

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

Order Instituting Rulemaking on the  
Commission's Proposed Policies and Programs  
Governing Post-2003 Low-Income Assistance  
Programs.

And Related Matters

R.04-01-006  
(Filed January 8, 2004)

Application 04-06-038  
Application 04-07-002  
Application 04-07-014  
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Application 04-07-020  
Application 04-07-027  
Application 04-07-050

**SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) RAPID DEPLOYMENT –  
MONTHLY STATUS REPORT FOR APRIL 2005**

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Dated: **May 23, 2005**

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**SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) RAPID DEPLOYMENT -  
MONTHLY STATUS REPORT FOR APRIL 2005**

Southern California Edison Company ("SCE") hereby submits a status report describing its activities for the Low-Income Energy Efficiency ("LIEE") and California Alternate Rates for Energy ("CARE") low-income assistance programs for April, 2005. This monthly report includes a narrative that highlights the recent activities that SCE has undertaken to implement its low-income assistance programs and to leverage SCE's program with the services provided by Low Income Home Energy Assistance Programs ("LIHEAP") providers.

SCE has worked with the other California utilities, the Energy Division, and the Office of Ratepayer Advocates in developing the format for this report and the accompanying tables. This report includes tables detailing SCE's April 2005 activities, as well as certain summary tables as requested by the Commission. All of these tables comply with the information requested in Ordering Paragraphs 14 and 17 of Decision 01-05-033, issued on May 3, 2001, as well as supplemental information requested by the Commission. The April 2005 tables are also submitted in accordance with the direction received from the Energy Division and the Office of

Ratepayer Advocates on a May 22, 2002, conference call with the Joint Utilities in which it was determined that for certain months, the utilities should file an abbreviated set of tables, but on a quarterly basis, the utilities are to file a full set of tables. This month, SCE is filing the full set of tables. As the information in these tables is dynamic, the figures submitted herein supersede results reported in prior months. Also, since SCE has no remaining SBX1 5 funds, SCE has revised many of the tables to eliminate columns that had previously contained SBX1 5 information.

## **I.**

### **NARRATIVE**

#### **A. Description of SCE's Activities for LIEE**

In 2004, SCE attempted to strengthen the delivery of comprehensive services to low-income customers by maintaining an informed and experienced group of providers. April 2005 activities have continued that approach and reflect the new eligibility guidelines and eligible measures reflected in D.03-11-020. The following information reflects some of the measures completed and expensed in April 2005. For April 2005, SCE hereby reports on the paid installation of measures including 7 permanent evaporative coolers, 441 indoor compact fluorescent light bulbs, and 31 energy efficient refrigerators.

In addition to the service delivery work completed in April 2005, SCE completed 10 assessments of customer homes and provided education to 8 customers.

#### **1. LIEE Outreach and Leveraging Efforts**

In 2005, SCE will continue to permit any LIHEAP agency to leverage funds from the State Department of Community Services for installation of refrigerators provided at no cost by SCE with LIEE funds. SCE's LIEE contracts with LIHEAP agencies include requirements that refrigerators must be installed in SCE customer homes and completed applications must be returned. Other LIHEAP providers are contacted by phone and mail to provide them with

information on this leveraging opportunity. SCE and SoCalGas have established a cooperative working relationship over the years. SCE will continue to refer all customers receiving electric measures and whose assessment indicates gas space heating and three eligible weatherization measures to SoCalGas.

## **2. Bulk Purchasing**

SCE will continue to competitively bid the purchase of compact fluorescent light bulbs and energy efficient refrigerators. By purchasing these appliances in bulk SCE exercises a level of control over inventory that may not otherwise be possible. Contract terms are usually beneficial to SCE service providers. For example, refrigerators can be shipped in small quantities and are warehoused in a number of convenient locations to our service providers. Finally, SCE is able to obtain the best price possible through a competitive bid process.

## **B. Description of SCE's Activities for CARE**

In April, SCE enrolled 11,327 customers in CARE as a result of the March 2005 direct-mail marketing effort.

Moreover in April, SCE partnered in numerous CARE outreach activities that targeted SCE's hard-to-reach customer base in conjunction with SCE's Consumer Affairs Department and Equal Opportunity. One such event was hosted in conjunction with SCE's Customer Technology and Application Center (CTAC), SCE's Business Solutions, Public Affairs, Consumer Affairs, and the CARE Department. This outreach event was hosted in Lancaster and targeted non-profit and faith-based organizations. Another outreach event was hosted in conjunction with the Cambodian Coordinating Council. The 2005 Cambodian New Year Celebration was held in Long Beach and targeted SCE's low-income Cambodian population.

