BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Application of Southern California Edison
Company (U 338-E) for Approval of its Energy
Savings Assistance and California Alternate
Rates for Energy Programs and Budgets for
Program Years 2015-2017.

And Related Matters.

Application 14-11-009 Application 14-11-010

Application 14-11-007

Application 14-11-011

SOUTHERN CALIFORNIA EDISON COMPANY'S (U338-E) LOW INCOME ANNUAL REPORT FOR PROGRAM YEAR 2020

ANNA VALDBERG ANGELA WHATLEY

Attorneys for SOUTHERN CALIFORNIA EDISON COMPANY

2244 Walnut Grove Avenue

Post Office Box 800 Rosemead, California 91770

Telephone: (626) 302-3618

E-mail: Angela.Whatley@sce.com

Dated: May 3, 2021

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Application of Southern California Edison
Company (U 338-E) for Approval of its Energy
Savings Assistance and California Alternate
Rates for Energy Programs and Budgets for
Program Years 2015-2017.
Rates for Energy Programs and Budgets for

Application 14-11-007

And Related Matters.

Application 14-11-009 Application 14-11-010 Application 14-11-011

SOUTHERN CALIFORNIA EDISON COMPANY'S (U338-E) LOW INCOME ANNUAL REPORT FOR PROGRAM YEAR 2020

Southern California Edison Company (SCE) hereby submits its Annual Progress Report for the Energy Savings Assistance (ESA) and California Alternate Rates for Energy (CARE) Programs, and its Annual Progress Report for the Family Electric Rate Assistance (FERA) Program for the period January through December 2020. The information in this report supersedes all prior reports submitted by SCE.

Respectfully submitted,

ANNA VALDBERG ANGELA WHATLEY

/s/ Angela Whatley

By: Angela Whatley

Attorneys for

SOUTHERN CALIFORNIA EDISON COMPANY

2244 Walnut Grove Avenue

Post Office Box 800

Rosemead, California 91770

Telephone: (626) 302-3618

E-mail: Angela. Whatley@sce.com





ANNUAL REPORT ACTIVITY ON LOW INCOME ASSISTANCE PROGRAMS

Southern California Edison Company's 2020 Energy Savings Assistance (ESA)

and

California Alternate Rates for Energy (CARE)
Programs Annual Report

2020 RESULTS

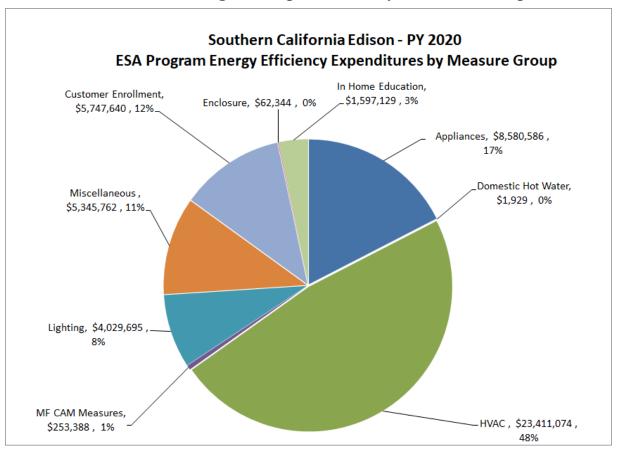
May 3, 2021

The tables below summarize the expenditures and activities during Program Year (PY) 2020 for the Energy Savings Assistance (ESA) and California Alternate Rates for Energy (CARE) Programs.

2020 Energy Savings Assistance (ESA) Program Summary

2020	Authorized / Planning Assumptions	Actual	%
Budget	\$65,067,100	\$42,195,479	65%
Funded from 2009-2016 Unspent Funds	\$20,183,403	\$12,708,506	63%
Homes Treated	113,612	60,934	54%
kWh Saved	33,920,000	31,591,466	93%
kW Demand Reduced		4,779	
Therms Saved		N/A	

2020 ESA Program Expenditures by Measure Group



2020 CARE Program Summary

2020	Authorized Budget	Actual	%
Administrative Expenses	6,579,0681	\$6,511,283	99%
Subsidies	\$492,093,638	\$514,642,207	105%
Total Program Costs and Discounts	\$498,672,706	\$521,153,490	105%
CARE New Enrollments	Automatically Enrolled via Data Sharing, ESA Participation, etc.	Self-Certified as Categorically Eligible	Self-Certified as Income Eligible
Method	51,462	190,569	139,926
CARE Penetration	Estimated Eligible Participants	Participants	Penetration Rate
Total Enrolled	1,332,578	1,424,059	107%

Authorized budget approved on January 4, 2019 per Mid Cycle Advice Letter 3824-E-A.

Table of Contents

1.	Energy S	avings Assistance (ESA) Program: Executive Summary	1
	1.1 1.2. 1.3 1.4 1.5 1.6 1.7 1.8 1.9 1.10 1.11 1.12 1.13 1.14	Coronavirus (COVID-19) ESA Program 2020 Activities and Impacts	3102136404245454551
2		AVAC Replacement Process Improvementsa Alternate Rates for Energy (CARE) Annual Report	
	2.1 2.2 2.3 2.4 2.5 2.7	CARE Executive Summary Participant Information CARE Program Summary CARE Program Costs Outreach Program Management	55 56 60 62 65
3.	CARE E	xpansion Program	90
	3.1 3.2 3.3 3.4 3.5	Participant Information Usage Information Program Cost Outreach Program Management	91 91 92
4.	Fund Shi	fting	94
	4.1	Report ESA Program Fund Shifting Activity	94
5.	Common	ly Used Acronyms	95
6.	Appendix	x A: ESA and CARE Program Tables	97
	6.1 6.2	ESA Program Tables CARE Program Tables	
7.	Appendix	x B: Multifamily Properties Analysis	99

1. Energy Savings Assistance (ESA) Program: Executive Summary

Southern California Edison (SCE) administers the Energy Savings Assistance (ESA) Program to serve its low-income customers within its 50,000 square-mile service territory. It is estimated that 1.3 million customers qualify for the program. The program's objective is to help income-qualified customers reduce their energy consumption at no cost to them, while increasing their health, comfort, and safety. For the last 20 years, eligible customers have received energy-efficient appliances such as refrigerators and air conditioners, and services such as energy education, to help their households save energy and money.

The ESA Program is available to all residential customers living in all building types, including single-family homes, multifamily units, and mobile homes. Customers are also eligible whether they are homeowners or renters. As long as the customer has an active account, lives in SCE's service territory, and meets the annual income guidelines established by the California Public Utilities Commission (CPUC), they may enroll in the program. A home assessment is completed to determine specific measures they may be qualified for and check for feasibility.

This report provides information on SCE's ESA Program accomplishments and expenditures for Program Year 2020, during which the ESA Program treated 60,934 income-qualified customers, of which 48,896 were deemed a "first touch home treated," expending 65% of its authorized budget. In addition, the ESA Program saved 31.6 GWh. These savings were achieved by providing a mix of measures and services, including energy education, energy-efficient appliances, and home weatherization. In the coming years SCE seeks to expand its ESA program to offer its low-income customers affordable electric opportunities to assist the state in reaching its greenhouse gas (GHG) reduction goals.

SCE's 2020 ESA Program operated in accordance with the direction provided by CPUC Decisions (D.) 16-11-022 and D.17-12-009,³ which adopted budgets and program directives for the Investor-Owned Utilities (IOUs)⁴ regarding their administration of and participation in the California Alternate Rates for Energy (CARE) Program and ESA Program from 2017 through December 31, 2020.

1

Per D.16-11-022 and D.17-12-009, "first touches" are households that have not received ESA treatment, versus "go backs," customers previously treated.

D.16-11-022, Decision on Large Investor-Owned Utilities' California Alternate Rates For Energy (Care) and Energy Savings Assistance (ESA) Program Applications; D.17-12-009, Decision Resolving Petitions for Modification of Decision 16-11-022.

SCE, Pacific Gas and Electric Company (PG&E), San Diego Gas and Electric Company (SDG&E), and Southern California Gas Company (SoCalGas).

1.1 Coronavirus (COVID-19) ESA Program 2020 Activities and Impacts

On March 4, 2020, California Governor Gavin Newsom declared a State of Emergency to help the state prepare for the broader spread of the COVID-19 virus. On March 19, the Governor issued a "Stay at Home" order for non-essential workers.

On March 20, 2020, SCE issued a letter regarding the Operational Changes in Response to COVID-19 Pandemic. This letter suspended all face-to-face interaction between ESA Prime Contractors and SCE customers, including, but not limited to, customer outreach, enrollment, installation, and inspection work. This suspension was extended to April 30, 2020 and then extended further to May 31, 2020.

On March 23, 2020, the CPUC issued a letter requesting the California Investor Owned Utilities (IOUs) to offer a 30-day advance payment option to Prime Contractors. To help provide assurance and mitigate financial impacts to the ESA workforce as a result of the COVID-19 work restrictions, SCE offered all eligible Prime Contractors 30-day advance payment offers and expedited payments on outstanding invoices outside of standard payment terms.

On April 7, 2020, the CPUC issued a second letter directing the IOUs to offer additional measures to ESA Prime Contractors to help sustain their workforce. The letter required the IOUs to offer an additional 30-day advance payment to the ESA Prime Contractors that accepted the first 30-day advance payment offer and to offer a new 60-day advance payment to the eligible ESA Prime Contractors that did not accept the initial 30-day offer. SCE offered all eligible Prime Contractors additional 30-day or new 60-day advance payment offers and continued to expedite payments on outstanding invoices outside of standard payment terms.

On May 21, 2020, the CPUC provided guidance on the ESA Program suspensions. The notice confirmed that ESA Program Administrators should follow the applicable state and local health orders whichever was more restrictive. Effective June 1, SCE removed the previous restrictions on face-to-face interactions between ESA contractors and SCE customers. SCE requested ESA contractors to follow SCE's safe work practices guidance at minimum as well as the most restrictive state, county, or local orders for all relevant work activities.

On May 28, 2020, the CPUC issued Resolution E-5074 that ratified the Executive Director's letters to direct IOUs to offer a 60-day advance payment to ESA Contractors. The Resolution asked SCE to provide new, updated terms for offers already accepted by Contractors if necessary, to comport with the Resolution, and new updated offers for those Contractors that did not already accept a 60-day advance payment. The Resolution also modified the calculation of a Post-Pandemic Return to Service (PPRS) credit that will be calculated as a percent of the Prime Contractor's monthly invoice and applied as a dollar credit towards the Contractor's advance payment. The PPRS credit is only earned through actual work performed in ESA-eligible households for a six-month period after the suspension of in-person program activity is lifted and may only be applied to paying back advance funds that went towards labor costs and other employee costs critical to sustaining the workforce. SCE offered all eligible Prime Contractors new or updated terms to comply with the Resolution. As of June 2020, SCE released a total of \$6,867,426.71 in advance payments.

On June 12, 2020, pursuant to Ordering Paragraph (OP) 8 of Resolution E-5074, SCE provided notice to the Prime Contractors of the proposed percentage for the PPRS Credit calculation. On June 15, 2020, SCE provided 30-day advance notice to Prime Contractors signifying July 15, 2020 as the start of the six-month PPRS credit-earning period in accordance with OP 7 of Resolution E-5074. A Joint Tier 1 Advice Letter proposing a reporting template for ESA Prime Contractors and a Joint Tier 2 Advice Letter to propose a PPRS Percentage, both in Compliance with Resolution E-5074, were filed on June 29, 2020.

On July 15, 2020, the ESA Prime Contractors were notified by email that SCE was reevaluating the start of the six-month PPRS credit-earning period in response to Governor Gavin Newsom's July 13th ordering of several sectors to once again shut down amid an increasingly concerning COVID-19 surge. On July 21, 2020, SCE sent a formal notice to ESA Prime Contractors stating that SCE was delaying the start of the six-month credit-earning period and had not yet decided on a date as to when the credit-earning period would begin.

On September 25, 2020, a Supplemental Joint Tier 1 Advice Letter proposing a reporting template for ESA Prime Contractors in compliance with Resolution E-5074 was filed. The purpose of this joint supplemental advice letter was to provide an updated reporting template for Prime Contractors to use in their reporting of advance funds usage to the IOUs.

On October 30, 2020, SCE provided 30-day advance notice to Prime Contractors signifying December 1, 2020 as the start of the six-month PPRS credit-earning period in accordance with OP 7 of Resolution E-5074. The PPRS credit is only earned through actual work performed in ESA-eligible households during the period of December 1, 2020 to May 31, 2021 and may only be applied to paying back advance funds that went towards labor costs and other employee costs critical to sustaining the workforce. SCE started the six-month PPRS credit-earning period on December 1, 2020.

SCE continues to work with its ESA contractors throughout the COVID-19 emergency. Specific activities SCE has conducted in 2020 are mentioned in various sections below.

1.2. Alignment of ESA Program with Strategic Plan Goals and Strategy

The vision of the long-term California Energy Efficiency Strategic Plan (CEESP)⁵ is for the ESA Program to have 100% of all eligible and willing low-income customers receive all cost-effective measures by 2020. The Plan lays out two goals in achieving the ESA Program vision:

- By 2020, all eligible customers will be given the opportunity to participate in the ESA Program; and
- The ESA Program will be an energy resource by delivering increasingly costeffective and longer-term savings.

SCE aligned its implementation of the ESA Program with this vision and continued to work towards achieving it by the end of the 2017-2020 program cycle.

⁵ California Energy Efficiency Strategic Plan, CPUC, July 2008, updated January 2011.

1.2.1 Meeting Goal 1: Improve Customer Outreach

The following table identifies SCE's strategies employed in meeting Goal 1, Improve Customer Outreach.

Implementation Plan and Timeline				
Strategies	Term 2017-2020	IOU strategy employed this Program Year		
1.1: Strengthen program outreach using segmentation analysis and social marketing tools	Continue to assess and evaluate customer behavior and energy savings; improve upon outreach to eligible communities.	 In PY 2020, SCE continued to: Identify neighborhoods with a dense low-income population and low ESA Program penetration and conduct marketing and outreach tactics in those neighborhoods, while partnering and integrating with other Income Qualified Programs (IQP) administered by SCE and carrying out joint enrollments with IOU counterparts. Complied with the emergency response efforts affecting customers residing in high-risk fire areas, including customers in Disadvantaged Community (DAC) and emergency-prone areas, ensuring that the appropriate emergency outreach and marketing tactics were used. Worked with a network of contractors (Community-Based Organizations (CBO), Faith-Based Organizations (FBO), and private organizations) within the low-income communities in SCE's service territory to help leverage ESA enrollments. Used advanced data analytics and modeling to help increase enrollment rates in the ESA Program. Due to COVID-19 work restrictions, SCE developed and launched a Virtual ESA approach for Enrollment and Assessment in 2020. This provided an option for eligible customers to enroll without face-to-face interaction therefore mitigating some COVID-19 related safety concerns 		

Implementation Plan and Timeline			
Strategies	Term IOU strategy employed this Program Year		
1.2: Develop a recognizable and trustworthy Brand and Tagline for the program	Evaluate progress and refine strategy.	 All ESA Program marketing and advertising campaigns include the ESA Program brand. This ESA brand is included on, but not limited to, all printed materials such as collateral and flyers, targeted mailers, e-mail, social media (Twitter and Instagram), and energy education materials. ESA marketing material was updated to provide relevant and consistent information on COVID-19 operations including the virtual enrollment option as well as contractor safety precautions. SCE continued leveraging a website established by Southern California Gas Company (SoCalGas) that allows a network of contractors to procure clothing and other materials (e.g., clipboards) with the ESA Program brand. 	
1.3: Improve program delivery	 Use information from segmentation analysis to achieve efficiencies in program delivery. Leverage with local, State, and Federal agencies, as well as other organizations, to increase seamless coordination, efficiency, and enrollment. 	 SCE continued its tribal outreach efforts in delivering ESA Program services to the community despite impacts of COVID-19. SCE continued implementing efforts to serve the military bases in SCE's service territory. SCE launched a multi-faceted outreach and marketing campaign for Income Qualified Programs on Catalina Island as part of its overall strategy in updating its services to the island. 	
1.4: Promote the growth of a trained ESA workforce	 Implement ESA Program workforce education and training. Coordinate ESA Program workforce and service providers with 	 SCE continued its process of engaging directly with ESA service providers to foster town-hall discussions about their current and future training needs. The following trainings were offered in 2020: 	

Implementation Plan and Timeline			
Strategies	Term 2017-2020	IOU strategy employed this Program Year	
	the broader market.	 Service provider-led Enrollment and Assessment (E&A) SCE instructor-led E&A Train-the-Trainer Webinars, and CBT software training, which was offered to existing service providers to improve workforce skills and increase program efficiency. SCE conducted various COVID-19 Contractor Safety trainings. COVID-19 guidelines, use of PPE equipment, providing customers the choice for face-to-face or virtual appointments, and contractor exposure reporting requirements was included. In 2020 SCE continued its approach of online testing for the Enrollment and Assessment Training. All persons wishing to enroll customers on behalf of the ESA Program must: Complete a training session(s) with their respective service provider organizations, or attend one of the quarterly SCE led sessions, and Pass an online examination on that material with a score of 80% or greater 	

1.2.2 Meeting Goal 2: ESA as an Energy Resource

The following table identifies SCE's strategies employed in meeting Goal 2: ESA as an Energy Resource.

Implementation Plan and Timeline			
Strategies	Term 2017–2020	IOU strategy employed this program year	
2.1: Increase collaboration and leveraging of other low-income programs and services	Continue to expand partnerships with stakeholders and seek new opportunities for data sharing.	 SCE continued to collaborate with Southwest Gas and share information on homes treated by ESA. SCE continued to work with Community Services and Development (CSD) to leverage ESA Program funds with the Multifamily Low-Income Weatherization Program (MF LIWP). Ongoing partnership with SoCalGas and LA Care, one of the largest Medi-Cal providers in Los Angeles county to cross-promote the CARE and ESA programs on the LA Care Health Plan's community link. 	
2.2: Coordinate and communicate between ESA, energy efficiency (EE), and Demand- Side Management (DSM) programs to achieve service offerings that are seamless for the customer	Continually reevaluate and update programs to take advantage of new technologies.	 During delivery of ESA, where appropriate, SCE provided customers information on SCE's DSM and EE programs, including the Summer Discount Plan (SDP). Additionally, ESA shared HVAC installation data with SDP monthly to: Ensure that existing SDP customers who may have been disconnected due to the installation of new equipment are reconnected. During 2020; approximately 218 (67%) of the customers were reconnected and remained active in SDP, and Identify potentially new customers to target. All HVAC installation customers are provided with SDP information at the time of installation to encourage the customer to take advantage of the 	

Implementation Plan and Timeline			
Strategies	Term 2017–2020	IOU strategy employed this program year	
		 Summer Discount Program. Leveraged SCE's Single Point of Contact (SPOC) to augment the outreach done by contractors to increase enrollment and the number of Multifamily (MF) Common Area Measures (CAM) projects. SCE continued engagements with Solar on Multifamily Affordable Housing (SOMAH) and DAC SASH implementers to co-market the programs and better integrate the referral process and completed training for SOMAH outreach non-profit organizations. Coordinated with the Single Family Affordable Solar Homes (SASH) Program contractor to provide leads for low-income households and to ensure that all homes that sign up for SASH were treated or were scheduled to be treated by ESA. 	
2.3: Provide low-income customers with measures that result in the most savings in the ESA program	Continue to evaluate assess opportunities to incorporate new EE measures into the ESA program, such as plug-load reduction and new HVAC technologies.	 SCE's program design includes measures that increase the costeffectiveness of the program (LEDs, torchieres, pool pumps, and refrigerators), improve the quality of life of customers (cooling measures), and provide long-term energy savings (refrigerators and cooling measures), and reduce energy bills. Due to the 2015-2017 Impact Evaluation finding of no significant savings resulting from Tier 1 Smart Power Strips, and the need to focus the portfolio on measures providing savings and/or health, comfort, and safety, SCE continued phasing out this measure. 	

Implementation Plan and Timeline			
Strategies	Term 2017–2020	IOU strategy employed this program year	
2.4: Identifying segmented concentrations of customers to improve delivery	Continue to evaluate approach and determine whether additional segments are needed.	 SCE conducted analysis of non-deed-restricted properties, identified 76 potential properties eligible for Multifamily (MF) Common Area Measures (CAM), and worked with properties for CAM enrollment and in-unit for ESA. Made MF CAM information available on SCE.com and on the CPUC website. SCE began working with its marketing department to refresh ESA Program MF CAM materials and create a new brochure to assist in outreach efforts to potential customers. Revised the MF CAM Letter of Introduction and provided to all MF CAM service providers to use when they find potential properties for program participation. This allows service providers communicate via mail or email with prospective properties. SCE continues to make available a Braille version of the Energy Education packet for customers that are visually impaired. SCE continued its partnership with a third party, SignIFICANT Communications, to enhance SCE's outreach to deaf and hard-of-hearing customers. Outreach was done online and through video calls. 	

