



DRAFT Income Qualified Programs 2012 – 2014 Marketing and Outreach

Low Income Oversight Board
Marketing Outreach Subcommittee Meeting August 30, 2011



SOUTHERN CALIFORNIA
EDISON[®]

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Our Plans

SCE proposes to spend \$185.2 million to help its low-income customers save energy over the next three years (2012-2014)

- **SCE will serve over 220,000 households by:**
 - Providing energy education at time of enrollment
 - Replacing over two million energy inefficient devices including
 - 67,200 refrigerators;
 - 11,600 air conditioners;
 - 3,800 pool pumps and motors;
 - 1 million bulbs;
 - 4,000 fixtures and torchieres; and
 - 27,500 evaporative coolers.
- **SCE will produce approximately 1.2 billion lifecycle kWh savings**
- **SCE will maintain or exceed CARE penetration goals set by Commission**

Target Groups

SCE will continue to use a mix of delivery channels to effectively target and reach customers including:

- **High Energy Use CARE Customers**
- **High Energy Insecurity Customers**
 - CARE disconnect customers for ESAP enrollment
 - Non-CARE disconnect customers for CARE/FERA enrollment
- **Ethnic Communities / Limited English Proficient (LEP) Customers** - ZIP codes with high LEP populations
- **Extreme Climate Zone Customers** - Customers with higher winter and summer bills
- **Special Needs Customers** – Customers with disabilities, underemployed workers, and seniors
- **Hard-To-Reach** – Customers in rural communities and CARE-underpenetrated areas

M&O Strategies

SCE will use existing and new strategies to increase customer participation:

- **Conduct Joint Marketing** – In shared service areas, SCE will leverage marketing efforts with other IOUs
- **Event Marketing** – Integrate IQP into calendared events supported by SCE Marketing
- **Integrate Messaging on Edison SmartConnect™-Enabled Solutions** – Educate, Engage and Evaluate (3 E's)
- **Univision “A Su Lado”** – Live telethon style broadcast to raise program awareness
- **Customized Collateral for Specific Targets** – Adjust messages according to demographic profiles
- **Capture Preferred Communication Channel** – Text message, voice mail, email, etc.

M&O Strategies (Cont'd)

- **Call Centers** – Multi-lingual communication program providing access to over 150 languages and dialects through an in-language translator, and CARE enrollment for eligible customers
- **Ethnically-Focused Community Forums** – Corporate sponsored events for non-profit organizations that support minority communities (Latino/African-American, Pacific Islander & Asian American and Native American).
- **Direct Mail** – Customized letters and postcards include enrollment agency's contact information
- **Email Blast** – Target CARE customers who enrolled in MyAccount
- **Utilize Text Messaging** – Customers can opt to receive promotional messages via free texts
- **Automated Outbound Calling** – DirectConnect feature allows customers the option to speak directly to a service provider
- **Budget Assistant** – Update customers of progress toward their target bill amounts through text messages, email, VRU, etc.

M&O Strategies (Cont'd)

- **Welcome Kits** – Ensure all new residential SCE customers are aware of the CARE program
- **Community organizations** – Continue working with grass-roots, faith-based and non-profit organizations through the Capitation Program
- **CARE enrollment/re-certification through VRU** – SCE customers can enroll or recertify CARE eligibility through SCE's voice response unit system
- **Data sharing** – SCE will share data internally between the CARE and ESA program and externally with other parties including gas and water utilities