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February 22, 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 PY2004 YEAR END REPORT 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:ads LW050530037.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
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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 PY2004 YEAR END REPORT**

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Dated: [February 22, 2004](#)

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**SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) RAPID
DEPLOYMENT PY2004 YEAR END REPORT**

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 2004. This annual 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 all of SCE's 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 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. For the 2004 year end report, SCE is filing the complete set of tables. As the information in these tables is dynamic, the figures in these tables submitted herein supersede prior reported results.

I.

NARRATIVE

A. Description of SCE's Activities for LIEE

SCE began 2004 seeking to continue leveraging its LIEE programs and improve on the delivery of comprehensive services. While continuing to use the existing assessment process evaluating a customer's home for comprehensive services, SCE finalized the design and implementation plan of a more robust tool for assessing customer homes for installation of weatherization and eligible electric measures. This new tool enhanced the assessment process and allowed all eligible electric measures to be evaluated in one visit. A training program was developed specifically for this assessment tool and all service providers were required to undergo training before assessments could be started. SCE's service delivery system was also enhanced to provide customers with comprehensive services and to minimize the number of visits to a customer's home.

SCE's service provider list includes a mix of community-based organizations, LIHEAP providers, private contractors and existing contractors under the Southern California Gas Direct Assistance Program (DAP). Service providers (contractors) are now providing services to customers under an enhanced comprehensive service delivery plan using SCE's assessment and service delivery mechanism.

1. PY2004 Year-End Results - Installations

LIEE The following information reflects program activity completed and paid for in the year 2004. SCE hereby reports on the paid installation of 117,133 indoor compact fluorescent light bulbs (CFL's) and 220 outdoor CFL's; 15,919 refrigerators, and 1,467 evaporative coolers. In total for 2004, SCE assessed 30,649 homes for electric measures and provided in-home education to 14,886.

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.

2. LIEE Outreach and Leveraging Efforts

SCE worked through LIHEAP providers and other contractors to leverage LIEE resources to outreach and expand the delivery of LIEE services to hard-to-reach areas. The referral of low-income customers through providers and through SCE's Call Center provided enough potential service delivery referrals to deplete program funding. The delivery of comprehensive services to those joint-customers served through the SoCalGas DAP program has created an issue.

SoCalGas is providing services to a greater number of joint-customers than SCE provides to a combination of SCE and SCE/SoCalGas customers. This issue was addressed by SCE in its July 1, 2004 Application. In 2004, SCE continued to offer energy efficient refrigerators to LIHEAP providers under an agreement where installation costs would be paid through LIHEAP.

To increase the knowledge and enhance the quality of assessment and service delivery to SCE customers, SCE continued conducting training workshops in 2004 for assessment and service delivery contractors. In addition to learning about the program's policies and procedures and installation requirements, this training focused on ethics and etiquette as it applies to on-site contact with customers. This training strengthens outreach and installation skills and helps outreach representatives better interact with customers.

SCE also provided all contractors with website access to SCE's LIEE policy and procedures and the Statewide Weatherization Installation Standardization Manual. Each contractor has been issued a password allowing access to SCE's website and specifically to the documents mentioned above. As changes occurred to either the standardization manual or policy and procedures, these changes were posted on the website and incorporated into the appropriate document. Website access allows contractors to download the most recent document related to program service delivery and avoid delays of confusion regarding the authorized document for use with the program.

3. Energy Education

In 2004, SCE and SCG continued to share costs, collaborate and enhance their "Customer Energy Education and Resource Guide" used for SCE's individual program and for shared customers serviced through the Southern California Edison – Southern California Gas Inter-Utility Agreement. This

resource guide has been updated for PY2005 and provides valuable, comprehensive information (English and Spanish versions) about the utilities' programs and services, energy conservation, proper use of appliances, safety tips, and other state, local, and government programs that can provide added value to low-income customers.

4. Bulk Purchasing

In 2004, SCE continued to contain costs and maximize program funding by issuing contracts to vendors through a competitive bid process. Requests for Bids were issued for refrigerators and compact fluorescent light bulbs. In both cases a number of vendors competed to provide Energy Star appliances to SCE customers. These appliances were shipped directly from the manufacturer to SCE's contractors for installation in low-income customer homes. Contracts were awarded to vendors based on price and other areas including shipping capability and service area. This process helps provide the lowest price and the highest level of customer service.

5. Outreach Provided to California Indian Tribes so that Compliance with SBX1 5 Section 5(j) Can be Monitored

In 2004, SCE worked with the Southern California Indian Center to provide outreach to various Native Americans throughout the joint utility service territories of SCE and SoCalGas. SCE continued to work with the Southern California Indian Center in 2004 to provide this important outreach.

B. Description of SCE's Activities for CARE

SCE received and processed over 348,002 CARE applications in PY2004 and launched an expanded reporting system that allows the tracking of individual applications by event, direct mailer, outreach, capitation, etc. Approximately 17%

of the applications processed in 2004 (59,611) are believed to have been sent to customers from inbound calls to SCE's Call Center. The use of a specific source code beginning in 2004 allowed SCE to more accurately track these applications.

In 2004, "Direct Mail" activity contributed to 26,413 new enrollees – the Annual Solicitation brought in almost 83,368. The "The Gas Company" data sharing program brought in over 35,334 new enrollees. "Automatic Enrollment" activity in 2005 is expected to continue to provide a valuable tool for reaching new enrollees especially with the data sharing project with the State Community Services Department.

For 2004, the total enrollment at year end in SCE's CARE program was 974,205 customers. Based on SCE's updated estimates of eligible customers, SCE's current enrollment equates to a penetration rate of approximately 86%.

C. CARE Outreach and Marketing

SCE's 2004 goal with CARE was to implement an annual outreach campaign that employed a variety of channels using an integrated mix of vehicles and tools to deliver the most effective and efficient outreach across a culturally diverse customer base.

- Mass media to reach entire SCE customer base
- Targeted Ethnic Media Outreach
- Targeted direct mail outreach with application to customers eligible but not currently enrolled in CARE
- Events/grass roots outreach for personalized, face-to-face messaging / Public Affairs, Supplier Diversity, Equal Employment Opportunity, and Edison Volunteers

- Strategic alliance outreach to touch constituents of CBO's, government agencies, faith-based organizations, schools, trade associations to extend message to "hard-to-reach" customers.
- 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.

WAVE 2 -Fall/Winter Strategy

- Extended Multi-ethnic outreach/advertising to reach broader eligible audience.
 - Hispanic
 - Asian
 - African American
- Greater focus on actionable approach with the Ethnic media.
- Expanded grass roots efforts through strategic alliances with retail partners.
- Continued outreach activity through events and statement messaging
- Continued media outreach with emphasis on multi-lingual press releases
- Provided CARE Showcase Presentation and Event Toolkit to support Public Affairs, Community Involvement and Equal Opportunity

The Annual Bill Insert (bi-lingual English/Spanish) was distributed with the June bill. This resulted in about 109,781 new CARE enrollees.