1.3 Energy Assistance Savings Program Overview

Table 1.3.1 summarizes the ESA Program elements as approved in D.16-11-022 and D.17-12-009:

Authorized / Planning 2020 **%** Actual **Assumptions** Budget \$65,067,100 \$42,195,479 65% Funded from 2009-\$20,183,403 \$12,708,506 63% 2016 Unspent Funds **Homes Treated** 113,612 60,934 54% kWh Saved 33,920,000 95% 32,248,412

Table 1.3.1. Program Summary⁶

1.3.1 Marketing, Education, and Outreach

kW Demand Reduced

1.3.1.1 Summary of geographic segmentation strategy employed, (i.e. tools and analysis used to segment "neighborhoods," how neighborhoods are segmented and how this information is communicated to the contractor/CBO).

4,792

In 2020, SCE continued to partner with CBOs, FBOs, and private-sector service providers to assess homes and deliver ESA Program services in local communities. Due to the temporary ten-week suspension of all face-to-face interaction between ESA contractors and SCE customers as result of the COVID-19 pandemic, SCE had to revise some aspects of its outreach strategies to address the restrictions in place and the many impacts brought on by COVID.

- The ESA Program aggregated leads in targeted geographic areas and then allocates the leads among service providers who work in those specific areas.
- In addition to providing leads directly to the ESA service providers in their respective service areas, SCE sent promotional letters to recently enrolled CARE customers and non-CARE potential ESA customers to inform them that they may qualify for the ESA Program, as further described in *Section 1.4.2*, *below*.
- Each monthly campaign focused on specific geographic areas or ZIP codes that the ESA service providers were targeting. This method distributed ESA work throughout the year for each ESA service provider and focused their work in specific communities.
- In 2020 SCE continued to utilize the existing EMAPS database, which was launched in 2006, to help track program participation, neighborhoods with a dense low-income

⁶ This is the same ESA Program Summary table shown on Page ii, above.

population, and low program penetration. Marketing and outreach tactics used in various neighborhoods were also tracked in EMAPS to evaluate effectiveness and provide guidance to our contractors, CBOs, and FBOs.

In 2020, SCE continued to use new customer analytics to identify eligible customers and help overcome some of the challenges in enrolling eligible first touch households into the program as further described in **Section 1.4.2**, below.

SCE's outreach contractors continued to canvass targeted neighborhoods prior to the COVID-19 pandemic to enroll customers in the ESA Program. In March 2020, SCE suspended door to door outreach due to contractor and customer safety concerns. However, outreach strategies focused on ESA contractors directly calling customers to limit door-knocking activities continued. As a result of those outreach efforts approximately 42,000 ESA Program leads were generated that produced about 15,000 ESA program enrollments.

A list of current contractors, activities, and actual expenses for SCE's ESA service providers, as well as Women, Minority, Disabled Veteran Business Enterprise (WMDVBE) status is provided in ESA Table 5⁷. Workload management is particularly important when considering that many CBOs and FBOs delivering ESA Program services are small and independently owned and were drastically impacted by the pandemic. Due to the resource constraints brought on by COVID-19, ESA marketing campaigns and outreach activities resumed once the face to face suspension ended, however in limited scale proportional to contractor's capacity.

Provide a summary of the customer segmentation strategies employed (i.e., tools and analysis used to identify customers based on energy usage, energy burden and energy insecurity) and how these customer segments are targeted in the Whole Neighborhood Approach to program outreach.

SCE conducted multiple outreach strategies to reach residential customers with both high energy use and energy burden. SCE's Propensity Model Analysis was used to:

- Help identify customers in certain demographics or markets within its service territory who are currently over- or under-represented in ESA participation, and
- Inform SCE how to respond accordingly and to refine its approach to target those customers.

The systematic and focused direct targeting of residential customers for ESA enrollment or treatment employed predictive analytics to identify those who are most likely to be approved for participation in the program. More specifically, the statistical analysis utilizes binary logistic regression models that yield an estimated probability of the household being approved for ESA enrollment or treatment. This estimated probability is based on the unique configuration of such socioeconomic and demographic characteristics such as:

- Income
- Household size

 $^{^{7}}$ Appendix to ESA and CARE Tables, ESA Table 5 Direct Purchases and Installation Contractors.

- Child to adult ratio
- Type of dwelling unit (single-family or multifamily), and
- Residential tenure (owner or renter), among others.

This information is obtained from the Axiom vendor provided database. Results of the monthly ESA customer acquisition campaigns serve as a foundation for the refinement of these models to further enhance their predictive capabilities.

Prior to the COVID-19 pandemic, SCE continued to leverage CARE's High Usage customers whose usage was identified as exceeding 400% to 600% (or more) above the baseline. Beginning in March, all standard and high-usage post enrollment verification for CARE was suspended in response to the COVID-19 consumer protections. When marketing campaigns resumed towards the later part of 2020, SCE continued to reach out via targeted marketing to CARE customers at or above the 90th percentile of usage who had not yet participated in the ESA program. The ESA Program refers these customers to SCE's contractors as leads to enroll these households into the ESA Program and provide energy-saving services.

The ESA Program also included some of these customers in the monthly Direct Mail campaigns to make a connection with them to drive conservation and provide monthly savings on the customers' energy bills. In 2020, there were approximately 550 Care High Usage leads, of which 183 converted to ESA Program enrollments.

As mentioned previously, SCE suspended all face-to-face interaction between ESA contractors and SCE customers, including outreach from late March until June 2020. Direct mailers, emails and digital media campaigns were also put on hold and many did not resume until August to allow contractors the time to ramp up from the suspension and prepare for the increased activity marketing campaigns create. The following describes some of the traditional and targeted marketing and outreach activities SCE conducted in 2020 to inform customers about the ESA program:

Direct Mail

In 2020 SCE sent over 1,019,000 direct mailers to new and existing CARE customers and non-CARE customers with a high probability of being eligible for the ESA Program. The letters targeted customers who have not participated in the ESA Program, included messaging about the program, and directed customers to the ESA program website. Each letter also provided customers with the name and phone number for their local ESA program contractor, allowing contractors to directly receive information for interested customers. This streamlined process created efficiencies for both the customer and contractor.

Additionally, in August, SCE revised the messaging on the letter to provide customers with information regarding the various options to enroll in the ESA program during COVID-19. SCE contractors are conducting virtual enrollment and home assessments to minimize face to face interaction when necessary. The messaging also provides customers with assurances that when a contractor visits their homes, they will be taking precautions and ensuing they are using appropriate protective equipment, sanitizing tools regularly, and adhering to social distancing guidelines. During the year, the monthly direct mail campaigns

generated roughly 21,000 leads and 11,300 enrollments during 2020.

These illustrations provide a sample of marketing material for direct mail:

Direct Mail Marketing Materials⁸





13

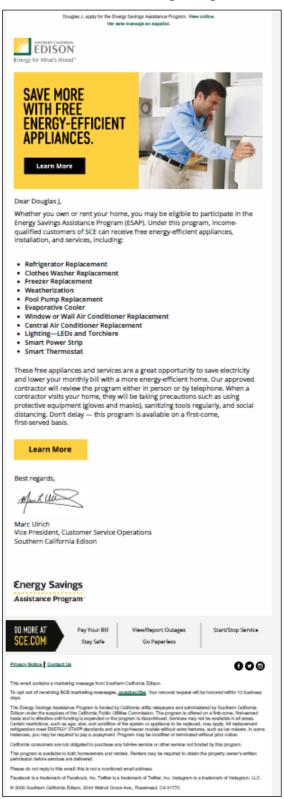
⁸ Double-sided English/Spanish.

E-mail

In 2020, SCE deployed about 600,800 ESA Program promotional e-mails to non-CARE customers with a high probability of being eligible for the ESA Program. This also included newly enrolled and existing CARE customers who had not previously participated in the program. The e-mail featured ESA Program information and directed interested customers to the ESA Program website to apply online. In August, SCE revised the messaging on the email to provide customers with information regarding the virtual option to enroll in the ESA program as well as information regarding the safety precaution's contractors are taking when visiting customer homes. Over the course of the year, the monthly e-mail campaigns generated almost 2,400 leads and over 1,000 enrollments. See the E-mail Marketing Sample illustration, below.

Go on to the next page

E-mail Marketing Sample

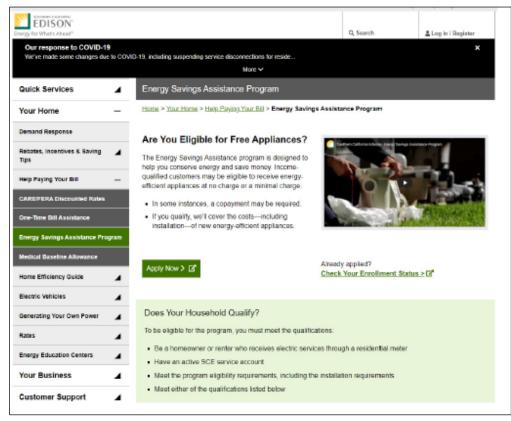


Digital Media

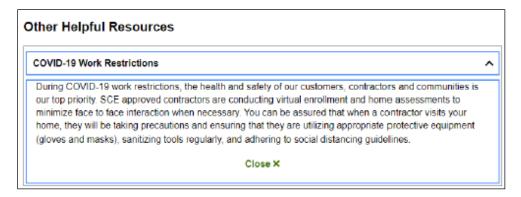
SCE targeted an average of 530 ZIP Codes per month in January, February, and March 2020 as part of the digital and social mass media plan. Digital Banner and Social Media ads are utilized for their geotargeting capabilities to reinforce ESA messaging with eligible customers during key periods in specific zip codes when those areas will be serviced by ESA contractors. SCE did not target any digital media for ESA for the remainder of 2020 due to halo effect of other SCE COVID-19 marketing and mass media already creating increased awareness for income qualified programs.

SCE.com Website

In June 2020, SCE revised its ESA Program webpage (www.sce.com/esap) to provide specific COVID-19 messaging and continued to direct customers to this page and allows customers to apply for the ESA program directly online. In 2020, SCE received nearly 15,200 ESA related internet leads which resulted in approximately 5,900 enrollments.



ESA Program Webpage Sample



Outbound Calls

SCE's outbound calling campaign provides customer leads directly to the ESA Program contractors for outbound calls. SCE targeted customers who received the direct mailers each month, focusing on customers who had not previously participated in the ESA Program. By year-end, SCE had provided almost 76,500 outbound call leads to multiple ESA contractors that generated approximately 2,000 ESA Program enrollments.

SCE also focused on generating leads for contractors from recent CARE participants. In 2020, SCE provided approximately 28,700 leads to multiple ESA contractors, from which almost 2,000 were enrolled. The ESA Program referred these new CARE customers to SCE's contractors as leads to enroll these households into the ESA Program and provide energy-saving services. Although there was a temporary suspension of in person activities, the ESA contractors used these leads to build a pipeline for customer enrollments once the work resumed.

Inbound Calls

Customers who called SCE's Customer Contact Center (CCC) were informed and referred and assigned to ESA Program service providers in their area. The ESA service provider then followed up on the lead and contacted the customer to assess eligibility and enrollment in the ESA Program. In 2020 the CCC received over 11,780 ESA-related calls, from which 5,700 customers were successfully enrolled in the ESA Program.

Innovative Strategies

SCE is constantly evolving to better address the needs of our customers. When unexpected events took place in 2020, such as an earthquake or wildfire, SCE developed disaster relief communications to provide information on important consumer protections available for customers affected by a natural disaster. Additionally, ESA service providers were also provided with disaster relief communications to distribute to the affected areas while conducting outreach.

Sample Creative for Disaster-Related Communications

ATTENTION



If you or someone you know has been affected by a disaster for which a state of emergency has been declared, please visit **sce.com/disastersupport** for information about consumer protections, programs and services SCE has available.



©2019 Southern California Edison. All rights reserved

Community Events

ESA Program contractors usually participate in a variety of community events to interact with customers and provide them with information about the ESA program and other low-income programs available to them. These types of events help increase ESA enrollments and ESA contractors will also assist the customer in completing the enrollment process. Due to the COVID-19 pandemic and increasing hesitation of face-to-face interaction between ESA contractors and SCE customers, the ESA program did not participate in any community events in 2020 and will resume activities once in-person events begin again.

SCE, however, was able to conduct some outreach activities through webinars in partnership with CBO's.

- SCE and CBOs affiliated on the Solar on Multifamily Affordable Housing program held a webinar in March
- SCE and CBOs from Coachella Valley held a webinar in May
- SCE was set to have ESA contractor presence at Support Services Offices (i.e. San Bernardino Child Support Services) in 2020, however that was postponed due to COVID-19 work restrictions and will continue once restrictions are lifted.
- SCE planned to participate in LA Care's eight (8) Community Resource Center activities. Due to the extended COVID-19 pandemic restrictions, events will be rescheduled as appropriate in 2021.

Section 2.5.1 provides additional details on some of the external events in which SCE participated.

1.3.3 Describe how the current program delivery strategy differs from previous years, specifically relating to Identification, Outreach, Enrollment, Assessment, Energy Audit/Measure Installation, and Inspections.

In general, the components of the ESA Program enrollment, assessment, energy audit, measure installation, and inspection services have not changed. However, due to the temporary work restrictions and the lasting impacts from COVID-19, SCE revised various program delivery strategies to accommodate the new normal. SCE continued to prioritize outreach and program delivery to households that have not yet participated in the Program. SCE implemented the following strategies in 2020 to help increase participation and continued awareness of the ESA Program despite the challenges brought about by the pandemic.

Strategies to Increase Participation

In 2020 SCE enhanced efforts to reach "first touch" customers who had not participated in the ESA program. These efforts were mainly conducted in hard-to-reach (HTR) communities.

Some of the efforts conducted include:

- As a result of the COVID-19 Stay-at-Home orders that were implemented in California, it was necessary for the SCE ESA Program to investigate new methods for completing required program related enrollment activities that did not include in person face-to-face interactions. Virtual ESA program enrollment and home assessment was launched in May 2020. ESA contractors can enroll customers using a Self-Certification Affidavit. This provided customers a way to enroll in ESA without face-to-face interaction and built a pipeline of installation work for when full ESA operations resumed. SCE also launched the delivery of enrollment measures to customers that have chosen to enroll via the virtual method. Contractors may either ship or do contactless drop-off of the measures. In 2020, the ESA program enrolled approximately 7,200 participants via the virtual method.
- Virtual inspections were also implemented in 2020 to complete the required program inspections without face-to-face interactions where possible. Process documents and guiding questions for each measure were provided to contactors to aid them in completing the assessments and inspections virtually using approved video calling technology.
- SCE launched an outreach initiative to the deaf community with SignIFICANT Communications, a company that completed a similar effort on behalf of DTE Detroit Energy. Further details regarding the campaign and enrollment strategy is discussed in **Section 1.6.2**, below.
- In July 2020, SCE successfully launched the Critical Care Backup Battery (CCBB) Program. The CCBB program sent direct mailers to all eligible customers to inform them about the program and provide them with contact information for applicable battery vendor to assist with program enrollment. In conjunction with this outreach, battery deployment vendors

were provided eligible customer contact information for additional outreach about the program. Each month SCE identified newly eligible customers and sent direct mailers encouraging customer to enroll in the program. By year end, SCE enrolled over 800 customers and deployed over 700 batteries to customers some of which includes leveraging new enrollments into the ESA program.

- Coordinated activities with the San Joaquin Valley Pilot in 2020. Contractors performed ESA outreach in these areas and has helped generate approximately 200 leads for the ESA program.
- Continued implementation of new contractor strategies to increase enrollment by aligning marketing efforts with service providers' outreach schedules, to improve conversion of customer appointments to enrollments. As mentioned previously, marketing campaigns were put on hold due to the ESA program suspension and many did not resume until August to allow contractors the time to ramp up from the suspension and prepare for the increased activity marketing campaigns create.
- Leveraged other programs and identified co-marketing opportunities by engaging with the implementers of the Solar on Multifamily Affordable Homes (SOMAH) Program and the Disadvantaged Communities Single-Family Affordable Solar Housing (DAC SASH) Program to co-market the programs and better integrate the referral process.
- Targeted enrollments in specified communities, such as customers who reside on military bases and on Catalina Island.
- Continued use of Athens Research⁹ studies helped improve identification of under-penetrated areas within SCE's service territory and served as the foundation of planned marketing and outreach efforts. Using the ESA Program's EMAPS database and the Axiom vendor-provided database, the program team:
 - Strategically grouped customers based on specific criteria (Climate Zone, County, City, ZIP Code, etc.)
 - Collected customer data in each targeted area through outreach efforts; and
 - Tracked the results of each outreach effort.

-

Athens Research, March 18, 2018, Joint Utilities Low Income Working Group: Documentation for 2017-2018

Estimates of CARE/FERA/ESA Eligibility and Other House Size-By-Income Related Parameters. Document

Link

1.3.4 Tracking of Costs of AB 793-Related Energy Management Technologies programs: identify all of the programs or initiatives that will be able to benefit from the availability of the end-use and electric usage profiles and to coordinate with the relevant proceedings so that the relevant costs can be considered in those proceedings' cost-effectiveness decision-making), including costs for Energy Education.¹⁰

In 2020, SCE continued offering smart communicating thermostats to all ESA customers with a working central air conditioning (AC) unit. Prior to 2019, the smart communicating thermostat was available only to customers who had received a replacement central AC from the ESA Program. This change was made to support efforts under AB 793. The total number of smart communicating thermostats installed, and their energy savings are shown in Table A-2, Expenses & Energy Savings by Measures Installed referred to in the Appendix.

In accordance with D.14-05-016, IOUs PG&E, SCE, and SDG&E were directed to select a disaggregation vendor, or its subcontracted vendor, to create individual CARE Program customer reports that illustrate disaggregated household usage by end use, over time. These reports were to be accessible to ESA Program contractors and customers and coordinated with the My Energy/My Account platforms. Weekly meetings were conducted with consultant Uplight, representatives from the other IOUs, and Energy Division, and delivered the Customer Profiles/Segmentation Files bi-annually. These reports were developed to be leveraged by Energy Efficiency and Demand Response programs for outreach. The final report that was shared via webinar in O4 (December) 2020 summarized key findings, lessons learned and recommendations from Phase II which proposed to expand the analysis to a wider group of customers and deliver a summary of results to customers and ESA contractors. Due to SCE's customer system re-platforming, the utility will continue to work with Uplight in 2021/2022 to develop and provide the Contractor and Customer reports via EMAPS and MyAccount, respectively.

Furthermore, as directed in D.16-11-022, SCE worked with the other electric IOUs to complete the Programmable Communicating Thermostat (PCT) TOU Pilot. See *Section 1.11*, *Pilots*, for more information regarding Pilot results.

1.4 Energy Savings Assistance Program Customer Enrollment

1.4.1 ESA Customer Enrollment: Distinguish between customers treated as "Retreated or Go Backs" and "First Touch" customers so that the Commission has a clear idea of how many new customers the IOUs are adding to the Energy Savings Assistance Program.

Approximately 20% percent of the homes treated in 2020 are classified as "go backs" and/or "retreated." These customers were identified as having previously received services between 2002 and 2020.

-

 $^{^{10}}$ AB 793 amended §2790 of, and added §717 to, the Public Utilities Code, relating to public utilities.

Table 1.4.1 Homes Treated and Go Backs

No. of Homes Treated in 2020	No. of Service Accounts Treated in 2020 Previously Treated in 2002-2020	Percentage of Go Back Homes
60,934	12,038	20%

1.4.2 Please summarize new efforts to streamline customer enrollment strategies, including efforts to incorporate categorical eligibility and self-certification.

