

December 21, 2004

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 NOVEMBER 2004** 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:as:LW043510034.doc
Enclosures

cc: All Parties of Record
(U 338-E)

**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 04-07-010
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 NOVEMBER 2004**

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Dated: **December 21, 2004**

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**SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) RAPID
DEPLOYMENT - MONTHLY STATUS REPORT FOR NOVEMBER 2004**

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 November, 2004. 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 November 2004 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 November 2004 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 in these tables submitted herein supersede results reported in prior months. Also, since SCE has no remaining SBX1 5 funds in 2004, 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 began 2004 seeking to strengthen the delivery of comprehensive services to low-income customers by maintaining an informed and experienced group of providers. November activities have included the installation of 2003 eligible measures in homes where customers received assessment services prior to the release of D.03-11-020 on November 13, 2003. Both assessment and service delivery applications were changed to reflect the new eligibility guidelines and eligible measures reflected in D.03-11-020. Service delivery contracts were revised to reflect the new assessment process and eligible measures.

The following information reflects some of the measures completed and expensed in November 2004. For November 2004, SCE hereby reports on the paid installation of measures including 170 permanent evaporative coolers, 7,411 indoor and 15 outdoor compact fluorescent light bulbs, and 1,249 energy efficient

refrigerators.

In addition to the service delivery work completed in November, SCE completed 1,958 assessments of customer homes and provided education to 1,029 customers.

Of additional note, two changes have been made to Table 1 showing LIEE budget and expenditures, namely, (1) SCE has reallocated LIEE program administrative costs as separate costs for each measure to the “Other Administration” cost line item and (2), SCE has moved the Cool Center budget and expenditures so they are not a part of LIEE and reallocated these funds to other LIEE measures (pursuant to an agreement between SCE and ORA whereby SCE will establish a Memorandum Account to separately track costs for the 2004 Cool Center program.

1. LIEE Outreach and Leveraging Efforts

In 2004, SCE will 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 November, SCE's outreach activities focused on a direct-mail marketing effort that resulted in 8,387 new CARE enrollees.

As part of the CARE Capitation Program, 21 agencies/organizations submitted 463 applications in October. Of these, 177 customers were enrolled, 215 were found to be existing CARE enrollees and 71 applications were rejected. A total of \$2,017.00 was paid out as part of the Capitation program in November 2004.

SCE's multi-lingual efforts produced 765 applications in November with 558 of those applications resulting in new CARE enrollments. SCE data sharing also continues with SoCalGas and Southwest Gas.

In November, the total enrollment in SCE's CARE program was 976,210 customers. 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 86%.

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 2004 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 continues and expands on this approach in 2004. Direct mail will always be a

component of SCE's efforts. In 2003 over 86,000 customers were enrolled through direct mail. In October 2004 SCE mailed 100,000 CARE direct mail pieces to targeted customers. To date, the response rate is 7.1% with an 80% conversion rate. In November 2004, SCE mailed 430,000 direct mail pieces to targeted customers. In four weeks, over 8,300 customers have been enrolled through this mailing. The combined enrolled from the October and November 2004 mailings is 14,151. SCE will continue to track the new CARE enrollments driven by these direct mail campaigns.

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/certification/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.

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 to date, SCE has spent \$3,255,321. The CARE program budget includes program support, automatic enrollment, information technology, and outreach. As of the date of this filing, 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.

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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December 21, 2004

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 NOVEMBER 2004 on all parties identified on the attached service list(s). Service was effected by one or more means indicated below:

- Placing the copies in properly addressed sealed envelopes and depositing such envelopes in the United States mail with first-class postage prepaid (Via First Class Mail) to all parties identified as "Appearance" or "State Service":
- 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 the other addressee(s);
- Transmitting the copies via e-mail to all parties who have provided an address.

Executed this **21st day of December, 2004**, at Rosemead, California.



Meraj F. Rizvi
Project Analyst
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