2004 Q4 Direct Mail Campaign

General Market

In October and November a targeted bi-lingual (English/Spanish) direct mail campaign was rolled out. Over 30,500 customers have been enrolled in CARE through these efforts. The October pieces were mailed to 100,000 customers and tested new packing and broadcast voicemail. The mailing was broken into thirds, a control piece, a new piece and the new piece with broadcast voicemail. All pieces had about an 80% conversion rate however the response rates varied.

Response Rates

Control 7%

New piece with broadcast voicemail 7.8%

New piece only 8.9%

In November 430,000 pieces of the new creative were mailed to targeted customers. The response rate is strong at 7.1% and rising. The conversions rate is consistent with the other mailings at 80%.

CARE applications in 2004 were categorized in one of the following groups.

Source	Enrolled	% of Total Enrolled
Call Center, Multilingual, Events & Other	70,107	32%
Annual Solicitation and Direct Mail	109,781	50%
Automatic Enrollment with SoCalGas	35,334	16%
Capitation	3,837	2%
Total	219,059	100%

Since the beginning of the Capitation Fee Program, SCE has paid over \$262,578 in incentive fees to participating agencies who have partnered with us to promote our CARE rate.

In 2004, 63 CBO's/Agencies participated in the program and received incentive checks totaling \$45,436. A total of 7,466 applications were processed with 3,837 being approved. The approval rate for 2004 was 51% while almost 2,665 of the applications represented customers already on CARE. When appropriate these customer applications were used as re-certification applications and the customer started a new 24 month clock for re-certification.

SCE completed software development on a number of reports that will assist CARE staff in evaluating and assessing program activities. These reports are applicable to both verification and re-certification and track Operational Activities as well as Verification/Re-Certification Activities.

D. Discussion of SCE's 2004 CARE Program Budget and Outreach Plan

On September 5, 2002, the Commission approved Decision D.02-09-021 which authorized the recovery of CARE administrative costs through a balancing account, subject to a final determination of reasonableness. The Commission in the same Decision set the authorized amount to be collected for CARE administrative costs by SCE from ratepayers at \$2.883 million per year. However, as penetration levels increase, it becomes increasingly more difficult to reach potentially eligible customers. Thus in 2004, SCE targeted its marketing efforts in an attempt to reach eligible customers.

SCE continued its far reaching media campaign in 2004 and will continue this approach in 2005. Based on 2004 year-end numbers, the total SCE CARE program budget, excluding dollars for the CARE rate discount, SCE spent \$3,720,783 for 2004. This represents an increase of \$838,000 above the adopted budget of \$2,882,838 for 2004.

Direct mailing will always be a component of SCE's efforts. In 2004 over 26,000 customers were enrolled through direct mailers.

In 2005 SCE plans to:

- Optimize existing proven channels – Bill Inserts, Bill Messages and Direct Mail
- Target eligible customers with direct messaging that is efficient and effective
- Utilize the shared mail and door hanger vehicles to geo-target areas that potentially have a high concentration of customers eligible for the CARE program
- Revamp recertification approach and use proven direct mail tactics to increase recertification responses.

Program year 2004, will mark the first year SCE was without supplemental SBX1-5 funds. SCE is authorized to collect and spend \$2.883 million annually in ratepayer funds. SCE spent an additional \$837,000 to build CARE enrollment and improve the infrastructure of CARE operations for a total of \$3,720,783.

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 during 2004.

Respectfully submitted,

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February 22, 2005

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 PY2004 YEAR END REPORT 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 **22nd day of February, 2002**, at Rosemead, California.

Susan L. Quon
Project Analyst
SOUTHERN CALIFORNIA EDISON COMPANY

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**Table A-SCE LIEE Leveraging & Outreach Initiatives
as of December 2004**

<p>LIHEAP Organizations</p>	<p>In Decision 01-05-033, dated May 3, 2001, the CPUC ordered California IOUs to implement their LIEE programs as a “leveraging vehicle” with Community Based Organizations (CBOs) who deliver similar services through the Low Income Home Energy Assistance Program (LIHEAP), administered by the California State Department of Community Services and Development.</p> <p>In compliance with D01-05-033 and to assist in the installation of refrigerators for PY2004, SCE contracts with seven LIHEAP organizations within SCE’s service territory.</p> <p>SCE continues to offer leveraging contracts to <u>all</u> LIHEAP agencies throughout SCE’s service territory.</p>	<p>January 2004 – December 2004</p>	<p>12 contractors are currently installing refrigerators for SCE under the regular SCE contract. Of these 12 contractors, 7 are LIHEAP funded.</p> <p>As of December 31, 2004, one-hundred-forty-eight (148) refrigerators have been installed through LIHEAP leveraging.</p>
<p>Southern California Gas (SCG) Data Sharing</p>	<p>SCE continues its contracts with service providers in SCG territory to provide comprehensive assessment services to joint customers of SCG and SCE. Customers outreached in SCG service territory who are also SCE customers are assessed for all gas and electric measures they may qualify for.</p>	<p>On-going</p>	<p>Ongoing</p>