In 2020, SCE continued to streamline the customer enrollment process and incorporate categorical eligibility and self-certification by conducting some of the following activities:

- As mentioned in Section 1.3.3, SCE implemented a virtual enrollment process, designed to identify customers, conduct enrollments, and provide energy education. SCE held meetings with the Energy Division and other IOU's to discuss the proposals to launch virtual ESA. Various webinars were also completed with ESA contractors to obtain feedback and buy-in on the virtual enrollment process. SCE determined that overrides to the statewide Policies and Procedures were necessary to enable virtual enrollments. Section 1.1 of the Statewide Energy Savings Assistance Program 2017 - 2020 Cycle Policy and Procedures Manual, states that "ESA Program Managers have the flexibility to deviate from established procedures to respond to customer hardship and unusual circumstances." Based on this, SCE determined that due to the COVID-19 pandemic, that income verification documents did not need to be collected from the customers enrolling via the virtual method. Instead, customers were asked to complete and sign a Self-Certification Affidavit in lieu of providing income documents.
- CPUC Resolutions M-4833 and M-4835¹¹ expanded ESA self-certification requirements in counties impacted by the California wildfires. For 2020, under the provisions of the resolution, any customer impacted by wildfires would be allowed to self-certify.
- Learned from SCE's success in its tribal efforts by working with specific communities and offering the program to whole groups in place of individual customer program offerings. Implementing this strategy led to SCE completing two (2) military base projects in 2020.

-

D.18-08-004, Affirming the Provisions of Resolution M-4833 and M-4835 as Interim Disaster Relief Emergency Customer Protections.

- SCE was able to serve more than 370 households at the Fort Irwin base by installing various energy saving measures including HVAC replacement.
- o In November 2020, SCE completed the replacement of 74 HVAC systems at Marine Corps. Logistics Base Barstow. These replacements took place in the on-base housing and will reduce energy costs as well as provide for better health, safety and comfort of the Marine service personnel residing at MCLB Barstow.
- SCE began preparations to enroll customers on Catalina Island as part of a wider effort to update all SCE services to the island. In August 2020, SCE presented ESA and CARE program information during a virtual Avalon City Council meeting. A special campaign took place in September through October timeframe to raise the level of awareness for programs and services that are available to the low-income residents of Catalina Island. Catalina was singled out due to the impact that the COVID-19 pandemic has had on the residents of the island as tourism, the islands number one source of revenue, was greatly reduced in 2020. This objective was completed through a multi-faceted approach and included the following:
 - Advertisement in local island newspaper
 - Advertisement in the Next Door phone application
 - Advertisement on Community Information Board at islands only grocery store
 - Direct mailing to island residents
 - o Flyer distribution via Islands Food Banks

SCE was eager to build from the momentum of the abovementioned marketing campaign on Catalina Island; however, due to the surge in COVID-19 cases towards the end of 2020, SCE postponed any in-person work on the project until it is safe to do so.

Catalina Island Campaign Samples

• Newspaper advertisement (English/Spanish)

Catalina Island residents can save money on utility bills with these programs.

Southern California Edison understands the challenges many are facing right now. We have options that could help with your financial burden. See if you qualify for:

- California Alternate Rates for Energy (CARE) provides monthly energy bill savings of about 30% for electric and 20% for gas and water. CARE customers, who either rent or own, also may qualify for the Energy Savings Assistance Program (ESAP) which helps save energy by replacing your current working household refrigerator, lighting and more, with more energy-efficient models at no charge to you.
- Family Electric Rate Assistance Program (FERA) provides monthly energy bill savings of about 18%
- Energy Assistance Fund (EAF) Program provides a one-time SCE bill assistance of up to \$300.

For more information or to see if you qualify for these programs, visit sce.com/billhelp or call 1-800-798-5723.



Programs are funded by California utility ratepayers and administered by Southern California Edison under the auspices of the California Public Utilities Commission. Programs will continue until funding is exhausted or the program is terminated, whichever comes first, Programs are subject to change without notice. Terms and conditions apply.

The Energy Savings Assistance Program and Services may not be available in all areas. Certain restrictions, such as age, size, and condition of the system or appliance to be replaced may apply. All replacement refrigerators meet ENERGY STAR® standards and are top-freezer models without extra features, such as ice makers. California consumers are not obligated to purchase any full fee service or other service not funded by this program. This program is available to both homeowners and renters. Renters may be required to obtain the property owner's written permission before services are delivered.

@2020 Southern California Eclois. All rights reserved.

Go on to the next page.

• Next Door advertisement



Go on to the next page.

• Grocery store advertisement



1.4.3 If the IOU has failed to meet its annual goal of number of households served, please provide an explanation of why the goal was not met. Explain the programmatic modifications that will be implemented to accomplish future annual goals of number of households served.

The ESA Program did not meet its 2020 annual homes treated goal. In March, SCE was on track to meet the 2020 goal by year end. Due to shelter in place restrictions and the many subsequent impacts of the COVID-19 pandemic, ESA enrollments dropped drastically over the remaining months of the year.

The top drivers for ESA Program shortfalls below target include but are not limited to:

- ESA Program was on pause for ten weeks due to the COVID-19 pandemic.
- Many contractors had to furlough employees and continue to pay other employee costs critical to sustaining the workforce.
- Many ESA contractors experienced challenges while ramping up after the suspension of program activities.
- Increased customer hesitation letting contractors in their home since some ESA measures require in-home contractor visits.
- Marketing campaigns were put on hold due to the ESA program suspension and many did not resume until August to allow contractors the

time to ramp up from the suspension and prepare for the increased activity marketing campaigns create. Limited contractor resources to resolve ESA program leads may have reduced the effectiveness of campaigns.

- Door to door canvasing activity for contractors was suspended in March 2020 and has not yet resumed due to safety concerns.
- Many of the specialized efforts to increase enrollments such as the activities on Catalina Island, tribal efforts and military base projects were also put on hold in 2020 and will resume once it is safe to do so.

SCE treated a total of 60,934 homes, 54 % of the goal. The table below shows the number of customers served against the annual goals authorized in the mid-cycle.

	Authorized				Actual			
	2018	2019	2020	Total	2018	2019	2020	Total
First Time Treatment	76,784	81,477	84, 479	242,540	67,249	74,627	48,896	190,772
Retreatment	17,013	17,013	18,290	52,780	19,058	20,770	12,038	51,866
Total Households Treated	93,597	98,953	102,769	295,320	86,307	95,397	60,934	242,638

Table 1.4.3: Customers Served vs. Goals

SCE continues to experience obstacles enrolling first touch customers in the program. To help meet the 2021 bridge funding goal, SCE has implemented the following strategies. In 2021, SCE will continue to enroll first touch customers as well as target customers who have already participated, offering them additional energy saving measures:

- Increasing marketing mailers and emails to customers. SCE will deploy marketing campaigns to customers that have never participated in the ESA program before (first touch customers) as well as to those customers who have already participated previously (retreatment customers).
- Updating the EMAPS database to provide leads for service providers to directly contact customers
- Continue offering the virtual ESA program to customers to provide a way to enroll in ESA without face-to-face interaction.
- Continue leveraging efforts with the San Joaquin Valley Pilot to enroll eligible pilot customers in the ESA Program
- Continue leveraging efforts with the Critical Care Backup Battery Program to enroll eligible customers in the ESA Program.

- Intensifying efforts in the hard-to-reach and disabled communities through innovative initiatives, such as partnering with signIFICANT Communications in outreach to the deaf and hard-of-hearing community, and
- Continuing partnerships with various military bases, tribes, and Catalina Island within the SCE territory so that members and residents can be enrolled in the program. As mentioned previously, some of these efforts were put on hold in 2020 due to the safety concerns of exposing vulnerable groups to COVID-19.
- Complete onboarding two additional MF CAM contractors to help expand CAM activities.

1.5 Disability Enrollment Efforts

1.5.1 Provide a summary of efforts to which the IOU is meeting the 15% penetration goal.

SCE continued its efforts to identify and enroll low-income customers with disabilities and to take opportunities to work with disability-related CBOs. Our targeted customer outreach efforts encouraged households to reach out to ESA service providers to schedule an assessment of their homes to determine eligibility for program measures. However, SCE does not specifically inquire if a customer or someone in their household is disabled. A customer may state (self-identify) that they, or someone in their household, is disabled. Alternatively, during the inhome assessment, the service provider representative may learn that someone living in the home is disabled.

Most ESA enrollments are noted as SCE Referrals which consist of customers who voluntarily self-identified themselves and/or a household member as disabled, or who were enrolled from the Medical Baseline or CARE programs. See *Table 1.5.3*, below, for information on enrollment of customers with disabilities.

1.5.2 Describe how the ESA Program customer segmentation for ME&O and program delivery considers the needs of persons with disabilities

Our marketing, education, and outreach (ME&O) efforts continued to identify segments more likely to include disabled customers by collaborating with organizations focused on the needs of the disabled community. SCE leverages disability-related information in its internal account system, so customer households interested in participating in the ESA Program are identified as having at least one household member with a disability. In its training workshops delivered to ESA service providers, SCE includes guidelines on proper etiquette to observe when working with customers with disabilities. Through this approach, assessment, installation, and inspection service providers can customize service delivery for households based on their specialized needs.

SCE continues to provide the version of the statewide Energy Education guide in a large font format, increasing the font sizes for headlines, sub-headlines, and text to allow customers with partial sight to read helpful EE tips provided. SCE also continues to provide the energy education information in Braille for the blind and visually impaired.

Additionally, as previously noted, SCE began onboarding a new contractor, SignIFICANT Communications, to launch an outreach initiative to the deaf community. In January 2020, SCE conducted a training with SignIFICANT and three ESA program contractors. The training consisted of basic American Sign Language (ASL) training, practice using the platform (VRI) and equipment during customer assessments, and a walk-through using a tablet to mimic an inhome assessment scenario. SignIFICANT created a video of the SCE training sessions that they use for marketing and education on their website. The video that was created specifically for the ESA Program is located at www.significantcommunity.com.

Through this partnership, SCE directly contacted more than 429 customers within this community to offer ESA enrollments. The ESA program co-branded a marketing flyer with SignIFICANT that has received more than 1,500 views by customers through six different Facebook and Instagram campaigns that SignIFICANT ran in 2020. The SignIFICANT video had over 4,800 views in 2020. This specialized campaign resulted in almost 40 ESA leads and 3 enrollments generated for customers in the deaf community.

SignIFICANT Website and Video:



Images from SCE and SignIFICANT Training:





1.5.3 Identify the various resources the IOUs utilize to target the disabled community and the enrollments as a result:

Table 1.5.3. Information on Enrollment of Customers with Disabilities

Revised 2019	Revised 2019 Disability Enrollments ¹²			
Source	Total Enrollments	Disability Enrollments	% of Disability Enrollment	
SCE Referral	22,059	2,710	12%	
Joint Utility	45,648	3,955	9%	
Outreach	27,690	2,194	8%	
Total	95,397	8,859	9%	
Target Enrollment Rate			15%	

2020 Disability Enrollments			
Source	Total Enrollments	Disability Enrollments	% of Disability Enrollment
SCE Referral	19,914	2,002	10%
Joint Utility	28,135	2,152	8%

Revised 2019 Disability Enrollments Table is included for information. In preparing this Report, SCE realized the disability enrollments provided for the 2019 program year were incorrect. SCE is providing the revised 2019 disability enrollments here for information; SCE also filed an Amended Annual Report for 2019 with the Commission containing the corrected information.

2020 Di	sability Enrollme	ents	
Source	Total Enrollments	Disability Enrollments	% of Disability Enrollment
Outreach	12,869	913	7%
Total	60,918	5,067	8%
Target Enrollment Rate			15%

1.5.4 If participation from the disabled community is below the 15% goal, provide an explanation why:

In 2020 SCE did not meet the 15% overall target enrollment goal by enrolling only 8% of the disabled community. All three sources fell short, with Joint Utility at 8%, SCE Referral at 10%, and Outreach at 7%. SCE believes some opportunities were missed to treat homes that may have included members with disabilities, and because of the barriers posed by D.08-11-031, SCE may not ask customers if they are disabled, but instead may only allow customers with disabilities to voluntarily -self-identify. Also, as mentioned previously, SCE launched virtual ESA to allow for customer enrollment without face-to-face interaction due to COVID-19 safety concerns. SCE believes that by doing virtual enrollments, we may not have had the "visual" information collected at the time of enrollment to be able to accurately indicate the number of customers with a disability. Since SCE may not ask the applicant if they or anyone in their household is disabled, therefore, 2020 may have resulted in lower enrollments reported from the disabled community.

SCE did, however, continue to improve its outreach and marketing efforts towards the deaf and hard-of-hearing community through partnering with SignIFICANT to launch various outreach initiatives, as noted in *Section 1.5.2*, above. SignIFICANT was also supposed to represent SCE and promote the ESA program at various events throughout 2020. For example, they were set to attend the Deaf Community Conference in Los Angeles that was planned to be held in March 2020. Unfortunately, due to in person restrictions because of the pandemic this event and others like it were cancelled. SCE is confident that absent these COVID-19 imposed barriers, the ESA program would have been able to enroll and more accurately count participation from the disabled community.

1.6 Leveraging Success, Including LIHEAP

D.08-11-031 defines leveraging as "an IOU's effort to coordinate its ESA programs with programs outside the IOU that serve low-income customers, including programs offered by the public, private, non-profit or for-profit, local, state, and federal government sectors that result in energy efficiency measure installations in low-income households." SCE's

31

Decision on Large Investor-Owned Utilities' 2009-11 Low Income Energy Efficiency (LIEE) and California Alternate Rates For Energy (Care) Applications, OP 3.

progress is measured by tracking its efforts using the following criteria:

- **Dollars saved:** Leveraging efforts are measurable and quantifiable in terms of dollars saved by the IOU. Some examples of IOU cost savings are:
 - Shared, contributed, and/or donated resources
 - Elimination of redundant processes
 - Shared and/or contributed marketing materials, and
 - Discounts or reductions in the cost of installation, replacement, and repair of measures, etc.
 - Energy savings/benefits: Leveraging efforts are measurable and quantifiable in terms of home energy benefits and/or savings to the eligible households.
 - Enrollment increases: Leveraging efforts are measurable and quantifiable in terms of program enrollment increases and/or customers served.

SCE employs leveraging efforts with the SoCalGas and SouthWest Gas utilities, which share portions of SCE's service territory. In the areas jointly served, contracting with the same service providers allows the IOUs to successfully treat households jointly, resulting in the delivery of a more comprehensive set of services.

SCE continues to look for leveraging opportunities with the following service providers that serve other small and multi-jurisdictional utilities' ESA Programs:

- California Community Services Department: Although no projects were completed in 2020, SCE will continue to seek leveraging opportunities with customers served by the CSD's Low Income Weatherization Program (LIWP).
- Implementers of the SOMAH and DAC-SASH Programs: Referral processes established with these implementers have helped leverage customer enrollments in the ESA Program.
 - 1.6.1 Describe the efforts taken to reach out and coordinate the ESA Program with other related low-income programs offered outside the IOU that serve low income customers.

SCE proactively continues to seek leveraging opportunities for ESA with other low-income programs offered in California. The following are some of SCE's leveraging activities in 2020.

Community-Based Organizations (CBOs): SCE continues to work closely with CBOs that operate multiple programs targeting low-income, disabled, senior, limited English proficiency, and/or other hard-to-reach population segments, leveraging the CBOs' existing and ongoing relationships with their respective client bases to increase customer awareness and overcome potential unwillingness to participate. For example, a number of CBOs delivering services to qualified customers for SCE's ESA Program also participate in CSD's LIWP and/or the federal Low Income Home Energy Assistance Program (LIHEAP), which allow customers to realize the benefits of multiple low-income programs.

As mentioned in *Section 1.3.2*, SCE, was able to conduct some outreach activities through webinars in partnership with CBOs.

- SCE and CBOs affiliated on the Solar on Multifamily Affordable Housing program held a webinar in March
- SCE and CBOs from Coachella Valley held a webinar in May
- SCE and the Asian Pacific Community Fund held a webinar in August

SCE produces a quarterly newsletter that is distributed to a database of approximately 1,600 CBO's. The intent of this newsletter is to provide CBO's with relevant and important topics that have broad appeal to the communities they serve. The CBO's then disseminate the information to the community through their normal outreach methods for customer interaction. The ESA program included information about the virtual enrollments and home assessments in the Q2 newsletter. This along with other bill assistance messaging was important to highlight in the newsletter due to many of SCE's customers being directly or indirectly impacted by COVID-19.

Excerpt from Q2 CBO Newsletter:



Disadvantaged Communities (DAC): Although not a program, SCE's marketing and outreach efforts continued to include areas identified as DAC areas. While SCE recognizes that every DAC is not a low-income community, these disadvantaged communities are generally populated by low-income residents with environmental and pollution burdens. SCE will continue to work

with other departments to integrate ESA communications with other program offerings within these communities.

Single-Family Affordable Solar Homes (SASH): GRID Alternatives, the program implementer, continues to partner with SCE by sharing referrals to the ESA program Specifically, GRID Alternatives provides SCE with a list of homes it has determined to be eligible for SASH treatment. SCE then ensures that the homes on the list are enrolled in the ESA Program and, if they have not been previously enrolled, that they receive all eligible and feasible measures. This ensures that the energy generated by the solar systems is not wasted by inefficient consumption.

See **Section 1.7.7**, below, for the number of SCE referrals sent to Grid Alternatives in 2020.

Tribal Communities: Due to COVID-19 many events were cancelled or postponed out of safety concerns for tribal communities. Throughout 2020, SCE conducted various virtual outreach activities with tribal communities in SCE's service territory when possible. The following are some of SCE's year end outreach results:

- SCE was set to be at Morongo's Earth Day event; however, the event was cancelled due to California's shelter-in-place restrictions.
- SCE continued offering virtual enrollments with interested tribes. Specifically, discussions of conducting virtual assessments commenced for the Benton and Bishop Paiute and the Bridgeport Indian colony in INYO/MONO County.
- SCE Local Public Affairs is being leveraged to develop a revised outreach strategy aimed at engaging the remaining tribes. Additional collateral is being developed that will be used during future outreach activities and provide an overview of the ESA program and the many benefits it can provide to the tribal communities.
- Following discussion with their housing coordinator, it was determined that the Colorado River Indian Tribes (CRIT) was not eligible to be served by ESA using the INCA form to income qualify the entire reservation. SCE continued marketing campaigns including rural areas to attempt to enroll customers on a per household basis.

The following table lists the thirteen (13) tribes identified in SCE's service territory and the current status of our efforts.

Table 1.6.1: Status of Tribal Community Efforts

Tribal Nations in SCE's Territory:		Refused/	No longer	In
Outreach Status	Treated	Ineligible	served by SCE	progress
Timbisha Shoshone	X			
Chemehuevi	X			
San Manual Band of Mission Indians		X		
Agua Caliente Band of Cahuilla Indians		X		
Twenty-Nine Palms Band of Mission				
Indians		X		
Pechanga			X	
Benton Paiute				X
Bishop Paiute				X
Bridgeport Indian Colony				X
CRIT		X		
Morongo				X
Soboba				X
Tule River				X

Furthermore, SCE has met the directive issued in D.17-12-009¹⁴ to offer the ESA Program to all tribes in its service territory by 2020. SCE will continue to conduct outreach to offer the ESA program to the remaining tribes via one-on-one engagements, presentations to tribal councils and offering virtual enrollments where feasible. SCE is committed throughout 2021 to continue to collaborate with the tribal communities.

1.6.2 In addition to tracking and reporting whether each leveraging effort meets the above criteria to measure the level of success, please describe the Other Benefits resulting from this particular partnership not captured under the 3 criteria described above.

Many, perhaps most, of the benefits of leveraging with other external programs are not directly and/or feasibly quantifiable. However, we believe that working with external programs has likely resulted in increased awareness of ESA, which leads to new enrollments. Perhaps more important, leveraging ESA in combination with multiple external programs is also likely to enhance the credibility of marketing for all the programs involved, thereby helping overcome the public perception that receiving free measures from ESA (or any other source) is too good to be true. This same barrier is also overcome by the fact that the client may already have a trusting relationship with the external service provider and thus will be more likely to trust the ESA program messaging.

SCE employs several service providers that also have contracts with the SoCalGas ESA Program. This type of leveraging has multiple benefits, including avoiding duplication of effort by reducing the number of contractor visits to a

¹⁴ OP 79.

customer's home, and helps prevent additional expenses. This is made possible through the SCE and SoCalGas data sharing tool which ensures that all customers served by both utilities are enrolled.

For ESA Program dollar savings, energy savings and benefits, and enrollment tracking, and reporting associated with leveraging efforts, refer to SCE's ESA Program Table 14 – Leveraging & Integration.

1.6.3 Please provide a status of the leveraging effort with California Department of Community Services and Development (CSD). What new steps or programs have been implemented for this program year? What was the result in terms of new enrollments?

Leveraging with CSD allows SCE to provide its low-income customers with multiple offerings without duplicating services. This includes greater coordination with CSD's LIHEAP and LIWP Programs. SCE and the CSD have continued to employ this leveraging framework to increase participation by LIHEAP agencies that are also ESA Program providers and to record installations of measures common to both ESA and LIHEAP.

