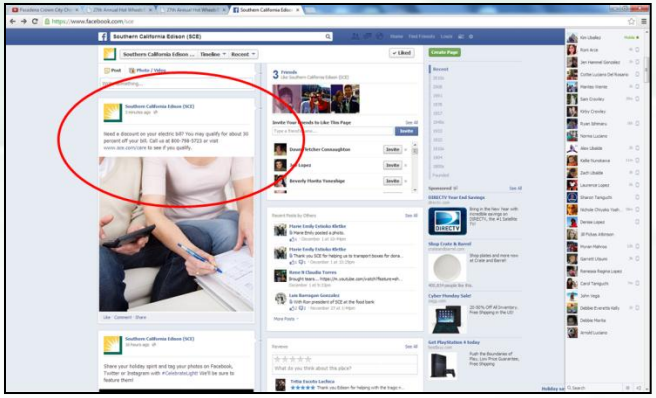




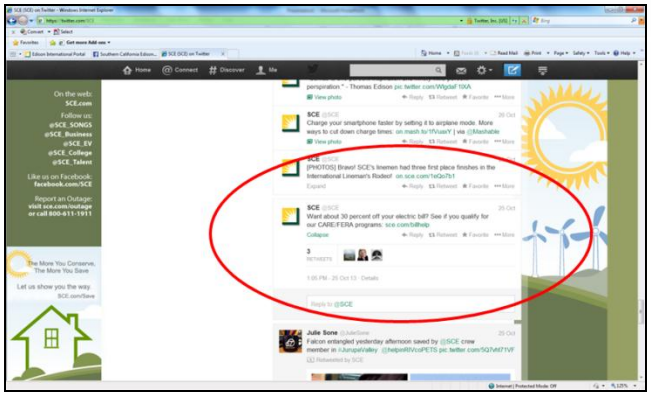
Marketing and Outreach

Mass Media

- Began social media for Income Qualified Programs in Q2 by leveraging Twitter and Facebook to increase awareness and participation in CARE/FERA and ESAP. In total, there were more than 332,000 Facebook and Twitter impressions
  - 241,000 total Facebook impressions
  - 91,000 Twitter feeds



- Began ethnic digital and print campaign in Q4 to reach the African-American, Asian (Chinese, Korean, Vietnamese, and Filipino) and Native American communities. Print media included Black Voice News, Inland Valley News, Long Beach Times, Sing Tao, Korea Times, Viet Bao, and Asian Journal.



Marketing and Outreach

Ethnic advertising and community outreach continue to be key components of SCE's local marketing, education, and outreach efforts.

In 2013, SCE purchased paid advertising in 54 ethnic media outlets, of which 17 (31%) are ethnic-owned

- Reached Hispanic, Asian and African-American markets.
- Produced in seven languages: English, Spanish, Cambodian (Khmer), Chinese (Mandarin and Cantonese), Korean, Filipino (Tagalog) and Vietnamese.

2013 “Summer Readiness”

Objectives

- Encourage conservation
- Drive awareness and participation in integrated Demand Side Management programs
- Remind customers how to prepare and find information in the unlikely event of rotating outages

Markets

- General Market, Hispanic, African-American, Asian (Chinese, Korean, South Asian, Vietnamese, Filipino)

Media Channels

- Print, Radio, Online/Digital, Media Relations

Ethnic/Diverse Community Outreach

- Deaf Nation Expo
- Cinco de Mayo Festival
- Fiestas Patrias
- Beaumont Cherry Festival

Other Channels

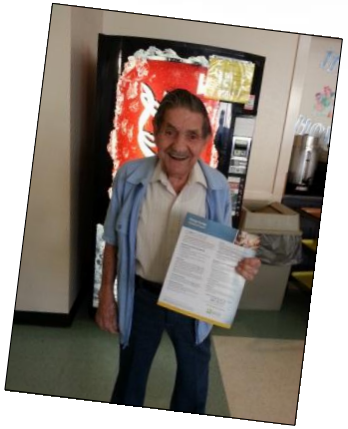
- Direct Mail, E-mail, Outbound Call, Bill Messages, Social Media, SCE.com

Community Outreach

Ethnic Community Outreach

- **To reach our ethnic and at-risk customers, SCE continued to leverage established relationships with:**
  - Community Based Organizations
  - Faith Based Organizations
  - Capitation agencies (+200 agencies)
  - City and Government partners

- **Conduct Grassroots Outreach**
  - Community Forums throughout SCE regions
  - Emergency Preparedness Forums in partnership with the American Red Cross



Community Outreach

Examples of Ethnic/Diverse Community Outreach

- National 211 Day
- Ability First – Strut & Roll Disabled Community Fair
- Los Angeles County Consumer Education Fair
- Eddie Dee Smith Senior Expo
- "Helping Our Customers Succeed" Community Forum in Huntington Park, Carson, Pico Rivera and Apple Valley

Outbound Calling

- Improved automated outbound calling to support Chinese, Korean Vietnamese, Cambodian and Tagalog-speaking customers. More than 120,000 customers have been targeted.

Safety Outreach Campaign

Objective

- To continue the Safety message from 2012 motivating customers to think about safety

Markets

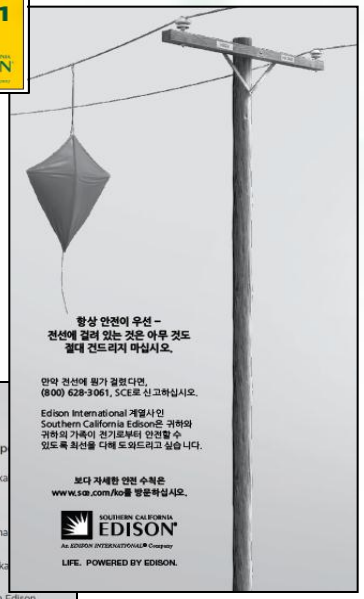
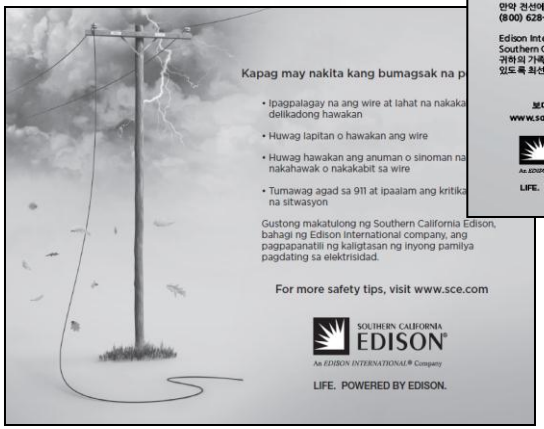
- General Market, Hispanic, Asian (Cambodian, Chinese, Korean, Filipino, Vietnamese), African American

Media Channels

- Broadcast TV, Cable TV, Radio, Out of Home, Online/Digital, Print, Media Relations

Other Channels

- Bill Messaging, SCE.com

Ethnic Community Outreach

- Emergency Preparedness Community Forums (Dare to Care)