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
CARE Enrollment with LIEE Services	Enroll customers in CARE at the time they receive LIEE measures/services.	Ongoing	CARE applications are completed when energy education materials are presented to customers.
SCE/SoCalGas Data Exchange	SCE collaborates with SoCalGas to electronically share CARE participant data to assist customers to enroll in each utility's program.	Ongoing	Ongoing preparations for a one day event / no cost / accomplished through Edison affinity groups, volunteers from VOICE and other Edison volunteers.
Top 100 Home Owners Associations in territory	Sent information packets for distribution in board meetings and publication in newsletters.	March 2001	On going / no cost
League of United Latin American Citizens (LULAC), District 2	Distributed over 5,000 applications for CARE.	March 3, 2001	No cost / distributed over 5,000 applications / on going.
Leisure World's cable TV network	Presented as guests on Leisure World's cable TV network. Focused on Energy Crisis Issues/Stage alerts and D-CARE program.	March 29, 2001	No cost / reached senior population of Laguna Woods, 15,000
Energy & Resource Conservation Workshop-March 30, 2001	Workshop promoting energy & resource conservation held where CARE was presented. 5,000 seniors were given applications.	March 30, 2001	No cost / distributed over 5,000 applications.
UNCF Walk-a-Thon	2,000 attended, CARE applications and energy conservation tips distributed.	April 2001	Distributed over 400 CARE applications.
Baldwin Park Senior Center	CARE applications, along with "conservation tips" materials to be distributed to senior center.	April 2001	General presentation regarding the CARE program, including conservation tips, Energy Efficiency programs and recommendations.
Rancho Cucamonga Senior Center	CARE applications, along with "conservation tips" materials to be distributed in senior center.	April 2001	General presentation regarding the CARE program, including conservation tips, Energy Efficiency programs and recommendations.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Bell Court Senior Apartments	CARE applications, along with “conservation tips” materials to be distributed.	April 2001	No cost/ over 125 people reached.
Orange County Archdiocese	CARE applications, along with “conservation tips” materials distributed to 22 churches. Trained volunteers at churches and held “CARE Days” to get people signed onto the CARE rate. Publicized event in bulletins and via church announcements.	April 29, 2001	Completed - Over 1,000 customers signed up, distributed over 38,000 applications, no cost / accomplished through Edison affinity groups, volunteers from VOICE and other Edison volunteers.
Catholic Charities Orange County	Enroll customers in CARE in conjunction with providing other services.	May 2001	Ongoing
Catholic Charities San Bernardino / Riverside	Enroll customers in CARE in conjunction with providing other services.	May 2001	Ongoing
LA Urban League	Direct mail – 4,000 applications	May 2001	No cost.
Loaves and Bread	Provides over 400 meals to people in obvious need. CARE applications	May 2001	No cost/ over 400 people.
California Conservation Corps Los Angeles CCC San Bernardino CCC Camarillo CCC	Provided LA CCC with 1,000 folders with conservation information and D-CARE applications. The other centers were provided with 1,000 of each of the informational pieces and applications.	May 2001	No cost / CCC distributed information and applications to residents in their counties.
Latino Health Access	D-CARE applications, energy conservation sheets, stage 3 rolling outages, in Spanish and English in Costa Mesa area.	May 2001	No cost / over 1,000 customers reached.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
City of Whittier	The City of Whittier has expressed interest in exempting CARE customers from the city utility users tax (UUT). SCE has provided penetration information to city for use in determining fiscal impacts of automatic enrollment of CARE customers on UUT exemption.	May 2001	No cost.
May Bill Messages/Bill Inserts	Announced income guideline changes to CARE.	May 2001	
The Second Harvest Food Bank	Presented to the Second Harvest Food Bank and thirteen other charity organizations. In partnership with its member charities, the food bank helps feed more than 180,000 individuals each month. Other programs SCE has to offer were presented with an emphasis on the CARE program. The organization distributes information and the application in the food bags delivered. Applications will be mailed to SCE or the agencies will collect the applications and return them.	May Ongoing	No cost / possible 180,000 per month.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Pomona Unified School District	Energy crisis and CARE presentation to more than 100 non-English speaking parents for the Pomona Unified School District. This school district program, "Pomona Parent Institute" is a Title 1 program that aims to educate parents about a host of school and community issues.	May 15, 2001	No cost.
Greater Zion Apostolic Church	Outreach and enroll customers by contacts through family, friends, and outside affiliations.	May 19, 2001	
Vietnamese Radio 106.3 FM	Contacts with each city and county in SCE's service territory and community-based organizations.	May 19, 2001	Focused on 3 messages: What is the CARE program; how to qualify; the contact # 800 for Vietnamese Customers for any questions.
Vietnamese Community Event	Organized by the Vietnamese community in Westminster, volunteers signed qualified Vietnamese customers. The Asian Press attended as well as the Vietnamese Community Support Groups, Vietnamese USA, and the Vietnamese Community of So California.	May 20, 2001	Ongoing / no costs / over 100 signed applications.
Senior Briefing	Congresswoman Juanita McDonald spoke to over 300 seniors.	May 25, 2001	Signed up applicants and made contacts for other organizations/ no cost.
Santa Ana Unified School District (SAUSD)	Outreach and enroll customers by contacts through family, friends, and outside affiliations. Published CARE application in Arriba newsletter in 3 languages.	June 2001	Reached over 60,000 customers / \$1,000 cost

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Tulare / Visalia Unified School District	Presented to employees of the school, showed what had been done in SAUSD.	June 2001	Reached over 200 / no cost.
Long Beach Ministerial Alliance	A consortium of about 15 African American Churches in Long Beach. We will present D-CARE, conservation, and a de-regulation overview to the members and constituents.	June 2001	No cost
Somebody Cares	Food bank in Fontana providing food to over 105 churches.	June 2001	On going / no cost /potential to reach over 40,000 low-income families
Baldwin Hills Shopping Plaza	Set up table at the mall to inform people, distribute applications and sign people on the spot.	June 2001	On going / no cost / hope to sign over 1,000 people.
KGGI 99.1 FM in Riverside	PSAs concerning CARE with possible slot for SCE to give out conservation and CARE information on the Public Affairs show.	June 2001	Conservation tips and CARE information / no cost.
June Bill Messages/Bill Inserts	Announce revised income guideline changes and provided CARE application in all domestic bills.	June 2001	
Oasis Senior Citizens	CARE applications, along with “conservation tips” materials to be distributed in senior citizens in LA.	June 2001	20 applications signed, handed out over 70 more / no cost.
Moreno Valley Christian church	Presentation to educate about the CARE program and applications distributed.	June 2001	Approximately 35 applications signed and over 100 more distributed / no cost.
Miracle workers of Los Angeles	Presentation to educate about the CARE program.	June 2001	Approximately 20 applications signed and over 60 more distributed / no cost