In 2019, SCE finalized an agreement with CSD to leverage ESA Program funds with the MF LIWP. In 2020, there were no projects completed by CSD in SCE's service territory qualified for SCE measure reimbursement under the ESA Program eligibility guidelines

1.6.4 Describe the coordination efforts with water agencies or companies (wholesalers or retailers).

SCE currently has a memorandum of understanding (MOU) with the Metropolitan Water District (MWD) to explore coordinating our activities. SCE continued discussions with MWD on opportunities to collaborate, including the possibility of sharing costs on the installation of cold-water measures such as the high-efficiency clothes washers that the ESA Program offers, which we believe would be beneficial to customers. SCE and MWD are working together to determine if the high-efficiency clothes washers installed by SCE in 2020 meet the qualifying product list standards and therefore may qualify for rebates. SCE and MWD are also looking into opportunities to better connect water and energy education that would be more meaningful to our shared customers.

SCE plans to continue partnering with MWD beyond the current program cycle and will be extending the MOU currently in place. Future coordinating activities will work to determine if there are other measures that can be included in the collaboration.

1.7 Integration Success

D.08-11-031 states:

"Integration constitutes an organization's internal efforts among its various departments and programs to identify, develop, and enact cooperative relationships that increase the effectiveness of customer demand side

management programs and resources. Integration should result in more economic efficiency and energy savings than would have occurred in the absence of integration efforts." ¹⁵

1.7.1 Describe the new Efforts in program year to Integrate and Coordinate the ESA Program with the CARE Program.

In 2020, the CARE Program continued to identify customer households with energy consumption in excess of 400% over their Tier 1 baseline allocation and coordinated with the ESA Program to expedite enrollment of these households into the ESA Program, per Public Utilities Code (PUC) §739.1. This section:

- Authorizes electrical corporations to require CARE Program participants with excessive energy usage (over 600% of baseline) to enroll in the ESA Program, and
- Also authorizes electrical corporations to require these households, as a condition of their continued participation in CARE, to reduce their energy consumption below 600% or be subject to removal from the CARE Program.

Households with energy consumption exceeding 400% of baseline were also selected to minimize their risk of removal from the CARE Program.

In addition, the ESA and CARE Programs continue to coordinate their respective marketing plans to create cross-enrollment opportunities where feasible. Program management staff from both ESA and CARE participate routinely in each other's marketing and outreach planning activities and share day-to-day operational information.

In 2020, as directed in Ordering Paragraph (OP) 109,¹⁶ SCE continued to target marketing on CARE customers at or above the 90th percentile of usage who had not yet participated in the ESA Program. SCE continues to track ESA participation for these customers.

1.7.2 Describe the new efforts in program year to integrate and coordinate the ESA Program with the EE Residential Programs.

In 2020, SCE's ESA Program staff continued its work with SCE's Multifamily Energy Efficiency Rebate (MFEER) Program staff to develop an integrated strategy targeted to property managers and owners of multifamily buildings for the 2017-2020 program cycle. This strategy focused on common areas of multifamily buildings and included:

- Adding an additional Single Point of Contact (SPOC) to meet the needs of the Program:
 - One SPOC will focus on Large Properties in conjunction with

¹⁵ § 13.2.1, p. 116.

¹⁶ OP 106, D.16-11-022, was superseded by D.17-12-009, OP 109.

MFEER efforts, and

- One SPOC will focus on Small to Medium Properties.
- Developing SPOCs for property managers and owners:
- Facilitated meeting with MF CAM service providers to ensure that they had identified an in-house SPOC and had enough resources for engaging MF Property owners
- Implemented a layered program approach for property owners and/or managers through the SPOC to reduce confusion
- Educated property owners and/or managers and renters on how to get the most energy savings from the program investment, and
- Began redesign of collateral materials to enable service providers and SCE SPOCs to engage property owners more effectively.

1.7.3 Describe the new efforts in program year to integrate and coordinate the ESA Program with the Energy Efficiency Government Partnerships Program.

In 2020 the ESA Program continued to provide ESA materials to SCE's Local Public Affairs representatives to distribute and discuss during routine meetings with public and government partnership officials. ESA will continue to look for opportunities to integrate the ESA program with EE government partnership programs. More specifically, we worked with LPA and the City of Avalon to promote all low-income programs and services as the island of Catalina is experiencing major impacts to their tourism industry because of the COVID-19 pandemic. These impacts are greatly disproportional when compared to the other portions of SCE's service territory.

1.7.4 Describe the new efforts in the program year to integrate and coordinate the ESA Program with any additional EE Programs.

Since SCE's ESA Program is a residential program, SCE focuses ESA integration efforts on the EE Residential Programs, as discussed in *Section 1.7.2*, above.

1.7.5 Describe the new efforts in the program year to integrate and coordinate the ESA program with the Demand Response Programs, including successes in Air Conditioning Cycling or other Demand Response Programs.

As part of its integration effort, when appropriate, the ESA Program provides information related to DR programs such as the Summer Discount Plan (SDP) during the installation of HVAC replacements. Specifically, customers deemed eligible for HVAC replacement were provided with an application brochure for participation in SDP by installation crew members who explained the benefits of the SDP program to the customer. Additionally, ESA shares HVAC installation data with SDP monthly to ensure that existing SDP customers who may have been disconnected due to the installation of new equipment are reconnected, and

to identify potentially new customers to target. As of December 31, 2020, 218 (67%) homes were reconnected to SDP because of these efforts

In 2020, the ESA Program continued its sharing of customers who received ESA smart thermostats with the demand response program teams.

1.7.6 Describe the new efforts in program year to integrate and coordinate the ESA program with the California Solar Initiative Programs.

The low-income portion of the California Solar Initiative (CSI) is divided into the Single-Family Affordable Solar Housing (SASH) and Multifamily Affordable Solar Housing (MASH) programs:

- SASH is managed by a third-party program implementer, currently Grid Alternatives, and therefore coordination with SASH falls under the "leveraging" umbrella described in *Section 1.6.1*, above.
- To the extent that MASH funds are available, SCE's MASH Program staff meets with multifamily housing organizations, contractors, tenants, building owners, and government officials to explain opportunities that may be available for eligible low-income tenants through the ESA Program. These organizations partner with SCE in supporting both the MASH and ESA programs and assist in spreading the word about how communities and their low-income residents can enroll in and take advantage of SCE's Income Qualified Programs as a whole.

SCE continues to depend on the referral process established with these programs to ensure all customers are enrolled in ESA.

1.7.7 Provide the number of referrals to the Single Family Affordable Solar Homes Program Administrator

SCE continued to provide the SASH Program Administrator, GRID Alternatives, with a monthly list of owner-occupied, single-family households that have completed the ESA Program requirements of the CARE Program high-usage process. The referral list contains, at a minimum, the customer-of-record's name, address, phone number, preferred language, household income, and size.

In 2020, SCE provided 55 such referrals to GRID Alternatives. This is an ongoing monthly activity.

Go on to the next page

1.8 Workforce Education & Training

1.8.1 Please summarize efforts to improve and expand ESA Program Workforce Education and Training. Describe steps taken to hire and train low income workers and how such efforts differ from prior program years.

During 2020, SCE continued its use of proven strategies to provide training on different aspects of the ESA program to its service provider network, which included installation contractors, CBOs and FBOs, and vendors working in the Program. SCE also continued direct engagement with service providers to understand their individual training needs.

The training curriculum includes workshops that provide instruction on topics such as the policies and procedures for the various components of the program, back-office best practices, and computer skills training. The Enrollment and Assessment training curriculum consists of a service provider-led training workshop that gives trainees comprehensive instruction on policies and procedures for income documentation, customer eligibility, and measure eligibility. Additionally, program representatives complete training on energy education-related topics. The curriculum is continually reviewed and updated to include information on other programs and services that will educate and empower customers in ways to reduce energy usage and lower their bills.

During 2020:

- SCE continued its use of online seminars (webinars) as a low-cost alternative to face-to-face meetings. The use of webinars reduces the overhead, travel costs, and scheduling delays typically associated with face-to-face meetings, and was most effective when delivering training related to changes to existing policies and procedures, since it allowed all service providers to receive the same information at the same time.
- SCE renewed its partnership with SoCalGas to offer free online software training to employees of ESA service providers through the Computer Based Training (CBT) Learning System. Courses included Microsoft Office and Windows Navigation, among others. An additional benefit of the CBT Learning System is that it is self-contained, meaning that users are not required to purchase any software to gain and refine skills for that course.

During 2020, SCE and SoCalGas also continued the practice of reviewing existing ESA Program internal processes to identify areas where processes could be aligned, and efficiencies gained. The goals of the alignment effort are:

- To increase coordination among the respective ESA Program teams to streamline procedures where appropriate
- To simplify the enrollment of customers into each utility's ESA Program, and

 To maximize the benefits to customers in areas jointly served by SCE and SoCalGas.

1.8.2 Please list the different types of training conducted and the various recruitment efforts employed to train and hire from the low-income energy efficiency workforce.

Many of the ESA Program service providers, especially CBOs and FBOs, are situated in low-income and disadvantaged communities and provide jobs within these communities. As of December 31, 2020, these organizations provided approximately 71 jobs that supported the ESA Program. SCE's training includes:

Enrollment and Assessment (E&A) Training:

- Offered to new employees hired by the service providers and required before these employees may conduct customer enrollment, income verification, and home assessment activities. Trainees also receive instruction on different approaches to the delivery of energy education. Service providers conduct their own training with curriculum materials developed and provided electronically by SCE.
- During 2020, SCE facilitated two sessions to assist smaller service provider organizations with their training needs, which also served as a "train-the-trainer" opportunity for the larger service provider organizations.

CBT Learning System (Computer Skills Training):

Offered to existing and new service provider employees. The CBT
Learning System is licensed from a third-party vendor and provides
online, internet-based training on basic computer skills and tools such as
Microsoft Word, Excel, and PowerPoint. In 2020, 215 individuals utilized
the system, completing 751 courses that accounted for 752.60 hours of
structured learning.

E&A Testing Sessions:

- As part of the Enrollment and Assessment (E&A) Training; individuals who wish to become badged Program Representatives authorized to perform assessments either in a Virtual or Face-to-Face aspect, must first take and successfully pass the E&A exam at 80% competency.
- In 2020, SCE's online approach to the delivery of E&A examinations has proved to be extremely successful and provided greater flexibility in scheduling exams, reduced exam costs, and removed the need for individuals in outlying areas to travel to complete the exam.

Table 1.8.2. Employees Trained

Course/Training Event	Number of Participants
CBT Learning System	248
Enrollment and Assessment Training – SCE Led	56
SCE E&A Testing Session – Online Testing	190

1.9 Legislative Lighting Requirements Status

1.9.1 Provide a summary of current and future CFL supply issues, as experienced by the IOU. Any current / future problems as well as potential solutions should be discussed in this paragraph.

SCE completely phased out CFLs in the ESA Program and only offered LED bulbs in 2020. The LED bulbs comply with the California Energy Commission's LED lamp specification requirements.

1.9.2 Provide a summary explaining how IOU promotes the recycling collection rules for CFLs.

Although the ESA Program no longer offers CFLs, in-home energy education materials for customers includes information about special handling and the proper disposal of CFLs.

1.9.3 Complete Table 15 (in Appendix). In addition, please briefly summarize the CFL Procurement Process for the IOU, including manufacturers, distributors, warehousing, and contractor delivery.

Table 15 is no longer applicable because it was specific for CFLs and SCE did not offer CFLS in 2020.

1.10 Studies

1.10.1 For each Study, provide 1) a summary describing the activities undertaken in the study since its inception; 2) the study Progress, Problems Encountered, ideas on Solutions; and 3) the Activities anticipated in the next quarter and the next year.

During 2020 three studies included activity:

- Statewide 2022 Low Income Needs Assessment (LINA)
- Non-Energy Benefits study
- Multifamily Common Area Measures Evaluation

Activity for 2020 associated with these authorized studies is provided in the Appendix to ESA and CARE Program tables, ESA Table 17.

1.10.1.1 Statewide 2022 Low-Income Needs Assessment (LINA) Study

During 2020, numerous planning activities for the upcoming 2022 LINA took place. The Low-Income Needs Assessment is a mandated study required to be completed every three years per AB 327 and PUC Sec. 382(d). The 2022 LINA study needed to commence prior to receiving a forthcoming Decision. Hence, authorization for the fifth Needs Assessment was provided on January 19, 2020 in response to Advice Letter 4132-E requesting the use of unspent funds to initiate the 2022 Low Income Needs Assessment. An initial set of suggested topics for the work scope were presented on April 3 and again on July 21, 2020 at pre-RFP public webinars prior to finalizing the Request for Proposals (RFP). The Low-Income Oversight Board and other parties provided comments and suggestions on the proposed scope of work some of which were accommodated by the final Request for Proposals (RFP) distributed to potential bidders. The RFP was distributed on August 19, 2020 and bidder proposals were received by September 16, 2020. The project was awarded to Evergreen Economics. No funds were expended during 2020. The statewide contract which is held by Southern California Edison was finalized in January 2021. A kick-off meeting was held to initiate the study and review the project plan on January 15, 2021. On March 5th, 2021 a public workshop to discuss the research plan was held via an LIOB meeting. Responses to stakeholder input and the final research plan were posted to the CPUC's Public Documents Area on April 9, 2021. Study data collection is expected to commence in O2 of 2021 and continue through O1 2022. The study will be completed with the final report available in December 2022.

The 2022 LINA is focused on understanding the energy needs of California's large low-income renter population including those living in single family homes as well as different types of multifamily properties. In particular, the study will (a) identify renter needs (or a lack of needs) addressed or not addressed by the program (b) identify needs among specific sub-groups of renters, (c) outline program, policy and market barriers and potential solutions to serving the rental market, and (d) as appropriate, recommend how ESA may better assist renters with the bill savings and/or mediate Health/Comfort/Safety (HCS) Hardships. The study is expected to employ multiple methods of data collection and analysis including: review of existing research, analysis of existing secondary data, collection and analysis of survey data with rental customers and interview data with renters and landlords of different types of properties.

1.10.1.2 Statewide ESA Non-Energy Benefits (NEB) Study

A study to update the non-energy benefits used in the ESA cost effectiveness tests was conducted by Skumatz Economic Research Associates and Navigant Consulting, and it was completed in August 2019. At the conclusion of the study, parties requested a follow-up review and assessment of the results.

In April 2020, SDG&E, on behalf of the four IOUs, contracted with APPRISE Inc. to assess the results of the 2019 Non-energy Benefits Study. The work scope, approved by Energy Division in 2019, also included tasks to improve the calculations and allocation method to the extent possible without additional

research and to create a simplified Excel tool which the IOUs could use to calculate the benefits. This project was co-funded among the four IOUs using the Rapid Feedback and Analysis budget.

On November 25, 2020 APPRISE delivered the draft report and Excel tool. The draft report was posted for stakeholder review on December 21, 2020. Due to other activities and priorities occurring during the month of December, Energy Division requested the stakeholder webinar be postponed until January 6, 2021. Following the webinar, no written comments were received from stakeholders and the report was finalized in January 2021.

1.10.1.3 Multi-Family Common Area Measures (MF-CAM) Evaluation

The draft scope for the ESA MF-CAM process evaluation was approved by the ED in November 2020. While no funds were expended on the project, an estimated statewide budget of \$300,000 was proposed. While PG&E and SCG initiated an advice letter to fund shift to support the project, SCE had budget remaining in Measurement and Evaluation "Rapid Feedback" project budget. These funds are expected to cover SCE's portion of the MF CAM study as well as the aforementioned NEBs study. The IOUs are preparing to initiate the solicitation process.

The process evaluation has two primary interrelated objectives: (1) To assess the relative effectiveness of the IOUs' current MF-CAM delivery and implementation strategies, and provide recommendations where improvements could be made; (2) to identify what data currently exist and may be needed to assess performance and success as defined by the core objectives of the initiative. Results and recommended data collection that are later incorporated into program implementation processes will facilitate more reliable evaluations of the impacts of common area measures installed in Multifamily (MF) properties. In addition, results of the process evaluation are expected to inform future program designs targeting the low-income MF sector.

1.10.2 If applicable, submit Final Study Report describing: (1) overview of study; (2) budget spent vs. authorized budget; (3) final results of study; and (4) recommendations.

The Non-Energy Benefits was the only study completed during 2020.

ESA Non-Energy Benefits (NEB) Study

The Non-Energy Benefits Assessment's primary study objectives were 1) review and assess the 46 NEBs from the 2019 Skumatz Navigant Study, 2) review and assess the 2019 study's proposed alternative allocation of NEBs to program measures, 3) improve the NEB calculations and allocation method to the extent possible without additional research, 4) provide a simplified Excel-based tool for estimating the NEBs, and 5) document the results in a written report. The statewide budget for the study was \$150,000. The amount spent was \$149,951,

and SCE's portion of the study was \$44, 985. SCE used unspent funds authorized in D.17-12-009 from the "Rapid Feedback Research and Analysis" to pay for the study.

The study successfully addressed all the objectives. The final report documented reasons for either including or omitting each of the 46 proposed NEBs from the 2019 Study. For the NEBs that remained, data sources and calculations were updated and improved. The results of this study reduced the uncertainty in the NEB calculations, verified and in some cases improved the data sources, recommended a simplified measure allocation method, and created a simplified Excel tool. It is important to recognize, however, that the NEB values remain imprecise estimates and additional primary research is recommended. For example, some of the inputs taken from secondary data are still from older studies of programs not fully representative of California's climate and program offerings. In addition, many of the NEBs are estimated as a function of average energy bill savings. While it may not be ideal for NEB estimates to be dependent on savings, alternate methods were not available at this time. The final report can be found at:

https://pda.energydataweb.com/api/view/2471/Final%20CA%20ESA%20NEB%20Report%201-25-21.pdf.

1.11 Pilots

1.11.1 For each Pilot, provide 1) a summary describing the activities undertaken since its inception; 2) the progress, problems encountered, ideas on solutions; 3) the activities anticipated in the next quarter and the next year; and 4) Status of Pilot Evaluation Plan (PEP)

Programmable Communicating Thermostat TOU Pilot

D.16-11-022 directed SCE, PG&E, and SDG&E to propose a Programmable Communicating Thermostat Time-of-Use Pilot, aligned with the recommendations in Appendix A of D.16-11-022. SCE filed a Tier 2 Advice Letter (3753-E) on March 1, 2018, as directed by D.17-12-009, proposing an implementation plan and requesting supporting budget. The general goal of the pilot is to evaluate whether using a Programmable Communicating Thermostat (PCT or "smart thermostat") paired with a mobile phone application will affect the behavior of low-income, high-energy-usage customers in hot climate zones while on a Time-of-Use (TOU) rate.

Evergreen Economics was retained to evaluate this pilot, which commenced during the second half of 2018. Customers were recruited into the pilot by the IOUs and were told they would be placed in one of two groups:

- (Quasi) Control group: Customers in this group were transitioned to a time of use rate and kept their current thermostat. This is considered a "quasi" control group as they still received the treatment of a rate change.
- **Treatment group:** Customers in this group were transitioned to a time-of-use rate, with installation of Ecobee smart thermostats enabled with an

"eco plus" (eco+) feature, a peak relief functionality to automate energy savings during the peak period.

Given the relatively small final sample size, the pilot evaluation results were based on qualitative assessments gathered through three surveys augmented by advanced meter infrastructure data analysis.

The first of the three surveys were distributed in December 2018 and January 2019, which provided a baseline to assess if having a smart thermostat has changed the way that low-income customers react to the TOU rates. All pilot participants were given bill protection, which would credit any amount of payment over what would have been billed on the old, tiered rate at the end of the full year of participation. Customers were randomly assigned to either a matched control or treatment group. In early 2019, customers were told which group they were assigned to and were transitioned to the new rate at the start of their monthly billing cycle. The IOUs hired implementation contractors to install smart thermostats and educate customers about the thermostat functions.

In the late summer of 2019, the thermostat manufacturer notified the study team that the eco+ functionality had not been included in the pilot thermostats due to an oversight, meaning that customers had not been automatically shifted away from heating and cooling usage during the peak TOU hours for the majority of the pilot period. This fractured the treatment group into two distinct sets of pilot participants after one group had eco+ pushed to their devices: 2A – Treatment group with smart thermostat (no eco+), and 2B – Treatment group with smart thermostat and eco+ enabled. With regards to the peak relief functionality, data analyses were performed on the short period of time (August through November 2019) when eco+ was enabled, rather than a full year of customer interaction with this technology as originally planned. While this compromised the research as originally planned, the IOUs worked with the pilot evaluator to make changes to revise the surveys and the research plan to adjust for this unexpected event. Two modified surveys were deployed in November 2019 and January 2020, respectively.

