

**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 05-06-005  
Application 05-06-009  
Application 05-06-012  
Application 05-06-013

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

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Dated: **October 21, 2005**

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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 September 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 ("ORA") in developing the format for this report and the accompanying tables. This report includes tables detailing SCE's September 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 September 2005 tables are also submitted in accordance with the direction received from the Energy Division and the ORA 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

In 2004, SCE strengthened the delivery of comprehensive services to low-income customers by maintaining an informed and experienced group of providers. September 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 September 2005. For September 2005, SCE hereby reports on the paid installation of measures including 348 permanent evaporative coolers 2,594 indoor compact fluorescent light bulbs, and 1,524 energy-efficient refrigerators.

In addition to the service delivery work completed in September 2005, SCE completed 15,028 assessments of customer homes and provided education to 5,917 customers.

#### 1. LIEE Outreach and Leveraging Efforts

In 2005, SCE continues 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 continues to refer all customers receiving electric measures and whose assessment indicates gas space heating and three eligible weatherization measures to SoCalGas. In addition, through this cooperative relationship, customers assessed for SoCalGas' program, who are also SCE customers, get assessed for both gas and electric measures. For the 2005 program year, SCE projected that 85% of customers assessed through the SoCalGas program would also qualify for SCE's program. Current numbers are at 62% enrollment of SoCalGas assessments. SCE has launched an aggressive outreach and marketing campaign to increase customer participation in the program and to make up for the shortfall of anticipated enrollments through SoCalGas' program.

## **2. Bulk Purchasing**

SCE continues to competitively bid the purchase of 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 are shipped in small quantities and are warehoused in a number of locations convenient to 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**

Through September 15,353 customers were enrolled in the CARE program as a result of the March 2005 direct-mail marketing effort.

Moreover in September, 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. SCE hosted several events in the month of September. One such event was a migrant farm worker outreach held in conjunction with the City of Rialto. Rialto International Family Day was held on September 17, 2005. The event targeted Rialto's diverse low-income population. Many CARE applications were handed out at this event. In addition, SCE hosted a faith-based outreach in the South Bay. The event was well attended and well received by the community-based organizations in attendance. Moreover, SCE attended the Set For Life Senior Outreach in Monrovia where many seniors expressed an interest in the CARE program. CARE applications were distributed to many event attendees.

As part of the CARE Capitation Program 10 agencies/organizations submitted 210 applications in September. Of these, 96 customers were enrolled, 95 were found to be existing CARE enrollees and 19 applications were rejected. A total of \$1,148 was paid out as part of the Capitation Program in September 2005.

SCE's multi-lingual efforts produced 995 applications in September with 748 of those applications resulting in new CARE enrollments. SCE continues to share enrollment data with SoCalGas and Southwest Gas.

As of September 30, 2005, a total of 949,772 customers were participating in the CARE program. SCE's total number of customers participating in CARE has dropped slightly since the first of the year. This is due primarily to the failure of existing customers to recertify after 2 years. 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 82%

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 2004/2005 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 October and November 2004, SCE mailed 530,000 CARE direct mail pieces to targeted customers. Over 32,000 customers were enrolled in the CARE Program through this mailing. SCE mailed 440,000 CARE direct mail pieces in March 2005 to targeted customers and has processed 18,507 CARE applications. Of the applications processed, 15,353 new customers were enrolled in CARE.

SCE continues 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. 2005 Cool Centers**

SCE contacted its active existing Cool Center operators to discuss program changes that were directed by the Commission in D.05-04-052. All program operators have declined participation in 2005 due to the new limitations on eligible expense categories for reimbursement and concern over income qualifying Cool Center attendees. Based on the input received to date from the existing active contractors, SCE will not operate the Cool Center program in 2005, absent revisions to the policy directives outlined in D.05-04-052.

**4. 2005 Winter Initiatives**

SCE has presented several proposals to the Commission in response to the Commission's request for suggestions to mitigate bill impacts on low-income customers during the 2005-2006 winter. Some of SCE's proposals can and will be implemented internally and others will need Commission approval prior to implementation. SCE is pursuing the necessary authorizations to implement its winter mitigation proposals.

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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October 21, 2005



**TABLE 10**  
**CARE Enrollment, Recertification, and Attrition - Southern California Edison**  
**September 2005**

	A	B	C	D	E	F	G	H	I	J
	Gross Enrollment From Automatic Enrollment <sup>1</sup>	Gross Enrollment From Capitation	Gross Enrollment Other Sources (Not Including Recertification Enrollment)	Gross Current Month Enrolled A+B+C	Gross Enrollment From Recertification <sup>2</sup>	Total Gross Enrollment D+E	Attrition (Drop Offs)	Net Enrollment F-G	Adjusted Net Enrollment = Net Recertification H-E	Total CARE Participants
January	2,823	123	23,929	26,875	38,825	65,700	22,527	43,173	4,348	978,553
February	2,428	158	19,848	22,434	53,689	76,123	29,688	46,435	-7,254	971,299
March	2,249	171	22,868	25,288	49,034	74,322	39,310	35,012	-14,022	957,277
April	1,721	222	31,686	33,629	20,278	53,907	31,119	22,788	2,510	959,787
May	2,027	143	19,271	21,441	17,097	38,538	20,897	17,641	544	960,331
June	1,430	169	22,601	24,200	19,604	43,804	25,336	18,468	-1,136	959,195
July	675	159	25,560	26,394	22,707	49,101	19,022	30,079	7,372	966,567
August	3,065	152	21,983	25,200	36,582	61,782	39,820	21,962	-14,620	951,947
September	2,914	96	23,124	26,134	39,572	65,706	28,309	37,397	-2,175	949,772
October										
November										
December										
<b>Totals</b>	<b>19,332</b>	<b>1,393</b>	<b>210,870</b>	<b>231,595</b>	<b>297,388</b>	<b>528,983</b>	<b>256,028</b>	<b>272,955</b>	<b>-24,433</b>	