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Los Angeles County Archdiocese	CARE applications, along with “conservation tips” materials distributed to 6 out of 33 churches. Trained volunteers at churches and held CARE Days to get people signed onto the CARE rate. Publicized event in bulletins and via church announcements.	June to end of 2001	On going - Over 700 customers signed up, distributed over 3,500 applications, no cost 27 churches left / accomplished through Edison affinity groups, volunteers from VOICE and other Edison volunteers.
Inland Empire Minister’s Association	Presented CARE to a consortium of 40 African American churches.	June to end of 2001	Preparations being made for CARE events at the various churches / no cost.
LA County Ministerial Breakfast	Presented CARE to 150 clergy.	June to end of 2001	Preparations being made for CARE events at the various churches / no cost.
Lennox Ministerial Association	Presented CARE to a consortium of 80 churches.	June to end of 2001	Preparations being made for CARE events at the various churches / no cost.
Justice for Janitors	Presented to a group of leaders at the Justice For Janitors, Orange County headquarters. This organization is comprised of approximately 4,000 Orange County members.	June Ongoing	Continuing to sign up the 4,000 members at various events / no cost.
Hotel Segment	Worked with Major Customer Division (MCD) to reach employees from major hotel chains who qualify for the CARE rate. Hilton, Hyatt, and Marriott will communicate the rate and distribute the application to their employees via newsletters and bulletin boards. Also, educating them about energy efficiency, which will help with hotel usage as well.	June Ongoing	Reach all qualified employees/ no cost.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Public Housing Authorities	Applications have been supplied to 18 organizations who are going to give them out to each applicant that comes in for assistance.	June Ongoing	No cost / reaching over 20,000 customers who qualify for Section 8, welfare.
Consumer Advisory Panel	Presented to 12 members to give information concerning Outreach efforts of EEO.	June 12, 2001	No cost.
Headstart School Program	Worked with 9 schools to reach over 1,000 families for CARE program.	June 14, 2001	Reached over 1,000 families / no cost.
Albertson’s Market	Meet with managers and business community leaders to identify the best location for having a table set up outside the store for sign ups. Pilot to see if plausible to continue at other locations.	July 2001	Preparations for pilot store in progress now. No cost.
Cathedral Palms Apartments	CARE applications, along with “conservation tips” materials to be distributed.	July 2001	No cost.
July Bill Messages/Bill Inserts	Announces CARE program through bill messages and bill insert.	July 2001	
Tulare Fair OutReach	Covered 2 Saturdays at the Tulare Fairgrounds. Worked with local non-profit organizations to get people to the fairgrounds and signed onto the rate.	July 2001	Over 400 applications signed / \$5,000 / handed out other energy efficiency information for residential customers.
Media Campaign for Tulare Event	Radio and TV advertisements publicized the event. Univision Channel 21 & 39, Radio Campensina, La Maquina, Noticiero Semanl, Vida en el Valle.	July 2001	\$4,000 to reach over 50,000 customers all over Tulare County area.
Antioch Baptist Church	CARE Day for applications signups. 40 applications were signed.	July 2001	40 applications signed, handed out over 100 additional/ no cost.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Macedonia Baptist Church Pamona	Presentation to educate about the CARE program and applications distributed.	July 2001	Approximately 15 applications signed and over 60 more distributed / no cost.
Lighthouse Full Gospel Truth	Presentation to educate about the CARE program and applications distributed.	July 2001	Approximately 23 applications signed and over 55 more distributed / no cost.
Jordan High Class Reunion	500 attended the reunion. Table set up for distribution of CARE applications and energy conservation tips	July 2001	Approximately 30 applications signed and over 125 more distributed / no cost
San Bernardino County Archdiocese	CARE applications, along with “conservation tips” materials to be distributed to churches. Train volunteers at churches and hold CARE Days to get people signed onto the CARE rate. Publicized event in bulletins and via church announcements.	July to end of 2001	In progress.
San Gabriel Archdiocese	CARE applications, along with “conservation tips” materials to be distributed to churches. Train volunteers at churches and hold CARE Days to get people signed onto the CARE rate. Publicized event in bulletins and via church announcements.	July to end of 2001	In progress.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Tulare Archdiocese	CARE applications, along with “conservation tips” materials distributed to churches. Trained volunteers at churches and held CARE Days to get people signed onto the CARE rate. Publicized event in bulletins and via church announcements.	July to end of 2001	In progress.
Employee’s Contribution Campaign	Presented to over 110 campaign leaders from the different departments educating them on the CARE program. Intention is to get the leaders and other departments more involved in signups through the “Follow Your Heart” events.	August 9, 2001	Educated employees about CARE who are already involved with many non profit organizations and upcoming events / no cost.
Aloha Church Festival	500 or more families expected to attend. Offer conservation tips and CARE applications to be distributed and signed.	August 11, 2001	Planning stage / no cost.
Young Black Scholars	Involve Networkers and Stop the Violence organization, 2,000 expected to attend.	August 18, 2001	Educate the attendees about CARE, approximately 2000/ no cost.
"Southern California Indian Center Pow Wow"	35,000 attended at the Orange County Fairgrounds. Offered conservation tips and CARE applications to be distributed and signed.	August 24-26, 2001	Distributed 5,000 applications / no cost.
El Dia de La Mujer Hispana at the Visalia Convention	Approximately 500 attended each event. Offered conservation tips and CARE applications to be distributed and signed.	August 24 & August 26, 2001	Distributed 400 applications / cost included in earlier Tulare events.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Show You CARE	Involve employees reaching out to their communities, nonprofit organizations, friends and families, to sign up qualified customers onto the CARE rate. This program will coincide with Edison’s “Follow Your Heart” Day Events.	August thru September, 2001	Educated employees about CARE who are already involved with many non profit organizations and upcoming events / cost \$14k.
Educational Relations	Developing strategy to involve some of the largest school districts in CARE sign-up.	September Ongoing	Educate and use the resources at the schools to obtain signed applications for CARE.
City of Carson	CARE sign-ups at the Friday Community events.	September Ongoing	
La Historia Mexican American Museum	Offer conservation tips and CARE applications to be distributed and signed.	September 2001	Ongoing / no cost.
Thai Temple/Community	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September 9, 2001	Ongoing / 40 applications completed and returned to date / no cost.
Urban League “Do the Right Thing”	Event at Southwest College. Educate concerning CARE.	September 12, 2001	Tentative, still in planning stage.
Church of Jesus Christ Latter Day Saints also known as Mormons Fiesta	Approximately 300 attended each event. Offered conservation tips and CARE applications to be distributed and signed.	September 15, 2001	Distributed 300 applications, over 30 completed applications / no cost.
Health Expo at the City of Montebello	500 or more families expected to attend. Offered conservation tips and CARE applications to be distributed and signed.	September 17, 2001	Distributed 200 applications / no cost.
Friendly Valley Homeowners Association	1200 Senior residents - Offer conservation tips and CARE applications to be distributed and signed.	September 20, 2001	Ongoing / no cost.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
International Food Serv Executives Ass. (IFSEA)	Planning to issue over 300 applications to their employees.	September – October 2001	Applications are to be given to all association members to be distributed among their employees at the monthly meetings / no cost.
Chefs Association	Planning to issue over 300 applications to their employees.	September – October 2001	Applications are to be given to all association members to be distributed among their employees at the monthly meetings / no cost.
Franklin Elementary School	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Seniors, Church, Kum Ran Church in Gardena.	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Easton Sports Development Foundation	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Boy Scouts, Beatudes Church	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Whittier Apostolic Church	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Echos of Faith Christian Center in Ontario.	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Oakview Collaborative, Huntington Beach	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Brea Senior Center, Westminster Presbyterian Church	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Information in Vietnamese & Chinese for Full Moon Festival	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
St Iraneus in Cypress & Calvary Chapel in Costa Mesa	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Jewish Community Center	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
El Rancho Elementary School - Chino	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Chino Valley Community Church	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
LA Road Runners	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
(CHCC) California Hispanic Corporate Council	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