Another challenge encountered and lesson learned was customer attrition over the course of the pilot, due in part to the following reasons. The final analysis sample by pilot intervention and IOU is summarized in *Table 1.11.1*, below.

Table 1.11.1 - Final Analysis Sample by Pilot Intervention and IOU
--

		Control	Control Treatment	
Group		Group 4	4 Group 1+2 Group 2	
Intervention	ı	TOU	TOU TOU with Ecobee TOU, Ecobee, e	TOU, Ecobee, eco+
Post-Period	Timeline	Oct 2018 - Nov 2019	2018 - Nov 2019 Dec 2018 - Aug or Nov 2019 Dec 2019 - No	Dec 2019 - Nov 2019
Number of	PG&E	95 40 19	15	
Customers	SCE	77	36	32
	SDG&E	79	42	34
	Total	251	118	81

1.11.2 If applicable, submit Final Pilot Report describing: 1) Overview of pilot; 2) Description of Pilot Evaluation Plan (PEP); 3) Budget spent vs. authorized budget; 4) Final results of pilot (including effectiveness of the program, increased customer enrollments or enhanced program energy savings); and 5) Recommendations.

Programmable Communicating Thermostat (PCT) TOU Pilot

The evaluator issued interim pilot findings in April 2019 based on the IOU's recruitment, enrollment, and installation experiences, and the results of the first participant survey. Interim pilot findings are summarized as follows:

- SDG&E customers used the thermostat to save more energy in the winter (reduced heating) than in the summer (reduced AC), but did cut back in both seasons (beyond what the control group could do).
- Customers were generally disinterested in the device, contributing to lower participation than anticipated, and
- Low-income housing stock and equipment tend to be older than those found in the general population, making installation feasibility and device compatibility challenging.

A webinar was held on March 17, 2020 to present pilot findings and answer stakeholder questions.

The pilot final report, incorporating survey findings and data analysis results, was published in March 2020 and is available on the *energydataweb* ¹⁷

Key pilot findings include¹⁸:

• There was an overall lack of interest in receiving the thermostats and participating in the pilot due to:

47

¹⁷ Evergreen Economics. Evaluation of the California Statewide Smart Thermostat Time of Use Pilot. March 2020. See: https://pda.energydataweb.com/#!/documents/2359/view [CALMAC Study ID CPU0202.01]

¹⁸ Due to the small sample size, results may not be representative of a larger population.

- Incompatible equipment in households
- o A general lack of desire for a smart thermostat; and
- o Elderly or health related reason for disinterest.
- Half of the savings attributed to the TOU transition occurred during peak hours for SCE and SDG&E; this percentage was lower for PG&E, with most of those customer energy savings attributable to the TOU transition outside of the peak period of 4 to 9 p.m.
- Survey responses from customers reflected a general understanding of the TOU period, as well as of the items in their home that use the most energy.
- PG&E customers likely used the thermostat to improve comfort year-round. A statistically significant increase in usage was attributed to the smart thermostat amongst PG&E participants both during the peak period and across all hours of the day.
- SCE customers did not use the thermostat to cut AC usage (they had more AC usage than the control group, but still represented a reduction compared with the pre-period year) but did use the thermostat to save energy in winter (less heating). On an annual basis, this was reflected as an overall increase in kWh.

1.12 "Add Back" Measures

For measures that fall below the cost-effectiveness threshold under D.08-11-031, we require additional reporting to show the cost, energy savings impacts, and related metrics.

SCE has provided the required reporting on "Add Back" measures in ESA Table 16. These measures were "added back" by the Commission in Attachment I to the D.14-08-030 guidance document.¹⁹

1.12.1 If the "add-backs" compromise the IOUs' ability to meet the 2020 Plan goal that 100% of eligible and willing customers will have received all cost-effective ESA Program measures, how does the IOU propose to address the shortfall in other parts of the ESA Program?

Providing these "add-back" measures has not compromised SCE's ability to meet the 2020 Strategic Plan goal.

48

See D.16-11-022, Ordering Paragraphs (OP) 41 (Envelope & Air Sealing), OP 45 (Central AC), OP 46 (Room AC), OP 48 (Heat Pumps), and OP 52 (Central AC Service).

1.13 Low-Income Working Groups

D.12-08-044 and D.16-11-022 authorized the ED to form Working Groups to yield a fair, informed, balanced, and productive review of issues that a working group must review. Following is a summary of authorized Low-Income Working Groups describing their activities.

1.13.1 ESA Cost-Effectiveness Working Group (CEWG)

The Cost-Effectiveness Working Group (CEWG) completed its deliverables in 2018 and was not active in 2020.

1.13.2 Multifamily Working Group (MFWG)

The Multifamily Working Group (MFWG) was established to provide input on program design and on the implementation strategy of integrating Multifamily Common Area Measures (MF CAM) into the ESA Program, as specified in D.16-11-022 and D.17-12-009.²⁰

The MFWG held four quarterly meetings in 2019, along with a few *ad hoc* meetings. Its members include, but are not limited to:

- CPUC Energy Division
- The four California IOUs
- Natural Resources Defense Council (NRDC)
- Community Housing Opportunities Corporation (CHOC), and
- California Housing Partnership Corporation (CHPC).

Some of the highlights were:

- Discussing the potential of MF projects listed on the Tax Credit Allocation Committee website, and
- Reviewing the IOUs' plan on the analysis of non-deed-restricted multifamily properties.

The MFWG has developed an Annual Progress Report, which describes its 2019 activities and is available online at www.energydataweb.com.

1.13.3 Mid-Cycle Working Group (MCWG)

The MCWG completed updates to the ESA Statewide Installation Standards Manual and it was released in November 2019.

1.13.4 CARE Restructuring Working Group

The 2015 Residential Rate Proceeding²¹ initiated a Phase 3, which, among other things, ordered:

• CARE restructuring under AB 327, and

-

²⁰ D.16-11-022 and D.17-12-009, OP 62, 63, and 64.

²¹ D.15-07-001, p. 298.

• Options for leveraging the FERA Program to provide direct incentives to large income-qualified households.

Decision 19-09-004, Addressing Phase 4 Issues, was issued on Sept. 18, 2019, specifically addressing a proposal for restructuring the California Alternate Rates for Energy (CARE) Program.

"... the Commission finds that the CARE Program should not be restructured at this time.... The Commission seeks to ensure that essential levels of service are affordable and that customers are not overburdened by monthly energy expenditures. To that end, the Commission is currently examining in other proceedings issues of affordability, disconnections, and what constitutes essential usage of electricity service. To the extent that additional data and information gathered in these and other proceedings indicate that an alternative CARE structure may better address these issues than the current structure, the Commission may revisit the issue of CARE restructuring in the future.... No alternative CARE structure should be adopted at this time."

SCE will continue to participate in any required workshops or activities to advance this effort.

Note: A CARE Working Group was formed and worked through 2017 to identify and examine IOU data sets with the goal of presenting a consensus recommendation by January 31, 2018. In December 2017, at the request of ED staff, and after consultation with the working group, SCE filed a joint motion on behalf of parties to suspend the requirement that parties provide recommendations to be included in the IOU's 2018 Rate Design Window filings, citing other priorities associated with the proceeding. This suspension of the schedule was necessary due to parties' focusing on other priorities associated with R.12-06-013, and because the IOUs had recently concluded discussions with parties and the ED to finalize a consensus dataset, which is essential for further consensus-building discussions on potential CARE restructuring and reform concepts and measures.

On December 20, 2017, ALJ Park issued a Ruling via e-mail granting the suspension of the CARE restructuring track until further notice.

1.13.5 Demand Analysis Working Group (DAWG)

Decision17-12-009²³ identified the Demand Analysis Working Group, which includes representation from the California Energy Commission (CEC), California Independent System Operator (CAISO), IOUs, and other interested stakeholders. The DAWG acts as the forum for providing input into the scope, modeling, and analysis of results associated with the Energy Efficiency Potential

-

²² D.19-09-004, pp. 16-17 and 23.

²³ D.17-12-009, OP 8.

and Goals Study. There was no low-income activity for 2019.

1.14 Annual Public ESA Program and CARE Meeting

Decision12-08-044 ordered the IOUs to convene a minimum of one public meeting per year, within 60 days of their filing of the annual report, and other public meetings as deemed necessary by the IOUs, the Energy Division, the ALJ, or the Commission.

In compliance with D.12-08-044, SCE and the other IOUs held a public meeting via Webinar on June 27, 2019, to present and discuss their 2019 CARE, FERA and ESA Program highlights and activities.

1.15 Multifamily Properties

1.15.1 The IOUs shall conduct and report an annual analysis of the square footage, energy consumption, ESA Program participation, and time since the last retrofit of non-deed restricted multifamily properties with a high percentage of low-income tenants.

Decision17-12-009 approved ESA unspent funds to treat common areas of deed-restricted multifamily (MF) properties where 65% of the tenants are income-eligible for ESA. In 2019, SCE completed an analysis of all non-deed-restricted MF properties within its service territory. The primary objective of this analysis is to assess the potential energy savings in non-deed-restricted MF properties with a high percentage²⁴ of low-income tenants and determine if the ESA Program should expand its provision of common area measures (CAM) to support these MF properties in the future.

SCE's analysis included identifying all multifamily properties within the service territory and benchmarking energy consumption. This approach allowed SCE to conduct a comparison among non-deed restricted properties (and deed-restricted properties, which are out of scope), utilizing a common set of data. The analysis used account and parcel data to calculate the energy use intensity (EUI) of kilowatt-hour (kWh) consumption per square foot and the benchmarking scores for each MF property. Highlights of this analysis are included in the Appendix B.

The analysis identified 76 non-deed-restricted properties²⁵ in areas where at least 65% of the estimated population are at or below 200% FPG. These properties were identified by overlaying the current Athens Research data. The properties were found to have an average of 17,573 square feet and a total 2018 annual consumption of 440,172 kWh, of which 48,827 kWh was attributed to common areas and 391,345 kWh was attributed to residential units. In 2020, these values

SCE deemed properties as deed-restricted if they were listed on the Affordable Housing Rental Directory page of the California Department of Housing and Community Development website.

51

The definition of an MF property with a high percentage of low-income residents is: A property with at least 80% of households at or below 200% Federal Poverty Guidelines (FPG).

are still valid, and SCE feels that updating the values is unnecessary for the program year as SCE is not treating non-deed-restricted common areas but is providing to in-units services through the traditional ESA Program. However, SCE plans to refresh the data in 2021 to help with the next program cycle and outreach efforts.

SCE also checked previous ESA Program participation and time of last retrofit against MFEER, as shown in the table below:

Year Last Treated	Properties Treated through ESA	Properties Treated through MFEER
2002	1	0
2004	1	0
2006	1	0
2008	1	0
2009	1	0
2010	2	0
2011	0	0
2012	2	0
2013	2	0
2014	1	1
2015	7	4
2016	4	2
2017	12	2
2018	16	3
2019	23	0
Never Served	2	62
No Data found	0	2
TOTAL	76	76

In addition, these properties had a higher EUI when compared to the remaining population of MF properties (see *Table 1.15.1*, below). As a result of this analysis, SCE targeted these properties in 2019 to gather additional data on ESA Program measures and services provided for individual dwelling units in order to identify potential opportunities for common area spaces.

52

Table 1.15.1. Energy Use Intensity for Non-Deed-Restricted Properties

% at or	Model Predicted Ener	Number of	
below 200% FPG	MEAN	MEDIAN	Properties
< 30%	11.78	11.49	10,995
30% to 64%	13.78	12.95	18,835
≥ 65%	16.56	16.43	76

1.15.2 Coordination with the California Advanced Services Fund's New Broadband Public Housing Account

Decision17-12-007²⁶ required SCE to investigate coordination with the new Broadband Public Housing Account of the California Advanced Services Fund (CASF) to promote deployment of high-quality advanced communications services to all Californians, including those residing in public and multifamily housing. SCE reached out to the California Foundation for Independent Living Centers (CFILC) in 2018 to explore the feasibility of developing a joint mailer targeting low-income SCE customers who could qualify for CFILC's low-cost internet program, and met with CFILC in Q1 2019 to continue conversations regarding leveraging efforts. No significant activity occurred in 2020.

1.15.3 Savings from SCE's Multifamily CAM Projects

In Decision D.16-11-022, the Commission requires that "to align our ESA Program funded multi-family retrofits with the authorized SDG&E and SoCalGas' high opportunity programs and projects efforts, we [the Commission] direct that the savings calculation approaches be aligned." For ESA Program multi-family projects funded from the ESA Program, we [the Commission] require the IOUs to report the normalized energy use and savings of the participating properties in their ESA Program annual reports." In order to complete an NMEC styled reporting analysis of savings projects must collect 12-months of post-installation data. SCE's MF CAM Projects have not yet concluded this timeframe and therefore do not have 12-months of data to analyze and report at this time. SCE will provide NMEC styled reporting in the Annual Report filed on May 1, 2022 once all projects are completed and 12-month of data has been collected. For this Annual Report, SCE reports all deemed savings resulting from its projects.

Go on to the next page.

²⁶ OP 42.

1.16 HVAC Replacement Process Improvements

An SCE ESA vendor reported that one of its subcontractors falsified some HVAC building permits and that some permits were not properly closed or had expired. SCE also determined that some Title 24 inspections were performed by the vendor after invoice payments were made. SCE required the vendor to submit a corrective action plan and is closely monitoring their activities to ensure that any permitting issues are cured, at no additional cost to ratepayers.

On September 24, 2020, SCE briefed the Energy Division about the issue, and SCE has implemented various process improvements for recording and validating documentation for HVAC replacements.²⁷ Impacted customers were also notified on September 3, 2020.

As a follow-up to previously provided information regarding the HVAC program, SCE has taken the following steps to enhance its program oversight and monitoring controls.

- Modified invoice review criteria to include a verification of Title 24 and finalized building permits prior to invoice approval.
- Required all HVAC contractors to provide copies of Title 24 and building permits
- Conducted audit processes to validate permit and Title 24 records with cities and municipalities.
- Developed re-inspection protocols for all hazard fails and a sample of non-hazard fails

Go on to the next page.

-

2. California Alternate Rates for Energy (CARE) Annual Report

2.1 CARE Executive Summary

SCE's California Alternate Rates for Energy (CARE) Program provides a monthly energy bill discount that reduces bills between 30 and 35 percent for customers who meet the program requirements, namely:

- Either that a customer's household income is under the Federal Poverty Guidelines (FPG),
- Or the customer is enrolled in a qualifying categorical program.²⁸

Eligible residential customers reside in single-family households, sub-metered residential facilities, nonprofit group living facilities, agricultural employee housing facilities, and migrant farm worker housing centers. In SCE's service territory, out of an estimated eligible 1.3 million households, approximately 1.4 million households are enrolled in CARE. This equates to 107% enrollment-to-eligibility ratio.

This annual report provides information on SCE's CARE Program accomplishments, extensive outreach efforts, and expenditures for the 2020 program year. At the end of the year 1,424,059 customers were on the CARE rate, resulting in a penetration rate of 107%. CARE enrollment increased from 1,185,146 on December 31, 2019, to 1,424,059 on December 31, 2020, which represents a net increase of 20%. SCE continues to work towards meeting the Commission's directed CARE Program goals and objectives.

In 2020, SCE took decisive action in response to the COVID-19 State of Emergency and associated protections. All CARE and FERA recertifications and verifications were halted, and SCE prominently displayed these programs in a banner atop every page of sce.com to ensure customers were made aware that rate assistance was available to those who were financially affected.

Go on to the next page

-

 $^{^{28} \ \ \}text{The list of eligible programs is available at https://www.sce.com/residential/asistance/care-fera.}$

2.2 Participant Information

2.2.1 Provide the total number of residential CARE customers, including sub-metered tenants, by month, by energy source, for the reporting period and explain any variances of 5% or more in the number of participants.

Table 2.2.1. Residential CARE Program Customers by Month

Residential CARE Program		
	Electric Customers	s By Month
PY 2020 CARE Customers		Percentage Change
January	1,190,287	-
February	1,181,815	-0.72%
March	1,168,716	-1.12%
April	1,198,585	2.49%
May	1,240,773	3.40%
June	1,256,650	1.26%
July	1,289,685	2.56%
August	1,357,973	5.03%
September	1,379,866	1.59%
October	1,402,767	1.63%
November	1,414,131	0.80%
December	1,424,059	0.70%

2.2.2 Describe the methodology, sources of data, and key computations used to estimate the utility's CARE Penetration Rates by energy source.

SCE used the joint utility methodology adopted by the CPUC in D.01-03-028 for developing monthly penetration estimates by energy source in 2020. This methodology entails annual estimation of eligibility for CARE, ESA, FERA, and other income-by-household size parameters at the small area (block group, census tract, ZIP+2, etc.) for each IOU territory and for the state as a whole.

Sources for the 2020 eligibility estimates included the January 2020 Health and Human Services (HHS) Poverty Guidelines²⁹] ("bundling" one- and two-person

56

²⁹ Federal Register / Vol.85, No. 12 /Friday, January 17, 2020 / Notices, pp. 3060-3061.

households at the HHS-defined 200% Federal Poverty Guideline (FPG) limit as required by AB 327), current-year small area vendor marginal distributions on household characteristics, Census 2010 Summary File 3 (SF3) data, Census American Community Survey 2015-2019 Public Use Microdata Sample (PUMS) data, utility meter and master meter household counts, Department of Finance Consumer Price Index series, and various Geographic Information System sources.

The method takes into consideration American Community Survey microdata relationships between guideline status (above/below 200% FPG), tenure, and fuel payment relationships. These cross-classifications are fitted to small area (block group) marginals to produce payer type specific distributions, which can be aggregated to various other geographical levels.

The impact of labor force changes (unemployment and other forms of job separation, as well as positive changes) are also incorporated in the methodology. Method adjustments include block group marginal distributions on household income based on sub-state modeling that incorporates Current Population Survey, Integrated Public Use Microdata Survey Data, American Community Survey Data, and California Employment Development Department (EDD) county and Metropolitan Statistical Area level labor force series. This adjustment to block group income marginal is then incorporated into the otherwise "standard" estimation approach to produce small area estimates reflecting small area income changes due to labor market forces.

Estimates from the block group level are aggregated to county/utility and whole utility level, among other aggregations. Annually, PG&E applies county/utility level eligibility fractions to a new set of "technical eligibility counts" (for CARE, these are metered and sub-metered occupied housing units) to obtain an estimate of income/demographic eligibility in household count form.

PG&E counts the number of households (by small area, by county, and overall) that are enrolled in CARE. The CARE household total, including individually metered and sub-metered occupied housing units, is divided by the total income/demographic eligibility.

2.2.2.1 Describe how the estimates of current demographic CARE-eligibility rates, by energy source for the pre-June 1st periods, were derived.

The joint utility methodology, as described above, was used throughout 2020.

2.2.2.2 Describe how the estimates of current CARE-eligible meters were derived. Explain how total residential meters were adjusted to reflect CARE-eligible meters (i.e., master meters that are not sub-metered or other residential meter configurations that do not provide residential service).

CARE eligibility rates by small and large areas are developed so they apply to individual residential meters and sub-metered dwelling units only.

Non-sub-metered master meters and other meters that do not provide residential

service are not included in the "technical eligibility" meter counts.

2.2.2.3 Discuss how the estimates of current CARE-eligible households were developed.

See *Section 2.2.2*, above. Note that the methodology is based on estimating small-area (block group) level household size by income and householder-age tabulations for the current year and connecting these estimates with small-area counts of households individually metered or sub-metered. Block group utility-specific estimates are then disaggregated or aggregated to various geographic levels within a given utility area: Zip+2, ZIP tract, county, territory, etc. Statewide estimates, regardless of utility boundaries, are also provided at small-and large-area levels.

2.2.2.4 Describe how current CARE customers were counted.

SCE runs a monthly report of the billing system for all accounts currently enrolled in CARE. This monthly report incorporates:

- All CARE customer information necessary for reporting, and
- CARE enrollment and recertification dates.

In the case of sub-metered tenants receiving the CARE discount from their master-metered facilities, SCE runs a separate report to count the number of sub-metered dwelling units flagged as being enrolled in CARE.

2.2.2.5 Discuss how the elements above were used to derive the utility's CARE participation rates by energy source.

The participation rate by energy source is the total number of participating CARE customers by energy source divided by the estimated eligible CARE population by energy source.

2.2.3 Provide the estimates of current demographic CARE-eligibility rates by energy source at year-end.

• Electric: 31.7%

• Gas: N/A

The estimate of current demographic CARE-eligible rates by energy source at year-end is 31.7%.

2.2.4 Provide the estimates of current CARE-eligible sub-metered tenants of master-meter customers by energy source at year-end.