Notes:

<sup>1</sup> Includes enrollment from data exchanges with SoCalGas, Southwest Gas, and State CSD.

<sup>2</sup> Recertifications completed regardless of month requested.

**Table 11 - CARE Standard Program Random Verification Results - Southern California Edison - September 2005**

	Total CARE Population less Capitation Enrollments	Participants Requested to Verify	% of Population Total	Participants Dropped (No Response)	Participants Dropped (Verified as Ineligible)	Total Dropped <sup>1</sup>	% Dropped through Verification	% of Total Population Dropped
January-05	978,430	696	0.07%	514	15	529	76.01%	0.05%
February-05	971,141	607	0.06%	379	28	407	67.05%	0.04%
March-05	957,106	745	0.08%	436	26	462	62.01%	0.05%
April-05	959,565	674	0.07%	427	33	460	68.25%	0.05%
May-05	960,188	1,877	0.20%	1,157	66	1,223	65.16%	0.13%
June-05	959,026	665	0.07%	443	28	471	70.83%	0.05%
July-05	966,408	612	0.06%	374	25	399	65.20%	0.04%
August-05	951,795	785	0.08%	19	21	40	5.10%	0.00%
September-05	949,676	715	0.08%	5	3	8	1.12%	0.00%
October-05								
November-05								
December-05								
Total YTD PY2005	949,676	7,376	0.78%	3,754	245	3,999	54.22%	0.42%

<sup>1</sup> Verification results are tied to the month initiated. Therefore, verification results may be pending due to the time permitted for a customer to respond.

**Table 11A - CARE SBX1 5 Outreach Verification Results - Southern California Edison - September 2005**

	Total SBX1 5 Outreach Enrollment	Participants Requested to Verify	% of Outreach Total	Participants Dropped (No Response)	Participants Dropped (Verified as Ineligible)	Total Dropped	% Dropped through Verification <sup>1</sup>	% of Total SBX1 5 Population Dropped
January-05	123	0	0.00%	0	0	0	0.00%	0.00%
February-05	158	0	0.00%	0	0	0	0.00%	0.00%
March-05	171	3	1.75%	2	0	2	66.67%	1.17%
April-05	222	6	2.70%	4	0	4	66.67%	1.80%
May-05	143	9	6.29%	8	0	8	88.89%	5.59%
June-05	169	0	0.00%	0	0	0	0.00%	0.00%
July-05	159	0	0.00%	0	0	0	0.00%	0.00%
August-05	152	1	0.66%	0	0	0	0.00%	0.00%
September-05	96	0	0.00%	0	0	0	#DIV/0!	0.00%
October-05								
November-05								
December-05								
Total YTD PY2005	1,393	19	1.36%	14	0	14	0.00%	1.01%

<sup>1</sup> Verification results are tied to the month initiated. Therefore, verification results may be pending due to the time permitted for a customer to respond.

**Table 11B - Combined CARE Standard Program and SBX1 5 Outreach Verification Results - Southern California Edison - September 2005**

	Total CARE Population	Participants Requested to Verify	% of Population Total	Participants Dropped (No Response)	Participants Dropped (Verified as Ineligible)	Total Dropped	% Dropped through Verification <sup>1</sup>	% of Total Population Dropped
January-05	978,553	696	0.07%	514	15	529	76.01%	0.05%
February-05	971,299	607	0.06%	379	28	407	67.05%	0.04%
March-05	957,277	748	0.08%	438	26	464	62.03%	0.05%
April-05	959,787	680	0.07%	431	33	464	68.24%	0.05%
May-05	960,331	1,886	0.20%	1,165	66	1,231	65.27%	0.13%
June-05	959,195	665	0.07%	443	28	471	70.83%	0.05%
July-05	966,567	612	0.06%	374	25	399	65.20%	0.04%
August-05	951,947	786	0.08%	19	21	40	0.38%	0.00%
September-05	949,772	715	0.08%	5	3	8	0.00%	0.00%
October-05								
November-05								
December-05								
Total YTD PY2005	949,772	7,395	0.78%	3,768	245	4,013	54.27%	0.42%

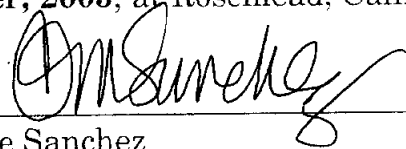
<sup>1</sup> Verification results are tied to the month initiated. Therefore, verification results may be pending due to the time permitted for a customer to respond.

**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 SEPTEMBER 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. First class mail will be used if electronic service cannot be effectuated.
- 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.

Executed this **21st day of October, 2005**, at Rosemead, California.



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