NLA (National Latina Alliance	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Boys & Girls Club Valencia and Santa Paula	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
St John Varney's, Liz Ann Seaton or St Joseph	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Society of Women Engineers	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Eastern Star (freemasonry)	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Option House	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Fam. Serv. - Redlands	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Vail Elementary School PTA Board Member	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Sunridge Community Church	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Sitzmarkers Ski Club	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Whittier Christian Schools	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Santa Clarita Valley Athletic Association (SCVAA)	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Evangelical Free Church of Laguna Hills	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Grace of Temecula Valley AME Church	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Ontario Hispanic Foursquare Church	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
St John's Lutheran	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Carson Community Center	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Westminster Elks Lodge #2346	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Antelope Valley Chapter of the PTA and the AWANA Program	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Chino High School	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
La Verne Soccer Club	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Kern Valley Search and Rescue	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Kings Co EDC, Hanford Chamber, Delano Chamber	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Kings Co Workforce Development Board	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
La Academy PTO	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Kern Valley Health Dept	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Kern Career Services	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Healthy Start Community Services	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
AYSO, PTA, Bishop	Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
La Senda Antigua UPC (United Pentecostal Church)	Offer conservation tips and CARE applications to be distributed and signed.	September – October 2001	Ongoing / no cost.
Orchard Armes Senior Apartments	Public Affairs presentation on CARE.	September 2001	114 CARE applications completed.
San Dimas Senior Citizens Community Center	Public Affairs presentation on CARE.	September 2001	Presentation to approximately 60 attendees.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
PennySaver Ads	CARE advertising was published in the PennySaver newspaper circulation throughout SCE’s service territory.	September 2001	Advertising published over three weeks.
Targeted Mailing	Special mailing to approximately 450,000 SCE customers meeting a “profile” of attributes matching a typical CARE customer.	September 2001	Targeted mailing is expected to generate a number of new enrollees in CARE; applications have been preprinted with a “Source Code” to allow the number received to be tracked in a database.
Congress of California Seniors	Assistance to communications coordinator to outreach to Hispanic seniors for CARE and LIEE.	September Ongoing	CARE applications and fact sheets provided to be used with presentations.
Crenshaw Christian Center Community Outreach	Offer conservation tips and CARE applications to be distributed and signed.	September 9, 2001	Distributed 200 applications / over 20 completed applications returned/ no cost.
African Village in Pomona	Offer conservation tips and CARE applications to be distributed and signed.	September 9, 2001	Distributed 200 applications / over 35 completed applications returned/ no cost.
Zoe Christian Fellowship (Convoy of Hope) DDT	Offer conservation tips and CARE applications to be distributed and signed.	September 16, 2001	Distributed over 300 CARE applications / no cost.
Faithful Central	Over 10,000 attended at the old Forum. Offer conservation tips and CARE applications to be distributed and signed.	September 16, 2001	Distributed CARE applications / no cost.
Loveland Church in Rialto & San Bernardino	Offer conservation tips and CARE applications to be distributed and signed.	September 23, 2001	No cost.
Alzheimer’s Association Walk -a-Thon	Follow Your Heart Day Event at Hollywood Park.	October 6, 2001	Tentative applications signed and distributed to thousands of customers / planning stage.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Padres Contra El Cancer Festival	CARE Day for applications signups. Offer conservation tips and CARE applications to be distributed and signed.	October 12 – 14, 2001	Ongoing / no cost
Farmers Fair and Festival	In Perris, attendance is expected to be over 130,000 people. Possible Follow Your Heart Day Event. Educate and acquire signed applications.	October 20-28, 2001	Planned event / possible 130,000 customers reached / no cost.
CARE Application Instructions Translations	CARE application instructions are being translated into Chinese, Cambodian, Korean, Japanese, Spanish, and Vietnamese languages. These will be posted to SCE's website to serve as a reference for customers.	November 2001 – January 2002	In progress.
Archdiocese Of Los Angeles, San Fernando Pastoral Region	CARE applications, along with "conservation tips" materials distributed to 12 churches. Trained volunteers at churches and held CARE days to get people signed onto the CARE rate. Publicized event in bulletins and church announcements.	December 2001-January 2002	In progress.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Garvey USD	General presentation regarding the CARE program, including conservation tips, Energy Efficiency programs and recommendations. CARE applications, along with “conservation tips” materials distributed to Garvey USD principals and administrators. Garvey is comprised of 13 schools and serves about 8,000 students of which approximately 85% are low income.	November 2001	Complete.
Energy Efficiency Forums	Two Energy Efficiency Forums were conducted for ethnic community-based and faith-based organizations, trying to reach nonprofits that do not take advantage of energy-efficiency programs through our general commercial customer outreach.	December 3 and 6, 2001	32 of these "hard-to-reach" organizations received information on SCE's energy efficiency programs, CARE, and the CARE Capitation Fee Project. 10 requests for on-site energy audits and approximately eight Capitation applications were submitted.
Ecumenical Advisory Team of Orange County	Presentation on CARE at the Bishops and Judicatory Leaders Meeting	January 2002	Preparations in progress.
CARE Capitation Fee Project	Solicitation to enroll organizations to participate.	November 2001	Ten organizations were added to the CARE Capitation Fee Project, including two LIHEAP agencies, bringing the total to 77.
CARE Capitation Fee Project	Solicitation to enroll organizations to participate.	December 2001	Seven organizations were added to the CARE Capitation Fee Project, including two additional LIHEAP agencies, bringing the total to 84.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
CARE Capitation Fee Project	Solicitation to enroll organizations to participate.	January 2002	Nine organizations were added to the CARE Capitation Fee Project, bringing the total to 93.
CARE Capitation Fee Project	Solicitation to enroll organizations to participate.	February - March 2002	Six organizations were added to the CARE Capitation Fee Project, bringing the total to 99.
Energy Assistance Fund (EAF)	Consumer Affairs administers this fund which provides assistance to customers with paying winter energy bills.	February - March 2002	3,599 customers have been assisted.
CARE Capitation Fee Project	Solicitation to enroll organizations to participate.	April - May 2002	15 organizations were added to the CARE Capitation Fee Project, bringing the total to 114.
June Bill Messages/Bill Inserts	Announce revised income guideline changes and provided CARE application in all domestic bills.	June 2002	
Garden Grove Utility Fair	Electric, gas, and water utilities serving Garden Grove provided energy efficiency and CARE information.	June 2002	
Partners for Hope	Consumer Affairs trains local hospital staffs that serve low-income patients to explain and assist these patients to complete a CARE application.	Ongoing – June 2002	Two new hospital participants added in June.
Credit and Collections Follow-up	Credit and Collections refers customers with a “senior” or “disabled” profile to Consumer Affairs to contact concerning payment arrangements. CARE is offered at this time.	Ongoing – July 2002	Twelve referrals went to Consumer Affairs in July.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Senior Outreach	Consumer Affairs provides CARE information whenever senior outreach is conducted	Ongoing	
CARE Capitation Fee Project	Solicitation to enroll organizations to participate.	June - July 2002	15 organizations were added to the CARE Capitation Fee Project, bringing the total to 129.
CARE Capitation Fee Project	Solicitation to enroll organizations to participate.	Aug - Oct 2002	14 organizations were added to the CARE Capitation Fee Project, bringing the total to 143.
CARE Marketing Campaign	<p>Integrated advertising campaign that includes:</p> <ul style="list-style-type: none"> • Direct mail of CARE application to 244,000 households in under-penetrated ZIP Codes. • 60-second radio spots in the following markets: Bakersfield, Palm Springs, Riverside, San Bernardino, Tulare/Visalia. • World Series radio sponsorship on La Gigante 1090. Two 60-second spots per game. • Shared-mail insert with CARE application. 	Oct – Dec 2002	<p>First direct-mail piece mailed 10/23/02. Second direct mail piece mailed 11/12/02.</p> <p>Radio schedule runs Oct. 21 – Nov. 30, 2002.</p> <p>World Series radio ran Oct. 18 – Oct 28, 2002.</p> <p>560,000 CARE application shared-mail inserts dropped in all under-penetrated ZIP Code households on 11/19/02.</p>