The estimate of current CARE-eligible sub-metered tenants of master-meter customers by energy source, as of December 31, 2020, is 54,260.

2.2.5 Provide the current CARE sub-metered tenant counts by energy source at year-end.

Electric: The current CARE sub-metered tenant count by energy source at year-end is 28,028.

2.2.6 Provide the current CARE sub-metered penetration rates by energy source at year-end.

Electric: The current CARE sub-metered penetration rate by energy source, as of December 31, 2020, is 52%.

2.2.7 Discuss any problems encountered during the reporting period administering the CARE program for sub-metered tenants and/or master-meter customers.

SCE continues to directly contact sub-metered tenants to expedite their recertification of CARE and Family Electric Rate Assistance (FERA) eligibility. This approach has proven to be more effective in increasing tenant enrollments and recertifications than was the previous tactic of solely approaching mobile home park owners and/or managers.

SCE generates a list of CARE and FERA tenants for owners and managers of master-meter accounts on a monthly basis. This process assists customers with reconciling their SCE bills and the number of their tenants for the billing period, as well as providing customers with the ability to identify any possible discrepancies in the number of eligible tenants for that billing period.

Go on to the next page

2.3 CARE Program Summary

2.3.1 CARE Program Summary Costs

Table 2.3.1. CARE Program Summary Costs

CARE Budget Categories	Authorized Budget	Actual Expenses	% of Budget Spent
Outreach (includes Automatic Enrollment)	\$2,684,843	\$2,970,112	111%
Processing, Certification, Recertification [1]	\$800,000	\$645,981	81%
Post-Enrollment Verification	\$600,000	\$655,776	109%
Information Tech./Programming	\$600,000	\$12,062	2%
Pilots	\$525,000	\$414,677	79%
Measurement and Evaluation	\$0	\$0	0%
Regulatory Compliance	\$457,661	\$496,128	108%
General Administration	\$725,665	\$1,127,485	155%
CPUC Energy Division Staff	\$140,000	\$160,111	114%
Cooling Centers	\$45,899	\$18,951	41%
Total Expenses [1]	\$ 6,579,068	\$6,511,283	99%
Subsidies and Benefits	\$492,093,638	\$514,642,207	105%
Total Program Costs and Discounts	\$498,672,706	\$521,153,490	105%
[1] Represents the authorized budget approved on Jan	nuary 4, 2019 per AL 382	24-E	

2.3.2 CARE Program Penetration Rate to Date

Table 2.3.2. CARE Program Penetration

Participants Enrolled	Eligible Participants	Penetration rate	Target Met
1,424,059	1,332,580	107%	Yes

2.3.3 Report the number of customer complaints received (formal or informal; however and wherever received) about their CARE re-certification efforts, and the nature of the complaints.

In 2020, SCE received a total of two (2) CARE recertification complaints. As reported in SCE's Low-Income Monthly Report, below are SCE's reported complaints and how SCE worked with customers to resolve their requests.

January 2020:

- Customer was removed from CARE program in October 2019 and called CPUC seeking a retroactive credit. SCE investigated and confirmed customer was removed for failure to respond to recertification requests but was currently back on CARE. SCE attempted to contact customer and left a message advising a retroactive credit was unwarranted and provided a direct number if customer had further questions. No contact has been received. File is closed.
- Customer called the CPUC indicating they were removed from CARE program even after several attempts to provide recertification documents and was not able to speak to someone on the phone and therefore should be no lapse in time. Although SCE records indicated no documentation was received, SCE called customer back to advise account would be retroactively billed. Customer was satisfied.

February 2020:

SCE did not receive any recertification complaints in February.

March 2020:

SCE did not receive any recertification complaints in March.

April 2020:

SCE did not receive any recertification complaints in April.

May 2020:

SCE did not receive any recertification complaints in May.

June 2020:

SCE did not receive any recertification complaints in June.

July 2020:

SCE did not receive any recertification complaints in July.

August 2020:

SCE did not receive any recertification complaints in August.

September 2020:

SCE did not receive any recertification complaints in September.

October 2020:

SCE did not receive any recertification complaints in October.

November 2020:

SCE did not receive any recertification complaints in November.

December 2020:

SCE did not receive any recertification complaints in December.

2.4 CARE Program Costs

2.4.1 Discount Cost

2.4.1.1 State the average monthly CARE discount received, in dollars, per CARE Customer by energy source.

The average monthly discount per CARE customer was \$33.08.

2.4.1.2 State the Annual Subsidy (Discount) for All CARE Customers by Energy Source

- Electric Subsidy: \$513,318,973.
- Gas Subsidy: None.
- The annual subsidy (discount) for all CARE residential program customers was \$513,318,973.

2.4.1.3 Provide the number and percent of Green Tariff Shared Renewables (GTSR) and Enhanced Community Renewables Customer Base. Also provide the average total bill discount.

In 2020 the number of CARE customers on GTSR was 17 and the percentage was 9%. For SCE no CARE customers enrolled in the Enhanced Community Renewable Program.

The average total bill discount of CARE-enrolled GTSR customers received (in percentage terms) from the CARE Program discount on the delivery portion of their bill was 17%.

The average total bill discount of CARE-enrolled GTSR customers received (in percentage terms) from the CARE Program overall discount on their bill was 28%.

2.4.2 Administrative Costs

2.4.2.1 Show the CARE Residential Program's Administrative Cost by Category.

See Section 2.3.1, above.

2.4.2.2 Explain what is included in each Administrative Cost Categories

The requested information is provided in *Table 2.4.2*, following:

Table 2.4.2. CARE Administrative Cost Categories

Category	Description
Outreach	Includes: Solicitations, advertising, applications (printing and mailing), posters, brochures, flyers, postage, other outreach, staff labor, costs related to outbound dialing, 800#, and Capitation Fee Project.
Processing, Certification, and Recertification	Includes: Staff labor, information technology, application processing, training, programming labor, and sub-meter certification.
Post Enrollment Verification (PEV)	Includes: Staff labor, information technology, verification processing, training, programming labor, and sub-meter verification.
Information Technology (IT) / Programming	Includes: Programming and labor costs associated with system enhancements, Decision compliance, and maintenance of existing processes.
Pilots	Includes: Cost of Community Help and Awareness with Natural Gas and Electricity Services (CHANGES) program.
Cool Centers	Includes: Refreshments and personal cooling devices for Cool Center attendees, and system updates for geolocation webpage.
Measurement & Evaluation	Needs Assessment Study
Regulatory Compliance	Includes: Applications, testimony, advice filings, comments and reply comments, hearings, reports and studies, working group meetings, public input meetings, and tariff revisions.
General Administration	Includes: Office supplies, market research, program management labor (including pensions and benefits), and technical support and software licensing.
Commission Energy Division Staff Funding	Includes: CPUC Energy Division Staff expenditures.

2.4.3 Year-End (December 31, 2020) Balance for the CARE Balancing Account

- Electric CARE: \$109,555,342
- In D.02-09-021, the CPUC required SCE to establish the CARE balancing account (CBA), effective January 1, 2002. The balance in the CBA as of December 31, 2020 was \$109.6 million.

2.4.4 Cost Categories Recorded in the CARE Balancing Account and Included in Base Rates.

SCE does not recover CARE-related costs in base rates. In D.97-08-056, the CPUC allocated SCE's administrative costs associated with the CARE Program to SCE's Public Purpose Programs rate component. D.02-09-021³⁰ required SCE to establish a CARE balancing account (CBA) to record the following on a monthly basis:

- The difference between CARE discounts provided to CARE-eligible customers and CARE surcharges billed to non-CARE customers
- The difference between the authorized CARE and FERA administration amounts and actual incurred CARE and FERA administration expenses
- Costs associated with the CARE automatic enrollment program, and
- Costs associated with the Energy Division's audit of SCE's CARE Program.

Go on to the next page

_

D.06-12-038 and Advice 2079-E authorized SCE to eliminate the entry associated with recording CARE balancing account (CBA)-related retail revenue and to include an entry to allow for the transfer of the year-end balance recorded in the CBA to the Public Purpose Programs Adjustment Mechanism (PPPAM).

Provide a table showing, by customer class, the CARE surcharge paid, the average bill paid, the percentage of CARE surcharge paid relative to the average bill, the total CARE surcharge collected, and the percentage of total CARE revenues paid.

See *Table 2.4.5*, below.

Table 2.4.5: CARE Surcharge and Revenue Collected by Customer Class (2020)

Customer Class	Average Monthly CARE Surcharge	Average Monthly Bill	CARE Surcharge as Percentage of Bill	Total Annual CARE Surcharge Revenue Collected	Percentage of Total Annual CARE Surcharge Revenue Collected
Residential ³¹	\$10,355,082	\$457,894,676	2.3%	\$124,260,979	30.7%
Agricultural	\$753,402	\$19,822,909	3.8%	\$9,040,826	2.2%
Commercial	\$18,403,056	\$442,773,396	4.2%	\$220,836,670	54.6%
Industrial	\$2,514,431	\$41,574,849	6.0%	\$30,173,167	7.5%
Public Authority	\$1,625,351	\$34,994,856	4.6%	\$19,504,212	4.8%
Railroads	\$33,307	\$791,575	4.2%	\$399,688	0.1%
Interdepartmental ³²	\$0	\$23,331	0%	\$0	0.0%
Totals	\$33,684,628	\$997,875,591	3.4%	\$404,215,542	100.0%

2.5 **Outreach**

Discuss Utility Outreach Activities and Those Undertaken by Third Parties on the Utility's Behalf, Including Lifeline Coordination

The outreach efforts of the CARE and FERA Programs and communications to SCE's most vulnerable customers was the top priority in 2020. SCE explored new ways to reach out to customers whose employment status may have been affected by the COVID-19 pandemic.

To improve the effectiveness of the acquisition campaign and reach customers who have greater probability of experiencing extraordinary economic hardships, SCE targeted its outreach campaigns by using two customer attributes that had not been used previously (1) households where the main occupation of the head of household is flagged as working in service industries such as food establishments, custodial services, retail/customer services, and (2) located in an area where present trends show high levels of unemployment.

³¹ Excludes CARE customers.

Electricity supplied for Edison-owned water & gas operations on Santa Catalina Island.

SCE's CARE and FERA Programs also continued to closely partner with internal SCE departments such as Public Affairs, Consumer Affairs, Marketing, Corporate Communications, and Community Involvement, and with employee volunteer-based Resource Groups. These programs also partner with external organizations, such as foundations, Faith-Based Organizations, and Community-Based Organizations, in outreach activities that target SCE's hard-to-reach customer base.

SCE's goal was to bring awareness to households that may not have been aware of SCE assistance programs before March 16, 2020, and through this awareness, enroll as many eligible customers as are willing to participate in CARE.

Following are descriptions of some of SCE's internal and external outreach activities SCE conducted in 2020:

Internal Outreach:

In 2020 SCE's Customer Contact Center (CCC) continued to use various methods to directly enroll customers in the CARE Program during incoming calls to the center, such as the following:

- When a customer calls CCC, to make a new customer turn-on requests, ³³ or
- When a customer expresses a need for help with their bill, or
- When a customer expresses financial hardship.

The Customer Service Representative (CSR) will first offer to take the CARE enrollment over the phone, or if the customer so requests, will directly transfer the customer to the Information Voice Response (IVR) system. The IVR allows customers who prefer a self-service option to enroll in CARE via SCE.com. Alternatively, if requested, the CSR may send a paper Rate Discount Application form to the customer.

IVR scripting (automated messages played when a customer calls the CCC) were also updated to address potential customer scams from those taking advantage of the COVID-19 outbreak:

Southern California Edison reminds its customer to please be wary of scammers who may be taking advantage of the COVID-19 outbreak by sending phishing emails, automated calls, texts, or social media posts. As a reminder, SCE does not have a "disconnection department" and we will never call you with the threat of a disconnection for non-payment. Know the signs by visiting www.sce.com/scamalert. We are here to help! Our Income qualified programs can offer a discounted rate if you qualify. Please ask our representative for more information about these programs or visit sce.com/care

These enrollment options provide customers with choices and maximize their

³³ CARE is offered with **all** new customer turn-on requests.

opportunity to enroll in CARE. By year-end 2020, SCE had enrolled nearly 70,000 eligible customers through CCC outreach efforts including web, phone, and interactive voice response enrollments.

In 2020, the CARE program sent 2.4 million direct mailers to non-CARE customers who might be eligible to enroll in the rate-discount program, based on advanced customer data analysis to target those with a higher likelihood to be eligible described in *Section 2.5.1* above. Each targeted mailer included a letter showing the CARE income qualifications for enrollment, a self-addressed, postage-paid return envelope, and a Rate Discount Application that was pre-filled with the customer's information to make applying easier.

Beginning in April 2020, as part of SCE response to the pandemic, a special insert was included in CARE and FERA letters continuing to reinforce SCE's commitment to provide options to help ease our customers' financial burden: rate discount programs, bill payment assistance, and a phone discount programs through California Lifeline and Boost Mobile.

Illustrations of the 2020 CARE creative (direct mailers and special insert) are shown below.

Sample Direct Mailer (English/Spanish)



Go on to the next page.



«Date»

GET A DISCOUNT OF ABOUT 30% ON YOUR ELECTRIC BILL EVERY MONTH.



Service Account Number ending in «XXXX»

«Customer Name»

«Mailing Address 1»

«Mailing Address 2»

«City, State Zip+4»

«Արվլիկեկիներիներումներությանը «Արվլիկիկիկիների

Dear Valued Customer.

We understand everyday expenses can change and how these changes can affect some households more than others. That's why rates like our California Alternate Rates for Energy (CARE) can help make a difference.

LOWER YOUR ELECTRIC BILL BY ABOUT 30% EVERY MONTH!

If your household meets the current income requirements shown below or someone in your household participates in any of the public assistance programs listed on the enclosed Rate Discount Application, we encourage you to apply for CARE today.

Remember, your CARE discount of about 30% will be applied to your electric bill month after month, so the savings really add up.

IT'S EASY TO APPLY AND ONLY TAKES A FEW MINUTES.

Simply use one of three methods listed below to apply.



Complete and return the enclosed application in the postage-paid envelope provided.



sce.com/care (You'll need to have your account number handy)

.

1-800-798-5723 (TTY 1-800-352-8580)

YOU MAY ALSO QUALIFY FOR FREE APPLIANCES AND MORE.

With our Energy Savings Assistance Program, you may also be eligible to receive a new replacement energy-efficient refrigerator, smart power strip, lighting, and other energy-saving services for free. To apply or learn more, visit us at sce.com/esap.

Don't delay. Take advantage of CARE and other programs that can help you save energy and lower your monthly electric bill.

Sincerely.

Marc Ulrich

Want all

Vice President, Customer Service Operations

Maximum Household Income

Effective June 1, 2020

Number of Persons in Household	Total Combined Annual Income [†] CARE
1-2	Up to \$34,480
3	Up to \$43,440
4	Up to \$52,400
5	Up to \$61,360
6	Up to \$70,320
7	Up to \$79,280
8	Up to \$88,240
Each additional person	\$8,960

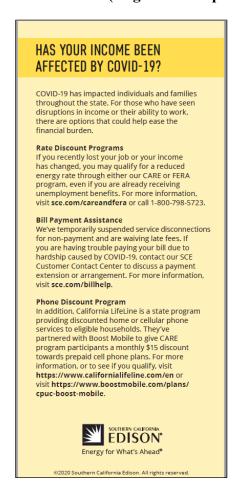
[†] Current gross (before taxes) household income from all sources. Households of three or more persons with higher incomes that do not qualify for CARE, may qualify for the Family Electric Rate Assistance program.

The California Alternate Rates for Energy program is funded by California utility customers and administered by Southern California Edison under the auspices of the California Public Utilities Commission. This program will continue until funding is exhausted or the program is terminated, whichever comes first. Program is subject to change without notice. Terms and conditions apply.

The Energy Savings Assistance Program is funded by California utility ratepayers and administered by Southern California Edison under the auspices of the California Public Utilities Commission. The program is offered on a first-come, first-served basis and is effective until funding is expended or the program is discontinued. Services may not be available in all areas. Certain restrictions, such as age, size, and condition of the system or appliance to be replaced may apply. In some instances, you may be required to pay a copayment. California consumers are not obligated to purchase any full fee service or other service not funded by this program. This program is available to both homeowners and renters. Renters may be required to obtain the property owner's written permission before services are delivered.

© 2020 Southern California Edison. All rights reserved.

Sample Direct Mail Insert (English with Spanish reverse)

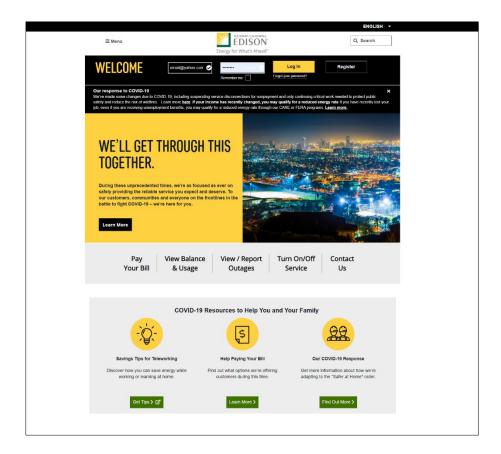


SCE.com Website

During the start of the stay-at-home orders, SCE revised its website (www.sce.com) and social media posts to provide specific COVID-19 messaging and continues to direct customers to these pages. This messaging provides customers with information to help with financial challenges due to COVID-19. Specifically, the information includes details on CARE/FERA programs and EAF and allows customers to enroll in the CARE/FERA programs directly online.

SCE has updated information on SCE's disaster support page (www.sce.com/disastersupport) for information on all customer protections including making payment arrangements and other assistance SCE provides for income-qualified customers.

Due to impacts related to the COVID-19 pandemic, customers may need additional resources and assistance beyond SCE/IOU programs. SCE updated www.sce.com/billhelp to include additional non-SCE assistance programs. The update includes program descriptions and direct links to the organizations' website for more information and/or enrollment.

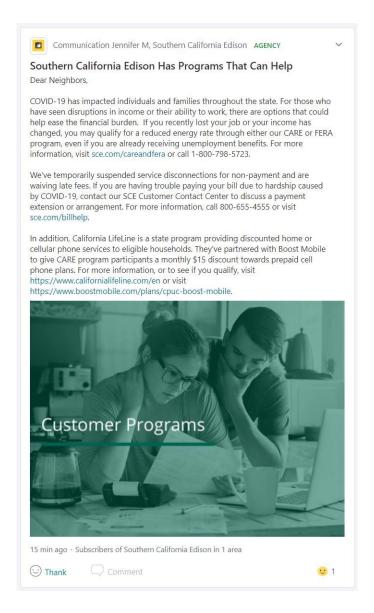


Innovative Strategies

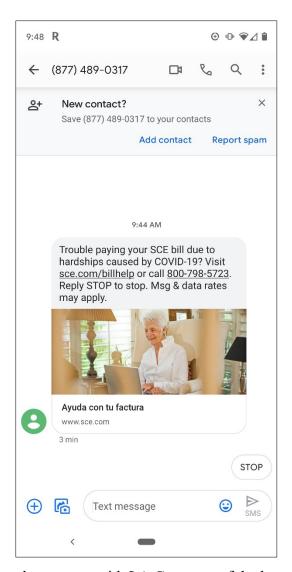
With California stay at home orders in effect in March, SCE continued to look for innovative ways to reach our customers that did not rely on traditional tactics.

With the rise of social media platforms, SCE leveraged a relatively new platform called Next Door. Through this app, in March, SCE posted about customer care programs and resources. That post received 507,649 impressions by households who have signed up to receive Next Door posts in their area. In May, we did another post specific to IQP/Low Income programs, that received 919,041 impressions. See the illustration below.

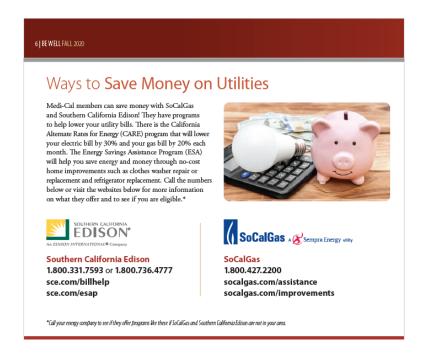
Go on to the next page.



While traditional direct and email efforts continue to be successful for outreach and enrollment, SCE took advantage of text messaging opportunities to reach SCE customers who may have been impacted by COVID-19 orders early in the pandemic. SCE partnered with its outbound marketing consultant to develop a new text message that was delivered to approximately 1.6 million non-CARE and non-FERA households that may not be aware of the programs. See the illustrations below.



