

**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 March 8, 2004)

Application 04-06-038
Application 04-07-002
Application 04-07-010
Application 04-07-011
Application 04-07-012
Application 04-07-013
Application 04-07-014
Application 04-07-015
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 MARCH 2005**

**MICHAEL D. MONTOYA
LARRY R. COPE**

Attorneys for
SOUTHERN CALIFORNIA EDISON COMPANY

2244 Walnut Grove Avenue
Post Office Box 800
Rosemead, California 91770
Telephone: (626) 302-2570
Facsimile: (626) 302-7740
E-mail: larry.cope@sce.com

Dated: **April 21, 2005**

**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 March 8, 2004)

Application 04-06-038
Application 04-07-002
Application 04-07-010
Application 04-07-011
Application 04-07-012
Application 04-07-013
Application 04-07-014
Application 04-07-015
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 MARCH 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 March, 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 March 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 March 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 abbreviated set of tables which includes Tables 1, 4, 6, 10, 11, 11a, 11b and 16. 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

SCE continues to strengthen the delivery of comprehensive services to low-income customers by maintaining an informed and experienced group of providers.

The following information reflects some of the measures completed and expensed in March 2005. For March 2005, SCE hereby reports on the paid installation of measures including 107 permanent evaporative coolers, 12,216 indoor and 8 outdoor compact fluorescent light bulb fixtures, and 1,455 energy efficient refrigerators.

In addition to the service delivery work completed in March 2005, SCE completed 760 assessments of customer homes and provided education to 1,742 customers.

1. LIEE Outreach and Leveraging Efforts

For 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 will be 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 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 March, SCE continued to enroll customers responding to the October and November direct-mail marketing effort that has resulted in 31,939 CARE enrollees to date.

Moreover in March, SCE partnered in numerous CARE outreach activities that targeted SCE's hard-to-reach customer base in conjunction with SCE's Consumer Affairs Department. Another event was hosted in conjunction with the East Valley Health Center. These CARE outreach events targeted the low-income residents within SCE's service territory.

As part of the CARE Capitation Program, 20 agencies/organizations submitted 317 applications in March. Of these, 171 customers were enrolled, 119 were found to be existing CARE enrollees and 27 applications were rejected. A total of \$1,963.00 was paid out as part of the Capitation program in March 2005.

SCE's multi-lingual efforts produced 1,902 applications in March with 1,036 of those applications resulting in new CARE enrollments. SCE data sharing also continues with SoCalGas and Southwest Gas.

In March, the total enrollment in SCE's CARE program was 957,277 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 that has led to more drop-offs as SCE has sent 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 for failure to respond. 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 seeks to continue 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 approach in 2004. SCE will continue this outreach in 2005. 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 expects to begin seeing results from this mailing in the next few weeks. SCE will track the results of this new outreach program. SCE's direct mail programs have been and will continue to be an important tool in enrolling additional CARE customers.

SCE will work 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.

The 2004 total SCE CARE program budget, excluding dollars for the CARE rate discount, was reduced from \$5,082,838 to \$2,882,838 as a result of SCE returning unspent 2003 PGC CARE funds to ratepayers. For 2004 CARE administrative activities, SCE spent \$3,720,783. The CARE program budget includes program support, automatic enrollment, information technology, and outreach. SCE has exceeded the \$2,882,838 budget for 2004. This level of activity was anticipated and was reflected in SCE's July 1, 2004 Application, seeking budget and rate authorization for \$4,104,000 for CARE during 2005. Table A-1 in SCE's testimony filed in A.04-07-012 indicates year to date expenses through May 2004 to be \$1,407,788 which when extrapolated out for the entire year of 2004 shows a potential 2004 CARE expenditure of approximately \$3,379,000.

3. Status of Migrant Housing Review

SCE has responded to both of the Administrative Law Judge's Rulings seeking input regarding Assembly Bill 868, which permits some migrant housing to be eligible for the CARE program. SCE believes the migrant farm housing centers operated by the Office of Migrant Services should be eligible for CARE. SCE also believes migrant farm housing centers operated by other non-profit organizations should be eligible provided a method is established to

make sure the operator actually passes the benefits through to the resident. SCE and the other utilities are currently investigating their records to determine what types of migrant housing centers exist, how they are constructed and operated (for example: single meter vs. individual meter, single residence vs. multiple-residence, profit vs. non-profit, farm vs. non-farm). After SCE has determined what type of migrant housing exists on its system, SCE will exercise its best efforts to comply with any order issued by the Commission in R.04-01-006.

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,

MICHAEL D. MONTOYA
LARRY R. COPE

By: Larry R. Cope

Attorneys for
SOUTHERN CALIFORNIA EDISON COMPANY

2244 Walnut Grove Avenue
Post Office Box 800
Rosemead, California 91770
Telephone: (626) 302-2570
Facsimile: (626) 302-7740
E-mail: larry.cope@sce.com

April 21, 2005

April 21, 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 MARCH 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:asLW051080049.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 MARCH 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 **21st day of April, 2005**, at Rosemead, California.

Nicole M. Broadwater

Nicole Broadwater
Project Analyst
SOUTHERN CALIFORNIA EDISON COMPANY

2244 Walnut Grove Avenue
Post Office Box 800
Rosemead, California 91770