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
LA Tet Festival	Festival celebrating the Vietnamese New Year. Chinese, Korean, and Japanese communities were also represented. CARE information and applications were disseminated to 500+ participants.	Jan 25–26, 2003	Completed.
21 st Annual Tet Festival (Vietnamese, Chinese, etc)	40 customers of Vietnamese-decent enrolled on the CARE program and 1000+ CARE applications disseminated to event participants.	Jan 31 – Feb 2, 2003	Completed.
12 th Annual Lunar New Yr. Street Festival (Chinese), 2/1/03	63 customers of Chinese-decent signed up on CARE and 600+ applications were disseminated to event participants.	Feb 1, 2003	Completed.
Asian/Chinese Lantern Festival, 2/15-2/16/03	Asian festival in Monterey Park. CARE information and applications disseminated to 700+ participants.	Feb 15-16, 2003	Completed.
Korean Churches for Community Development, 3/8/03	Partnership event with KCCD which represents 600 Korean Churches where 500+ CARE applications were disseminated to Korean customers within SCE territory.	March 8, 2003	Completed.
Orange County Korean Festival	Korean Festival where in-language Korean applications were disseminated to festival attendees.	April 4-6, 2003	Completed.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Cambodian New Year Event, El Dorado Park	Festival celebrating the Cambodian New Year. Approximately 15,000 event attendees. Bilingual Cambodian staff disseminated 1200 CARE applications with 60 attendees signed up for CARE on the spot.	April 12, 2003	Completed.
Healthy Business Expo, Corona	Corona Chamber of Commerce hosted this health and business expo. Several hundred CARE applications were disseminated to attendees.	April 23, 2003	Completed.
San Gabriel Chamber Street Festival	Street festival where CARE targeted audience were Chinese and Latino attendees. Approximately 1,000 CARE applications disseminated to festival attendees.	April 25-27, 2003	Completed.
Corona City Park Event, Corona	Fiesta event held at Corona City Park to celebrate Cinco de Mayo. Partnered with the Corona YMCA to disseminate CARE applications to event attendees.	May 3, 2003	Completed.
API Heritage Celebration	Asian Pacific Islander Heritage event hosed in Orange Co. In-language CARE applications were disseminated to event attendees.	May 8, 2003	Completed.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Catholic Charities Event	Catholic Charities event celebration to honor volunteers who promote CARE in hard-to-reach communities. A CARE promotion was placed in the souvenir booklet.	May 12, 2003	Completed.
20 th Annual Lesbian & Gay Pride Festival	Gay Pride Festival hosted in Long Beach. SCE affinity group, Lighthouse, staff the booth at this event and promoted and disseminated CARE applications to event attendees.	May 17-18, 2003	Completed.
WOW-Jam Event, Fontana	CARE outreach event held in conjunction with the Water of Life church and the Winning our World (“WOW”) organization. WOW volunteers promoted CARE to the approximate 4,000 attendees.	May30-June 1, 2003	Completed.
Filipino Neighborhood Fiesta & Health Fair 2003, Long Beach	CARE outreach event in conjunction with Federation of Filipino American Associations (FFAA). The targeted population for this event was Filipino American community.	June 7, 2003	Completed.
Arroyo Festival, Highland Park	CARE outreach event hosted in Highland. 60% of the estimated 5,000 attendees were SCE customers. ParkSCE volunteers distributed 250 CARE applications.	June 15, 2003	Completed.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Chinese Evangelical Free Church Community Day, Monterey Park	<p>customers. SCE volunteers distributed 250 CARE applications to those event participants who inquired at the SCE booth..</p> <p>CARE outreach event wheareas Chinese CARE applications were provided to the largely Chinese population that was in attendance. SCE Chinese volunteers were also on hand to provide in- language support.</p>	June 22, 2003	Completed
Korean Churches for Community Development, , Garden Grove	<p>CARE Outreach event targeting the Korean population. This outreach effort was done in conjunction with Korean Churches for Community Development (“KCCD”) which represents over 500 Korean churches.</p>	June 28, 2003	Completed.
WOW-Jam Event, Inglewood	<p>CARE outreach event held in conjunction with the Church on the Way in Inglewood and the Winning our World (“WOW”) organization. WOW volunteers promoted CARE to the approximate 10,000 attendees.</p>	June 29, 2003	Completed.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
57 th Annual Pakistan Independence Day, Fullerton	CARE outreach event targeting the Pakistani population. This event was held at Cal State University, Fullerton. Many event attendees visited the SCE booth to discuss SCE's various energy efficiency programs and CARE. Several internal SCE volunteered their time to this event.	August 16, 2003	Completed
3 rd Annual Hot Rod Show, Whittier	CARE outreach event whereas Latino CARE applications were provided to the largely Latino population that was in attendance. SCE Latino volunteers were also on hand to provide in-language support.	August 23, 2003	Completed.
Lakewood Senior Fair, Lakewood	CARE outreach event targeted seniors. The event was held at the Lakewood Center Mall. 500 CARE applications were disseminated, and 12 applications were completed at the event.	August 27, 2003	Completed.
Lakewood Business & Residential Expo, Lakewood	CARE outreach event targeting the low-income population in Lakewood and the surrounding areas. 300 CARE applications were distributed.	September 5-6, 2003	Completed.
Asian & Pacific Islander Expo, Pomona Fairplex	CARE Outreach event targeting the Asian communities, ie. Chinese, Korean, Phillipino, Vietnamese, and Cambodian. In-language CARE information was provided for this event. Hundreds of CARE applications were disseminated and	September 12-14, 2003	Completed.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Asian & Pacific Islander Expo, Pomona Fairplex (Cont'd)	information was provided for this event. Hundreds of CARE applications were disseminated.	September 12-14, 2003	Completed
Las Fiestas Patrias, Moreno Valley	CARE outreach event whereas Latino CARE applications were provided to the largely Latino population that was in attendance. SCE Latino volunteers were also on hand to provide in-language support.	September 16, 2003	Completed.
5 th Annual International Family Festival, Rialto	CARE outreach event targeting Middle Eastern, Asian, American Indian, Cambodian, African American, and Latinos. In-language CARE information was provided.	September 20, 2003	Completed.
2003 Harvest Moon Festival, Arcadia	CARE outreach event targeting Chinese, Vietnamese, Cambodian, and Korean participants. 300 in-language CARE applications were disseminated, and 6 applications were completed on site.	September 21, 2003	Completed.
Altadena NAACP Freedom Fund Event, Pasadena	CARE outreach event targeting low-income attendees. Of the approximately 400 attendees, 48 applications were disseminated at the event, and four applications were completed on site.	September 28, 2003	Completed.
Asian & Pacific Islander Expo, Pomona Fairplex		September 12-	Completed.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
SCIC 1 st Annual Pow Wow, Pomona	CARE outreach event held in conjunction with the Southern California Indian Center. The event was targeting the American Indian and low-income SCE customers. Several hundred CARE applications were disseminated.	September 26-28, 2003	Completed.
Palmdale Fall Festival	CARE outreach event held in conjunction with the City of Palmdale. The event targeted all low-income event attendees.	October 11-12, 2003	Completed.
Fiesta de la Familia	CARE outreach event held in the Inland Empire. He event targeted the latino event attendees. In-language applications were provided. Twenty applications were filled out at the event; and several applications were provided to event attendees to return to SCE.	October 11-12, 2003	Completed.