SCE continued to partner with LA Care, one of the largest Medi-Cal providers in Los Angeles County to cross-promote the CARE and ESA programs, which Medi-Cal participants are automatically eligible to participate. SCE, along with SoCalGas, had planned to participate in LA Care's eight (8) Community Resource Center activities, including meet and greet sessions. However, due to the extended COVID-19 pandemic restrictions, the Utilities will schedule these events as appropriate in 2021. In October, SCE and SoCalGas were featured in LA Care's Fall 2020 issue of its Be Well newsletter provided to their members.

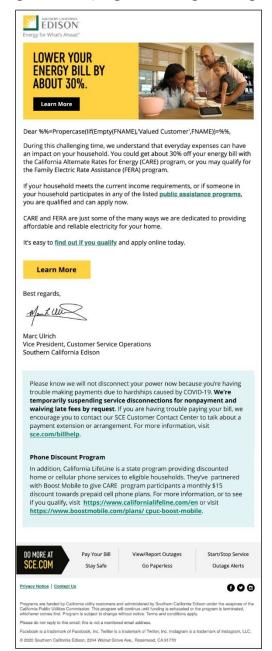


With the destructive Bobcat and El Dorado fires ravaging Southern California in September, SCE printed approximately 350,000 notices that were included in CARE direct mailers for the impacted zip codes.



Digital Media

In 2020, approximately 1,300,000 e-mails were deployed to customers with a higher probability of being eligible for CARE. The e-mail featured CARE program information and directed interested customers to the CARE pages of SCE.com to enroll.



Sample e-mail (English with Spanish option)

Capitation Fee Program

The CARE/FERA Capitation Fee Program team is continuing its efforts to engage existing Capitation Agencies while strategically registering additional contractors to overcome enrollment barriers, including language, culture, and special needs, and enroll the hardest-to-reach customers. Because of these efforts, the Capitation Fee Program continues to show enrollments from agencies that were previously inactive.

SCE currently has 63 CARE Capitation Agencies who help income-qualified

customers receive assistance through CARE and FERA. By year-end 2020, capitation contractors and outbound calling efforts successfully enrolled close to 1400 new customers in the CARE Program. Ongoing campaign strategies and efforts included:

- Leveraging events sponsored by communities and cultural celebrations to reach populations that may be eligible to enroll in the CARE Program.
- Partnering with SCE personnel to leverage existing SCE relationships with FBOs, CBOs, and local governments.
- Using existing channels to develop creative approaches for agencies to conduct CARE/FERA outreach, including community-based virtual outreach events and fairs.



External Outreach

In 2020, due to the COVID-19 pandemic and shelter at home orders, SCE's ability to host outreach at various community events throughout SCE's service territory was severely hampered. These events have previously provided SCE an excellent opportunity to interact with the communities face-to-face and provide them a wealth of information on the programs and services available to them.

New, creative, ways to connect with the community needed to be developed. In October, SCE hosted the 10th Annual Hispanic Heritage Month celebration in a virtual environment. While speakers such as Edison International CEO Pedro Pizarro, keynote speaker Nely Galan and Emcee Carlos Amezcua spoke from their homes, exhibitors such as CARE, FERA and ESA programs were in a virtual exhibit room and were available to answer direct questions via e-mail from the attendees.

As part of its ongoing data-sharing efforts to generate leads for California LifeLine program participation in 2019, SCE bi-annually provided electronic files containing close to 1.3 million records of CARE Program participants' customerspecific data to the Energy Division to transmit to the LifeLine Administrator.

SCE will continue to collaborate with Lifeline and discuss additional leveraging efforts.

2.5.1.1 The CHANGES Program

The Community Help and Awareness of Natural Gas and Electricity Services (CHANGES) program was initially approved by the Commission as a one-year pilot program.34 Decision15-12-047 approved the establishment of the CHANGES as an ongoing statewide program, effective January 1, 201635. The program provides outreach, education, and bill issue assistance to limited English proficient customers. The program is administered through a contract with the CPUC, using the same community contractor, Self Help for the Elderly, and 26 other CBOs, which also administer the CPUC's Telecommunications Education and Assistance in Multiple-Languages (TEAM) program.

The CHANGES CBOs during the pilot in SCE's service territory were:

- ACC Senior Services
- Afghan Coalition
- Alliance for African Assistance
- American Relief Society
- Asian American Resource Center
- Asian Community Center
- CASA Familiar
- Central California Legal Services
- Centro la Familia Advocacy Services, Inc.
- Chinatown Service Center
- Chinese Newcomers Service Center
- Deaf Community Services of San Diego
- Delhi Center
- El Concilio of San Mateo County
- Fresno Center for New Americans
- Good Samaritan Family Resource Center
- International Institute of Los Angeles International Rescue Committee
- Korean American Community Services
- Koreatown Youth and Community Center
- Lao Khmu Association, Inc.
- Little Tokyo Service Center
- Madera Coalition for Community Justice
- Portuguese Community Center
- Self-Help for the Elderly

-

³⁴ Approved November 19, 2010, Resolution CSID-004

³⁵ D.15-12-047 p.1.

- Southeast Asian Community Center
- SUSCOL Intertribal Council
- Southland Integrated Services

The Resolution directed the pilot to be funded by the IOUs through CARE outreach program funding. SCE pays the CPUC directly through monthly invoices.

The CHANGES program includes three in-language components: 1) Education, 2) Dispute and Need Resolution, and 3) Outreach:

- Education: The education component includes trainings, workshops, and/or one-to-one technical assistance for customers on various topics, such as avoiding disconnections, payment arrangements, assistance programs available, how to read a utility bill, tiered rates, and energy conservation.
- **Dispute and Need Resolution**: CBOs work directly with customers and utilities to assist with issues such as bill inquiries, payment arrangements, avoidance of service disconnections, and restoration of service. The current CHANGES program provides assistance in 15 languages.
- Outreach: CBOs leverage the existing TEAM outreach activities as an opportunity to introduce information about CHANGES, provide new energy-related materials, and market the program via various media outlets.

In 2020, based on the program administrator's monthly reports, CHANGES completed the activities shown in Table 2.5.1a, below, for SCE:

Table 2.5.1a Activity: Disputes Resolved: By Service

SCE Disputes Resolved				
Assisted with CARE Re-Certification/Audit	1			
Bill Adjustment	7			
Enroll in Energy Assistance Programs	12			
Medical Baseline Application	1			
Payment Extension	19			
Payment Plan	31			
Solar	11			
Stop Disconnection	30			
TOTAL	112			

Note: The total number of services may exceed the total number of cases because some cases will include more than one service provided.

Table 2.5.1b Activity: SCE Disputes Resolved: By Language

SCE Disputes Resolved by Language			
English	15		
Mandarin	1		
Spanish	46		
Vietnamese	1		
Yoruba	2		
TOTAL	65		

<u>Note</u>: Language count may be fewer than services provided because some cases receive more than one service.

Table 2.5.1c. Activity: Needs Assistance: By Service

SCE – Needs Assistance	
Assisted with CARE Re-Certification/Audit	4
Assisted with Changes to Account	41
Billing Language Changed	7
CARE Enrollment	37
Consumer Education Only	4
Energy Assistance Fund (SCE)	111
Energy Efficiency Tool	7
ESAP	15
HEAP	377
Medical Baseline	11
Payment Extension	16
Payment Plan	39
Set Up New Account	7
Stop Disconnection	1
TOTAL	678

Table 2.5.1d. Activity: Needs Assistance: By Language

SCE – Needs Assistance by Language			
Armenian	1		
Cantonese	57		
English	176		
Farsi	4		
French	1		
Hindi	1		

SCE – Needs Assistance by Language			
Hmong	3		
Japanese	1		
Laotian	1		
Korean	66		
Mandarin	27		
Samoan	7		
Spanish	194		
Vietnamese	141		
TOTAL	680		

2.5.1.2 Marketing

To continue to offer relevant solutions to income-qualified customers, SCE deployed the following integrated efforts:

- In February, August, and November CARE and FERA messaging was included on customers' bills for CARE/FERA-eligible rates who were not already enrolled in the rate-discount programs.
- Throughout 2020, SCE continued to reach out to potentially eligible non-CARE / non-FERA customers in an effort to enroll them in CARE or FERA. As described in *Section 2.5*, above, more than 2.4 million targeted, direct-to-consumer mailers and more than 1.3 million e-mails were sent to households on a monthly basis, leveraging advanced analytics based on previous responses to fine-tune the targeting process.
- As part of the rate-discount annual solicitation process in June 2020, SCE included CARE / FERA enrollment applications in the bills of over two million customers receiving a paper bill. Due to this effort, nearly 8,000 new households received the CARE rate discount.
- SCE's Customer Contact Center continues to employ the CARE / FERA
 enrollment application on the public website, SCE.com, either to directly
 enroll customers into the CARE Program by telephone, or to offer to mail
 a rate discount application to the customer. In 2020 nearly 70,000 eligible
 low-income customers were enrolled through Call Center outreach efforts,
 including both all-web enrollments, Call Center-mailed applications, and
 enrollments through third-party interactive voice response campaigns.
- CARE enrollment is coordinated with other low-income programs such as ESA, SCE's Energy Assistance Fund (EAF) Program, LIHEAP, SoCalGas Company's income-qualified programs, and programs run by certain water utilities. ESA participants are automatically enrolled in CARE each month and LIHEAP participants are automatically enrolled in CARE each quarter. In 2020, over 51,000 eligible customers were enrolled in CARE through data sharing with LIHEAP, ESA, EAF, SoCalGas, and water utilities. The CARE Program continuously integrates its efforts and

messaging with the ESA program at all outreach events, communications, and marketing campaigns.

- The CARE / FERA Capitation Fee Program team is continuing its efforts to reengage existing Capitation Agencies while strategically registering additional contractors to overcome enrollment barriers, including language, culture, and special needs, to enroll the hardest-to-reach customers. As a result of these efforts, the Capitation Fee Program continues to show increased enrollments from agencies that were previously inactive. In 2020, capitation contractors successfully enrolled over 1400 new customers in the CARE Program.
- SCE enrolls new CARE customers through the EAF Program, which
 provides utility bill payment assistance through voluntary customer,
 employee, and SCE shareholder donations. EAF Program income
 requirements are the same as those for CARE. In 2020, 439 EAF
 recipients were enrolled in the CARE Program.

2.5.1.3 Social Media

In 2020, we utilized social media to communicate income-qualified program information to customers. Many families were financially affected by the pandemic due to job loss because of COVID-19 closures, stay-at-home restrictions, sickness or caring for a loved one, among other things. Southern California Edison used Facebook, Instagram, and Twitter to amplify our EAF and CARE/FERA programs.

The social media posts were in English and Spanish and were targeted to customers with low income-related activities and behaviors, such as being identified as being on a fixed income, the Supplemental Nutrition Assistance Program (SNAP), or related income attributes.

Customers were made aware of the programs through video updates in English and Spanish on Facebook, Instagram and Twitter which directed customers to the respective programs' websites for more information.

This campaign received 5,993,598 impressions and 10,690 website clicks. We spent \$11,722.79 on Facebook, Instagram and Twitter ads and they were in flight throughout in April and June, when new CARE/FERA income guidelines were announced.

Illustrations: Social Media Advertising

Illustrations for Social Media Advertising activities appear below.



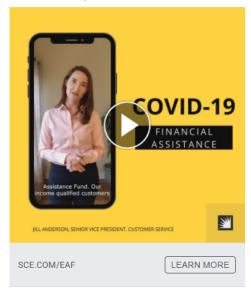
If your income has changed recently due to the COVID-19 crisis, you might qualify for our CARE/FERA program and receive up to 30% off your electric bill. www.sce.com/care







Income-qualified customers experiencing COVID-19 financial hardship due to quarantine, illness, caring for loved ones or business closures can apply for assistance to pay their electric bill. http://www.sce.com/eaf





Para nuestros clientes que están teniendo dificultades económicas, pueden aplicar para recibir ayuda financiera en pagando su recibo de



Earned Media:

Throughout 2020, coverage of SCE's Income Qualified Programs resulted in 11 earned media stories: four in Asian media outlets, one in Hispanic media, two in African American, and five in general media. We also featured three income qualified program stories on ENERGIZED by Edison.

CARE/FERA

Valley Voice: DCE gives Palm Springs residents new options for energy sustainability

https://www.desertsun.com/story/opinion/2020/03/22/valley-voice-dce-gives-palm-springs-greener-energy-choose-plan/2889316001/

EDISON AWARDS SCHOLARSHIPS, ASSISTS CUSTOMERS. (YOUTUBE) https://www.youtube.com/watch?v=pB2 Vxfcmfs

EAF

Energy and Gas Assistance Funds Provides Utility Assistance to Families in Need

https://lasentinel.net/energy-and-gas-assistance-funds-provides-utility-assistance-to-families-in-need.html

ENERGY ASSISTANCE FUND HELPS CUSTOMERS. (ASIANJRN) Asian Journal

ENERGY ASSISTANCE FUND HELPS CUSTOMERS. (ELPAN) El Panamericano (CA)

SOCAL EDISON, SOCALGAS PARTNER WITH UNITED WAY TO HELP THOSE AFFECTED BY COVID-19. (CNSERVICE) <u>City News Service (CA)</u>

CONTINUING COVERAGE: SOCAL EDISON, UNITED WAY PARTNER TO PROVIDE UTILITY ASSISTANCE DURING PANDEMIC. (ARCWEEK, WCPRESS, ALHAMB, BALDPARK, BURBANKI, MPARK, MONWEEK, GLENDIND) The Arcadia (CA) Weekly

CONTINUING COVERAGE: SOCAL EDISON PARTNERS WITH UNITED WAY TO HELP THOSE FACING PANDEMIC-RELATED HARDSHIP. (LASENTNL) The Los Angeles Sentinel

ENERGY ASSISTANCE FUND HELPS CUSTOMERS. (KORDAILY) Korea Daily

ENERGY ASSISTANCE FUND HELPS CUSTOMERS. (VIETBAO) Viet Bao Daily

VILLEGAS PROMOTES CUSTOMER ASSISTANCE PROGRAMS DURING HIGH HEAT, COVID-19 CRISIS. (KVERTV) In a <u>KVER-TV</u> Palm Springs, CA

Resources to Help Manage Your Bill During Covid-19 Emergency Restrictions

https://energized.edison.com/stories/resources-to-help-manage-your-bill-during-covid-19-emergency-restrictions (Energized by Edison)

Energy Assistance Fund Helps Customers Keep the Lights On: https://energized.edison.com/stories/energy-assistance-fund-helps-customers-keep-the-lights-on (Energized by Edison)

Income-Qualified Programs Help Save Money on Electric Bills: https://energized.edison.com/stories/income-qualified-programs-help-save-money-on-electric-bills (Energized by Edison)

2.5.1.4 Discuss outreach to CARE customers for the Home Energy Report, including percentage participation.

SCE uses a Randomized Control Trial experimental designed to select customers who will receive a Home Energy Report (HER). In 2020, 785,732 CARE customers received HERs. In total, HERs reached more than 2.5 million customers, 41% of those customers were also on CARE. This exceeds the 15% percent of HERs that should be sent to CARE customers, as mandated by the CPUC.

Home Energy Report Total Counts for 2020

Customers enrolled in CARE as of December 31, 2020	1,436,955
Number of HER Recipients on a CARE rate	785,732
Percentage of CARE population that received HERs	41%

2.5.2 Discuss the most effective outreach method, including a discussion of how success is measured.

Using the percentage of approved applications by volume from various outreach methods, SCE's four (4) most effective outreach methods in 2020 were:

• General enrollment efforts, which generated 36% of all enrollments. These outreach efforts include the Capitation Fee Project.

- Call Center enrollment efforts, which include enrollments through thirdparty interactive voice response campaigns, generated 21% of all enrollments.
- Collateral materials, distributed at community outreach events, directing customers to SCE's website for additional program information, including how to enroll online.
- Strategic page placement of assistance program information and direct links on the SCE.com website to appeal to customers using the Internet:
 - Customer enrolling via Internet generated 43% of all enrollments, and
 - Internal and external data-sharing efforts generated 16% of all enrollments.

2.5.3 Barriers to Participation encountered during the reporting period and steps taken to mitigate them.

Through many outreach, marketing, and awareness campaigns, SCE has been persistent in its ongoing efforts to reach and enroll customers. Significant outreach efforts in 2020 included, but were not limited to:

- Multilingual outreach using both direct-to-consumer and mass media advertising with print or digital ads in Spanish and Asian languages, and
- Designing CARE marketing materials and correspondence to reach increasing numbers of ethnic populations and under-penetrated geographic areas.

SCE ended the 2020 program year at 107% penetration and will continue to vigorously market the program to achieve the 90% penetration rate goal.

2.5.4 Discuss how CARE customer data and other relevant program information is shared by the utility with other utilities sharing its service territory.

SCE continued collaborating with SoCalGas, and local water utilities, as directed in D.11-05-020, to share CARE participant data electronically in order to help customers enroll in each utility's program. In 2020 approximately 48,717 customers were enrolled in SCE's CARE rate through data sharing with these utilities.

2.5.5 Discuss how CARE customer data and other relevant program information is shared within the utility, for example, between its ESA Program and other appropriate low-income programs

Contractors who perform ESA Program assessment services assist qualified customers in completing a CARE application. The CARE Program continually integrates its efforts and messaging with the ESA Program at all outreach events, communications, and marketing campaigns.

Additionally, when a customer enrolls in CARE, the customer's information is

provided to the ESA Program as a lead. In cases where a CARE customer has passed income documentation as part of the High Usage Post Enrollment Verification process (HU PEV), CARE informs the ESA Program of the verification, and the customer will not need to re-verify their income with ESA Program.

2.5.6 Describe the efforts taken to reach and coordinate the CARE program with other related low-income programs to reach eligible customers.

SCE utilizes the Capitation Fee Project as a channel to coordinate with service providers of related low-income programs to provide one-on-one assistance to SCE's hardest-to-reach customer base. In 2020, SCE planned on partnering with food banks, clothing distribution centers, employment workshops, farmers' markets, faith-based and community-based publications, school events, and community fairs to coordinate the CARE Program with their related services. Due to the pandemic, these efforts were significantly constrained, however SCE continued to partner with its agencies to provide electronic versions of assistance materials to assist as best as possible.

Each quarter, LIHEAP payment recipients were automatically enrolled in CARE, which generated 2,055 enrollments in 2020.

Additionally, in compliance with D.18-11-027³⁶ SCE implemented a new Food Bank Rate Assistance Program to provide eligible food banks a 20% discount on their bill. SCE complied with this directive by individually contacting all eligible customers in SCE's service territory to inform them of this new rate option. Six out of the eight eligible Food Banks responded and are now receiving the discounted rate.

2.5.6.1 Track costs of AB 793 related Energy Management Technologies programs (identify all of the programs or initiatives that will be able to benefit from the availability of the end-use and electric usage profiles, and to coordinate with the relevant proceedings so that the relevant costs can be considered in those proceedings' cost-effectiveness decision-making).

As described in *Section 1.3.4*, above, in accordance with D-14-05-016, IOUs PG&E, SCE, and SDG&E were directed to select disaggregation vendor, or its subcontracted vendor, to create individual CARE Program customer reports that illustrate disaggregated household usage by end use, over time. These reports were to be accessible to ESA Program contractors and customers and coordinated with the My Energy/My Account platforms. Weekly meetings were conducted with consultant Uplight, representatives from the other IOUs, and Energy Division, and delivered the Customer Profiles/Segmentation Files bi-annually. These reports were developed to be leveraged by Energy Efficiency and Demand

_

³⁶ Decision (D.18-11-027) on Southern California Edison Company's Proposed Rate Designs and Related Issues, Issued December 7, 2018.

Response programs for outreach. The Final Report that was shared via webinar in Q4 (December) 2020 summarized key findings, lessons learned and recommendations from Phase II – which proposed to expand the analysis to a wider group of customers and deliver a summary of results to customers and ESA contractors Due to SCE's customer system replatforming, the utility will continue to work with Uplight in 2021/2022 to develop and provide the Contractor and Customer reports via EMAPS and MyAccount respectively.

2.5.7 Describe the process for cross-referral of low-income customers between the utility and CSD. Describe how the utility's CARE customer discount information is provided to CSD for inclusion in its federal funds leveraging application.

Note: These agreements are limited to sharing 1-800 phone numbers with customers and providing CARE benefit information for the federal fiscal year, October 1 of the current year through September 30 of the subsequent year. There are no tracking mechanisms in place to determine how many customers contact the other programs or become enrolled in other program(s) because of these agreements).