As part of the CARE Capitation Program, 24 agencies/organizations submitted 333 applications in April. Of these, 222 customers were enrolled, 91 were found to be existing CARE enrollees and 20 applications were rejected. A total of \$2,587.50 was paid out as part of the Capitation Program in April 2005.

SCE's multi-lingual efforts produced 1,230 applications in April with 909 of those applications resulting in new CARE enrollments. SCE continues to share enrollment data with SoCalGas and Southwest Gas.

In April, the total enrollment in SCE's CARE program was 959,787 customers. This number has decreased over the past few months even as current month enrollments have remained steady. SCE believes the reason for the decrease is a backlog of recertification requests during the fourth quarter of 2004 that has led to more drop-offs as SCE has caught up on sending out the recertification letters. SCE is working to develop new approaches that will increase customer response to recertification requests, thus reducing the customers that drop-off the CARE rate. Based on SCE's revised estimates of eligible customers as submitted to the Commission in Table 16 of this report, SCE's current enrollment equates to a penetration rate of approximately 84%.

**1. Outreach Provided to California Indian Tribes So That Compliance With SBX1 5 Section 5(j) Can Be Monitored**

SCE continues to work with the Southern California Indian Center in 2005 to provide important outreach to underserved Native Americans.

**2. Discussion of SCE's 2003/2004 CARE Program and Outreach Plan**

SCE implemented a far reaching media campaign in 2003 and continued that successful approach in 2004. SCE is continuing this outreach in 2005 since, direct mail will always be an important component of SCE's efforts. In 2003, over 86,000 customers were enrolled through direct mail. In October and November 2004, SCE mailed 530,000 CARE direct mail pieces to targeted customers. In 5 months, 31,939 customers have already been enrolled. SCE will continue to track the new CARE enrollments driven by this direct mail campaign. SCE mailed 440,000 CARE direct mail pieces in March 2005 to targeted customers and has processed 13,584 CARE applications. Of the applications processed, 11,740 new customers were enrolled in CARE.

SCE will continue to expand grassroots efforts through strategic alliances. SCE also plans to develop additional data systems and enhancements to CARE applications to improve the infrastructure of the system used to process applications and recertification documents.

In addition to implementing the high level marketing campaign and improving the infrastructure of the application processing/recertification/ verification process, SCE will fund the cost recovery for Phase II of the Low-Income Needs Assessment. SCE believes increased marketing and communication to multi-lingual customers is consistent with Commission policy and should lead to increased CARE enrollment.

SCE conducted an Ethnic Awareness Survey to assess the effectiveness of its CARE ethnic advertising among residential customers in five ethnic segments: Hispanic, Chinese, Korean, Vietnamese and African American. Key findings show CARE is the most recalled SCE program among ethnic market customers and the majority of ethnic market customers (58%) prefer that information regarding CARE be provided only in their primary language.

### **3. Advice Letters**

On May 13, 2005, SCE filed Advice 1893-E. Advice 1893-E Adjusted the Existing Income Limitations for California Rates for Energy and Family Energy Rate Assistance and Modified the Applicable forms. This filing increased the household annual income levels pursuant to the Energy Division's April 26 and April 28, 2005 letters.

SCE is preparing an Advice filing which will create a new application for eligible government and non-profit migrant farm workers housing facilities. Migrant Housing Centers were deemed eligible for CARE by Assembly Bill 868 and PCIC Decision 05-04-052. SCE expects to file this Advice filing within the week.

**II.**

**CONCLUSION**

SCE appreciates this opportunity to provide the Commission with updated information about the successes SCE has achieved in its LIEE and CARE programs through the Rapid Deployment effort.

Respectfully submitted,

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May 23, 2005

May 23, 2005

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) RAPID DEPLOYMENT - MONTHLY STATUS REPORT FOR APRIL 2005** 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:asLW051430028.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) RAPID DEPLOYMENT – MONTHLY STATUS REPORT FOR APRIL 2005 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.
- 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 identified as "Appearance" or "State Service."

Executed this **23rd day of May, 2005**, at Rosemead, California.

*Nicole M. Broadwater*

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