Altadena Old Fashion Days	CARE event targeting Altadena and surrounding communities. Several applications provided to event attendees; and, three applications received from CBOs to participate in the CARE Capitation program.	October 25, 2003	Completed.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
St. Joseph's Hospital	CARE outreach event held in conjunction with Orange County Catholic Charities. The event was targeting the Latino and low-income SCE customers. 300-400 CARE applications were disseminated.	November 3, 2003	Completed.
St. Emydius	CARE outreach event held at St. Emydius Church in Lynwood. The event targeted the Latino community and all low-income event attendees.	November 22-23, 2003	Completed.
Food Bank	CARE outreach event held in Santa Ana in conjunction with Catholic Charities. The event targeted the latino event attendees. In-language applications were provided. 104 applications were filled out at the event; and several applications were provided to event attendees to return to SCE.	November 25, 2003	Completed.
17 th Annual Rosemead Community Center	CARE event targeted Vietnamese, Chinese, and Latino community. There were 1500 event attendees In-language support provided and several applications distributed to event attendees	November 27, 2003	Completed.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
UCI Health Fair, Irvine	CARE outreach event held in conjunction with the University of California, Irvine. The event was targeting low-income SCE customers. Several hundred CARE applications were disseminated.	December 12, 2003	Completed.
St. Anthony’s CARE Outreach	CARE outreach event held in conjunction with St. Anthony’s Church Parrish. The event targeted the Latino community.	December 21, 2003	Completed.
TODEC Farm Worker Outreach	CARE outreach event held in conjunction with TODEC Legal Center. The event targeted the Latino community and involved door-to-door outreach in the farm worker community. In-language applications were provided.	January 5, 2004	Completed.
Three Wise Men Parade	CARE event held in Huntington Park. This event targeted the Latino community. In-language volunteers and applications were on-hand for event attendees. Several hundred applications provided to event attendees.	January 6, 2004	Completed.
Welcome To Pico Rivera	CARE event held at the City of Pico Rivera Senior Housing Project. The event targeted all seniors in attendance.	January 15, 2004	Completed.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
40 th Street Neighborhood Regeneration Collaborative	CARE outreach event held in Alhambra. The event targeted the Chinese community. Several hundred CARE applications were disseminated.	January 19, 2004	Completed.
Little Saigon Tet Festival/Parade	CARE outreach event held near the Asian Garden Mall. The event targeted the Vietnamese community. The event was staffed by SCE Vietnamese volunteers and in-language CARE materials were disseminated to event attendees.	January 24, 2004	Completed.
LA 2004 Tet Festival	CARE outreach event held in Montebello 1. The event targeted the Vietnamese community. The event was staffed by SCE Vietnamese volunteers and in-language CARE materials were disseminated to event attendees.	January 31-February 1, 2004	Completed.
Lantern Festival	CARE event held in Monterey Park. The event targeted the Chinese community and low-income families. This event was hosted in conjunction with APAC, a community-based organization.	January 31-February 1, 2004	Completed.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Faith & Justice Summit	CARE outreach event held in San Bernardino County in conjunction with the Inland Empire clergy and law enforcement. The event created a partnership for distributing CARE applications with the low-income community.	February 19, 2004	Completed.
Free Korean Tax Service Event	CARE outreach event held at the Korean Daily. The event targeted the Korean community. In-language SCE volunteers and CARE materials were on-hand for all participants.	February 7 – March 27, 2004 (Every Sat.)	Completed.
LA Galaxy Soccer 2004	CARE outreach event held in conjunction with LA Galaxy Soccer. The event targeted all event attendees that would possibly be eligible.	April-October, 2004	Ongoing.
Our Lady of Victory & Sacred Heart	CARE event held at Our Lady of Victory and Sacred Heart Churches. The event targeted the Latino community and low-income families. This event was hosted in conjunction with Catholic Charities. 263 Applications were collected at this event.	March 28, 2004	Completed.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
High Desert Hispanic Chamber Cinco de Mayo Event	CARE outreach event held in Victorville at Victor Valley Community College. More than 5,000 High Desert residents attended. Bilingual SCE volunteers staffed the SCE booth and assisted event attendees with CARE enrollment. In-language CARE materials were also made available at the event.	May 1, 2004	Completed.
Moreno Valley Hispanic Chamber Cinco de Mayo Festival	CARE outreach event held in Moreno Valley targeting the Latino Community, as well as low-income event participants. More than 3,000 residents attended this event. Bilingual SCE volunteers staffed the SCE booth and assisted event attendees with CARE enrollment. In-language CARE materials were also made available at the event.	May 8, 2004	Completed.
Senior Health Education Conference	CARE outreach event held in Moreno Valley targeting Moreno Valley’s senior population. There were 150 seniors in attendance. Many of these seniors were low-income and were assisted with CARE enrollment.	May 12, 2004	Completed.
API Heritage Celebration	CARE outreach event held in Santa Ana in conjunction with the Asian and Pacific Islander Heritage	May 13, 2004	Completed.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
API Heritage Celebration (cont'd)	Council. Bilingual SCE volunteers staffed the SCE booth and assisted enrollment. In-language CARE materials were also made available at the event.	May 13, 2004	Completed.
Los Angeles Neighborhood Housing Services	CARE outreach event targeting SCE's low-income residents. All event attendees were assisted with CARE enrollment.	May 22, 2004	Completed.
Project Senior Outreach	CARE Outreach event held in Inglewood targeting the African American senior population. This event was accompanied by ads being placed in key African American publications. The event was well-received and all event attendees were assisted with CARE enrollment.	May 28, 2004	Completed.
San Bernardino Area on Aging – Senior Health Fair	CARE Outreach event targeting the senior population. All event attendees were assisted with CARE enrollment.	June 2, 2004	Completed.
Beaumont Cherry Festival	Care outreach event held in one of SCE's extreme climate areas, Beaumont. This event targeting seniors and low-income. All event attendees were assisted with CARE enrollment.	June 3-6, 2004	Completed.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
WOW Jam	CARE Outreach event held in conjunction with Winning Our World. The event was held in Fontana and targeted all low-income families. Over 25,000 residents attended this event.	June 11-13, 2004	Completed.
Goodwill Industries Event	CARE outreach held in conjunction with Goodwill Industries. The event was well attended and all event participants were assisted with CARE enrollment.	June 16, 2004	Completed.
2004 Juneteenth Celebration	CARE outreach held in Pomona targeting SCE’s African American low-income population in the Inland Empire. All event attendees were assisted with CARE Enrollment.	June 19, 2004	Completed.
Inland Temporary Homes	CARE outreach event held in conjunction with Inland Temporary Homes. All event attendees were low-income. Each attendee was assisted with CARE enrollment.	July 10, 2004	Completed
City of Long Beach Neighborhood Leadership	CARE outreach event held in Long Beach targeting the Latino, Cambodian, and Khmer residents. Bilingual SCE volunteers staffed the SCE booth and assisted enrollment. In-language CARE materials were also made available at the event.	July 17, 2004	Completed

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Initiative	Summary	Timeline	Status
Palm Desert Senior Event	CARE outreach event held in Palm Desert. The event targeted the low-income senior population. All event attendees were assisted with CARE Enrollment.	July 28, 2004	Completed.
Celebrating Seniors Event	CARE outreach event held in San Bernardino. The event was coordinated with San Bernardino County Dept o Aging & Adult Svcs. The event targeted the low-income senior population. All attendees were assisted with CARE enrollment.	September 16, 2004	Completed.
Rialto International Family Day Festival	CARE outreach event held in Rialto. The event was coordinated with the City of Rialto and targeted the ethnically diverse low-income population. All attendees were assisted with CARE enrollment.	September 18, 2004	Completed.
Korean Am Seniors of Orange Cty	CARE outreach event held in conjunction with Korean American Seniors organization targeting the low-income senior population within the Korean Community. All attendees were assisted with CARE enrollment.	September 24, 2004	Completed.

Table B – SCE CARE Leveraging and Outreach Initiatives – December 2004 Update

Palmdale Fall Festival	CARE Outreach Event held in Palmdale targeting this underpenetrated low-income community. CARE was discussed with all event attendees.	October 9-10, 2004	Completed.
Dia De Los Muertos	CARE Outreach event held in Boyle Heights. This event was targeting the low-income Latino community. 54 CARE applications were completed at the event while many other CARE applications were disseminated to event attendees.	October 30, 2004	Completed.
Orange Co. Congregation Community Organization	CARE Outreach Event held at the Matricula Consular event held at Boniface Catholic Church in Anaheim. CARE was discussed with all event attendees.	November 20, 2004	Completed.
Asian & Pacific Islander Older Adults Task Force	CARE Outreach Event held in conjunction with the Asian & Pacific Islander Older Adults Task Force to recruit additional organizations into SCE's CARE Capitation Program.	December 2, 2004	Completed.
High Desert Community Coalitions	CARE Outreach Event held at the Partners in Faith & Service meeting held in the High Desert. A presentation on CARE/FERA was given.	December 2, 2004	Completed.

Table C – SCE CARE Media as of December 2004

Communication Initiative	Summary	Timeline
Bilingual - English/Spanish	Direct Mail Targeted CARE Mailings – Quantity 530,000	Oct – Nov 2004
African American	Radio Los Angeles: KJLH, KKBT, KHHT	January-April 2004
	Print ACC Church & Community News Black Voice News California Crusader Inland Valley News LA Watts Times Los Angeles Sentinel Long Beach Times Rapid Publishing Precinct Reporter WAVE	January-April 2004
	Out-of-Home Register Receipt Tape	January-April 2004
Cambodian	Radio	
	Print Angkor Borei News, Serey Pheap	January- March 2004
Chinese	Radio Radio Chinese, EDI, Sino Broadcasting <i>All 60- second spots</i>	January- March 2004
	Print Chinese Daily News; Sing Tao	January- March 2004
Filipino	Radio	

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Communication Initiative	Summary	Timeline
	Print CA Journal for Fil-Am	January- March 2004
Japanese	Radio	
	Print Rafu Shimpo	January-March 2004
Korean	Radio Radio Korea U.S.A., Radio Seoul <i>All 60- second spots</i>	January-March 2004
	Print Korea Times; Korea Daily News	January-March 2004
Hispanic	Radio Los Angeles Oxnard/Ventura Palm Springs Riverside/San Bernardino Santa Barbara Visalia/Tulare <i>All 60- second spots</i>	January-March 2004
	Television Los Angeles Palm Springs Santa Barbara Visalia/Tulare <i>All 30- second spots</i>	January-March 2004
	Print Los Angeles La Opinion Hoy Impacto USA El Excelsior	March 2004

Table C – SCE CARE Media as of December 2004

Communication Initiative	Summary	Timeline
	<p>Mundo LA</p> <p>Cochella Valley Viva</p> <p>Oxnard/Ventura Vida</p> <p>Riverside/San Bernardino La Prensa</p> <p>Visalia/Tulare Vida en el Valle</p> <p><i>All full page ads.</i></p>	
Vietnamese	<p>Radio</p> <p>Radio Bolsa, Little Saigon Radio, Saigon Radio Hai Ngoai <i>All 60-second spots</i></p>	January-March 2004
	<p>Print</p> <p>Nguoi Viet Daily; Viet Bao</p>	January-March 2004