A copy of SCE's ongoing agreement with CSD was filed in 2001 with SCE's 2000 CARE Annual Progress Report. SCE includes the following language on its individually metered customer CARE application for cross-referral of low-income customers to CSD:

"Other Programs and Services You May Qualify For: LIHEAP provides bill payment assistance, emergency bill assistance, and weatherization services. Call the Department of Community Services and Development at 1-800-433-4327 for more information. For other Edison assistance programs, call 1-800-736-4777."

SCE Call Center Representatives refer income-qualified customers who are in arrears to their local LIHEAP agency for payment assistance.

2.5.8 Discuss any recommendations to improve cost-effectiveness, processing of applications, or program delivery. Discuss methods investigated or implemented by the utility or third parties under contract to the utility to improve outreach and enrollment services to non-participating households in the prior year. Provide cost-effectiveness assessments, if available.

SCE remains steadfast in its commitment to promoting a robust culture of evidence as it continues to leverage advanced statistical techniques and methodologies in enhancing its business operations, highlighting the indispensable and influential role played by data in shaping programs and policies aimed at responding more effectively to the needs of low income households. Predictive analytics serves as a fundamental tool in enhancing customer acquisition. This continues to identify customers with a significant

propensity to be approved or recertified for CARE or FERA, considering the unique configuration of socio-economic and demographic characteristics that distinguish these two populations.

Additionally, multivariate statistical models ascertain the CARE customers most likely to be treated with energy efficiency measures from the ESA Program. Equally important, disproportionate stratified random sampling continues to be employed in selecting customers in the monthly samples for verification, sharply focusing on over-sampling customers with the greatest proclivity to fail eligibility requirements. A vital component of that operation involves analyzing the results for verifications, aimed at further refining the framework that guides the random sampling.

The cost-effectiveness of various outreach and enrollment strategies is described in **Section 1.4**, Energy Savings Assistance Program Customer Enrollment, above.

In March, SCE concluded its "Rapid Results" 100-day initiative with the express goals of:

- Reducing program costs by \$150,000 in Q.1 2020
- Maintaining CARE enrollments at 85% or better
- Increasing FERA enrollments to 12%
- Maintaining and/or increasing customer satisfaction scores

During the four months of the initiative (beginning December 2019), SCE successfully continued its targeted direct mail campaign to 115,000 eligible non-CARE customers, while sending an e-mail campaign to approximately 165,000 customers, and continues to track customer satisfaction scores.

Strategic planning and execution of the Rapid Results initiatives resulted in a cost reduction of approximately \$150,000, a CARE enrollment of 87.7% and an increase in customer satisfaction scores. SCE continues to reach out to potential FERA-eligible customers as part of SCE's 2019-2023 Family Electric Rate Assistance (FERA) 50 Percent Target Enrollment Plan (Advice 3979-E). Reducing program costs by \$150,000 in Q1 2020

- Maintaining CARE enrollments at 85% or better
- Increasing FERA enrollments to 12%
- Maintaining and/or increasing customer satisfaction scores

During the four months of the initiative, SCE successfully continued its targeted direct mail campaign to 115,000 eligible non-CARE customers, while sending an e-mail campaign to approximately 165,000 customers, and continues to track customer satisfaction scores. Strategic planning and execution of the Rapid Results initiatives resulted in a cost reduction of approximately \$150,000, a CARE enrollment of 87.7% and an increase in customer satisfaction scores. SCE continues to reach out to potential FERA-eligible customers as part of SCE's 2019-2023 Family Electric Rate Assistance (FERA) 50 Percent Target Enrollment

Plan (Advice 3979-E).

2.6 Processing CARE Applications

2.6.1 Describe the utility's process for recertifying sub-metered tenants of master-meter customers.

SCE communicates directly with enrolled sub-metered tenants every two years or four years, based upon their initial CARE enrollment date or last recertification date and whether they are profiled as fixed-income or non-fixed income. Sub-metered tenants follow similar recertification guidelines as those set for individually metered CARE participants. When tenants are due to recertify, they are provided with a mailed renewal request. If no response is received within 45 days, SCE mails a second request to the tenants before removing them from the rate.

2.6.2 Describe any contracts the utility has with Third Parties to Conduct Certification, Re-Certification and/or Verification on the utility's behalf. Describe how these third-party efforts compare to the utility's efforts in comparable customer segments, such as hard-to-reach or under-served. Include comparisons of Effectiveness and Cost-Effectiveness of comparable customer segments, if available.

The Capitation Fee program, authorized by the CPUC in D.01-05-033, takes advantage of the opportunity to enroll eligible customers in CARE while they are receiving other services from entities that assist low-income clients. This program is centered on providing outreach and enrollment services.

SCE partners with CBOs and private contractors to enroll customers into the CARE Program. In CARE Table 7, SCE lists its CARE Capitation Program contractors, enrollments, and contractor status (that is, private, CBO, WMDVBE, or LIHEAP contractors).

Under this program, SCE pays a capitation fee to these entities for each new customer they help to enroll in SCE's CARE Program. The capitation fee is to reimburse the entities for the incremental amount associated with helping customers complete an SCE CARE application, generally while the customer is receiving other low-income services and/or information from that entity.

2.7 Program Management

2.7.1 Discuss issues and/or events that significantly affected program management in the reporting period and how these were addressed.

In 2020, COVID-19 was a significant event that affected program management. Given the size and scope of the CARE and FERA programs, heavy coordination was needed with SCE's Information Technology department. Enhancement requests were issued to freeze hundreds of thousands of eligibility checks. Multiple IT meetings were had to explain the desired logic, discuss system limitations, and review potential solutions. When roadblocks arose, issues were

escalated, and temporary work arounds were developed until long term solutions were developed.

2.8 Pilots

In 2020, no significant issues and/or events impacted pilots.

2.9 Studies

In 2020, no significant issues and/or events impacted studies.

Go on to the next page

3. CARE Expansion Program

3.1 Participant Information

3.1.1 Provide the total number of residential and/or commercial facilities by month, by energy source for the reporting period.

Table 3.1.1. CARE Expansion Program — Participating Facilities by Month

2020	CARE Residential Facilities	CARE Commercial Facilities	Total
January	308	132	440
February	311	134	445
March	322	128	450
April	321	126	447
May	322	126	448
June	324	127	451
July	323	127	450
August	323	124	447
September	323	127	450
October	302	131	433
November	305	130	435
December	305	129	434

Go on to the next page

3.1.1.1 Total Number of Residents

State the total number of residents (excluding caregivers) for residential and commercial facilities, by energy source, at year-end.

Table 3.1.1.1. Numbers of Residents

Establishe in 2020			Recertified in 2020		Closed in 2020	
Facility Type	Service Accounts	No. of Beds	Service Accounts	No. of Beds	Service Accounts	No. of Beds
Residential	25	119	10	117	12	432
Commercial	14	444	8	277	19	1232
TOTAL	39	563	18	394	31	1664

3.2 Usage Information

3.2.1 Provide the average monthly usage by energy source per residential facility and per commercial facility.

Table 3.2.1a. Average Monthly Usage by Energy Source

Commodity	Residential	Commercial
Gas	N/A	N/A
Electric	987	15,212

Table 3.2.1b. CARE Expansion Program: Average Monthly Gas / Electric Usage

Customer	Gas Therms	Electric KWh	
Residential Facilities	N/A	987	
Commercial Facilities	N/A	15,212	

3.3 Program Cost

3.3.1 Administrative Cost (show the CARE Expansion Program's administrative cost by category).

3.3.1.1 Discount Information

See Table 2.3.1, CARE Program Summary Costs, above.

3.3.1.2 State the average annual CARE discount received per residential facility by energy source

- Residential Facility Electric Discount: \$876.72.
- The average annual CARE discount received per residential facility by energy source is \$876.72.

3.3.1.3 Average Annual CARE Discount Received per Commercial Facility by energy source.

- Commercial Facility Electric Discount: \$8,148.54.
- The average annual CARE discount received per commercial facility by energy source is \$8,148.54.

3.4 Outreach

3.4.1 Discuss utility outreach activities and those undertaken by third parties on the utility's behalf.

- Potentially eligible customers may become aware of the CARE Expansion program through SCE's Customer Contact Center.
- Events conducted by SCE's Local Public Affairs department promote Income Qualified Programs to community leaders across SCE's service territory.
- Organizations participating in the CARE Capitation Fee program may help an eligible customer complete a CARE application for the Expansion program.

See *Section 2.5.1*, above, for additional information on SCE's Outreach Activities undertaken by third parties on SCE's behalf.

3.4.1.1 Discuss the Most Effective Outreach Method, including a discussion of how success is measured.

Customers who qualify under the CARE Expansion program live primarily in group living facilities and homeless shelters, which can receive electric service on either residential or commercial rates. CARE Expansion outreach includes:

- SCE partners with nonprofit organizations throughout the territory for CARE enrollment purposes
- SCE's Customer Contact Center representatives promote the Expansion program to potential qualifying facilities whenever possible, and
- The forums conducted by the Local Public Affairs department highlight the CARE Expansion program as well.

3.4.1.2 Discuss how the CARE facility data and relevant program information is shared by the utility with other utilities sharing service territory.

SCE shares its CARE participant data with SoCalGas, Southwest Gas, PG&E, and local water utilities. SCE does not share Facility Data.

3.4.1.3 Discuss barriers to participation encountered in the prior year and steps taken to mitigate these, if feasible, or not, if infeasible.

The barrier to participation for the CARE Expansion Program emerges from a lack of knowledge about the availability of CARE to the nonprofit community. To help mitigate these issues, SCE's Customer Contact Center representatives continue to be trained to pre-screen customers and, based on customer responses, to offer the program when speaking with the owners or potentially qualified group living facilities and homeless shelters.

3.4.2 Discuss any recommendations to improve the cost-effectiveness, processing of applications, or program delivery. Discuss methods investigated or implemented by the utility or third parties on the utility's behalf to improve outreach and enrollment services to non-participating facilities in the prior year. Provide cost-effectiveness assessments, if available.

In 2020, SCE continued to explore additional ways to process applications more cost-effectively, including using optical character recognition (OCR) that could process applications more efficiently. SCE has been expanding the use of OCR and has been further calibrating the machinery to increase accuracy.

3.5 Program Management

3.5.1 Discuss issues and/or events that significantly affected program management in the reporting period and how these were addressed.

In 2020, there were no significant issues and/or events that impacted the CARE Expansion Program management in this reporting period.

Go on to the next Page

4. Fund Shifting

4.1 Report ESA Program Fund Shifting Activity

No ESA fund shifting activity occurred within the rules laid out in Section 20.1 of D.08-11-031 as modified by D.10-10-008, D.16-11-022, and D.17-12-009.

- 4.1.1 CARE fund shifting activity within rules in Section 20.1 of D.08-11-031 as modified by D.10-10-008, D.16-11-022, & D.17-12-009.
 - SCE was authorized \$2,684,843 for Outreach and the actual spend was \$2,970,112. This resulted in a difference of \$285,269.
 - SCE was authorized \$800,000 for Processing, Certification, and Recertification and the actual spend was \$645,981. This resulted in a difference of \$154,019.
 - SCE was authorized \$600,000 for Post Enrollment Verification and the actual spend was \$665,776. This resulted in a difference of \$65,776.
 - SCE was authorized \$600,000 for IT Programming and the actual spend was \$12,062. This resulted in a difference of \$587,938.
 - SCE was authorized \$45,899 for Cool Centers and the actual spend was \$18,951. This resulted in a difference of \$26,948.
 - SCE was authorized \$525,000 for Pilots and the actual spend was \$414,677. This resulted in a difference of \$42,538.
 - SCE was authorized \$457,661 for Regulatory Compliance and the actual spend was \$496,128. This resulted in a difference of \$38,467.
 - SCE was authorized \$725,665 for General Administration and the actual spend was \$1,127,485. This resulted in a difference of \$401,820.
 - SCE was authorized \$140,000 for CPUC Energy Division and the actual spend was \$160,111. This resulted in a difference of \$20,111.
 - CARE is a "two-way" Balancing Account. Any over- or underspending in the CARE Balancing Account will be transferred to the Public Purpose Adjustment Mechanism.

4.1.2 Was there any Energy Savings Assistance Program or CARE Fund Shifting Activity that occurred that falls outside the rules laid out in Section 20.1 of D. 08-11-031 as modified by D.10-10-008, D.16-11-022, and D.17-12-009?

No ESA or CARE fund shifting activity occurred outside decision rules.

5. Commonly Used Acronyms

ACRONYM	TERM						
CARE	California Alternate Rates for Energy						
CASF	California Advanced Services Fund						
СВО	Community-Based Organization						
CFILC	California Foundation for Independent Living Centers						
CFL	Compact Fluorescent Lamp						
СНОС	Community Housing Opportunities Corporation						
СНРС	California Housing Partnership Corporation						
CPUC	California Public Utilities Commission						
CSI	California Solar Initiative						
D.	Decision						
CSD	California Department of Community Services & Development						
DDTP	Deaf and Disabled Telecommunications Program						
DRP	Demand Response Program						
DSM	Demand Side Management						
EE	Energy Efficiency						
ESA	Energy Savings Assistance						
FBO	Faith-Based Organization						
FERA	Family Electric Rate Assistance						
HEAT	Home Energy Assistance Tracking						
HER	Home Energy Report						
IHD	In-Home Display						
IOU	Investor-Owned Utility						
kW	Kilowatt						
kWh	Kilowatt Hour						
LIEE	Low Income Energy Efficiency						
LIHEAP	Low Income Home Energy Assistance Program						
MOU	Memorandum of Understanding						
mW	Megawatt						
mWh	Megawatt Hour						

ACRONYM	TERM					
NEB	Non-Energy Benefits					
NGAT	Natural Gas Appliance Testing					
ODRS	Online Data Reporting Systems					
OP	Ordering Paragraph					
PCT	Programmable Communicating Thermostat					
PEV	Post Enrollment Verification					
PFM	Petition for Modification					
PG&E	Pacific Gas & Electric Company					
PPP	Public Purpose Program					
PY	Program Year					
SCE	Southern California Edison					
SCG or SoCalGas	Southern California Gas Company					
SDG&E	San Diego Gas & Electric Company					
SSI	Supplemental Security Income					
SSD	Supplemental Security Disability					
SSP	Social Security Pension					
TDD	Telecommunications Device for the Deaf					
TRC	Total Resource Cost Test					
UC	Utility Costs					

Go on to the next page

6. Appendix A: ESA and CARE Program Tables

6.1 ESA Program Tables

- Summary Table ESA Program and CARE Program
- ESA Program Table 1- ESA Overall Program Expenses
- ESA Program Table 1A Expenses Funded from 2009-2016 Unspent Programs Funds
- ESA Program Table 2 Expenses & Energy Savings by Measures Installed
- ESA Program Table 2A Expenses & Energy Savings by Measures Installed: CSD Leveraging
- ESA Program Table 2B Expenses & Energy Savings by Measures Installed: MF Common Area
- ESA Program Table 3 Cost Effectiveness
- ESA Program Table 4 Detail by Housing Type and Source
- ESA Program Table 5 Direct Purchases & Installation Contractors
- ESA Program Table 6 Installation Cost of Program Installation Contractors
- ESA Program Table 7 Expenditures by Cost Elements
- ESA Program Table 8 Homes Unwilling / Unable to Participate
- ESA Program Table 9 Life Cycle Bill Savings by Measure
- ESA Program Table 10 Energy Rate Used for Bill Savings Calculations
- ESA Program Table 11 Bill Savings Calculations by Program Year
- ESA Program Table 12 Fund Shifting
- ESA Program Table 13 Categorical Enrollment
- ESA Program Table 14 Leveraging & Integration
- ESA Program Table 15 Lighting
- ESA Program Table 16 "Add Back" Measures
- ESA Program Table 17 Expenditures for Pilots and Studies
- ESA Program Table 18 Miscellaneous (2nd Refrigerators, Education Only, A/C Cycling, etc.)
- ESA Program Table 19 Contractor Advanced Funding and Repayment

6.2 CARE Program Tables

- CARE Program Table 1 CARE Overall Program Expenses
- CARE Program Table 2 CARE Enrollment, Re-certification, Attrition, and Penetration
- CARE Program Table 3A CARE Post Enrollment Verification Results (Model)
- CARE Program Table 3B CARE Post Enrollment Verification Results (High Usage)
- CARE Program Table 4 Self Certification and Re-Certification
- CARE Program Table 5 Enrollment by County
- CARE Program Table 6 Re-certification Results
- CARE Program Table 7 Capitation Contractors
- CARE Program Table 8 Participants per Month
- CARE Program Table 9 Average Monthly Usage & Bill
- CARE Program Table 10 CARE Surcharge & Revenue
- CARE Program Table 11 CARE Capitation Applications
- CARE Program Table 12 CARE Expansion Program
- CARE Program Table 13 CARE High Usage Verification Results
- CARE Program Table 13A CARE Customer Usage and ESA Program Treatment
- CARE Program Table 14 CARE Categorical Enrollment

7. Appendix B: Multifamily Properties Analysis

• ED Multifamily Quarterly Meeting Slide Deck – SCE Update, March 3, 2021



ED Multifamily Quarterly Meeting

SCE Update March 3rd 2021

Energy for What's Ahead

Source of Data

- SCE Residential Expansion: Parcel and Electricity Account Aggregation and EUI & Benchmarking Results Final Report
- September 2018

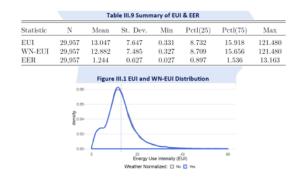
Energy for What's Ahead[™]

MF Sector Metrics

Table III.6 Property Summary by Property Type											
	All MFR		Metered		EUI		T. Profiled				
	Count	Pct	Count	Pet	Count	Pct	Count	Pct			
MFR (2-4 Units)	10,229	22	9,418	22	5,273	16	4,031	13			
MFR (5+ units)	35,908	78	34,259	78	28,299	84	25,926	87			

Energy for What's Ahead[™]

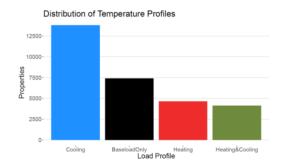
MF Energy Profiles



Energy for What′s Ahead[™]

SCE ESA and CARE PROGRAMS ANNUAL REPORT – MAY 1, 2021

MF Energy Profiles



Estimated about 30% of properties use electric heat.

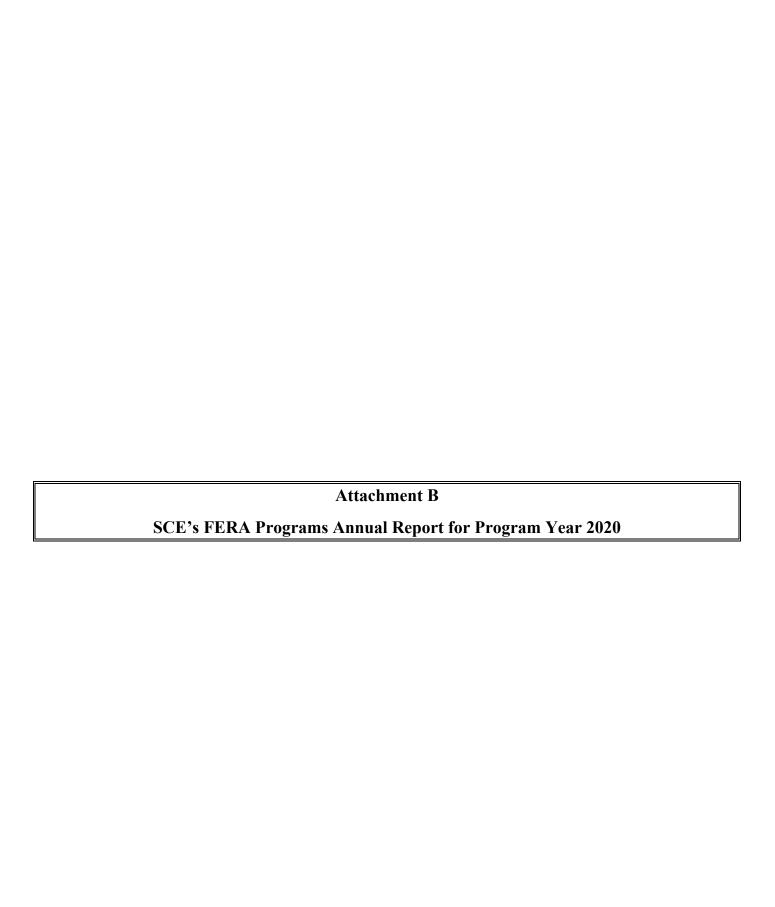
Average property has a baseload EUI is 0.8, increasing EUI by a maximum 0.3 during cooling months and 0.1 during heating months.

Energy for What's Ahead[™]

Future Plans

- SCE in discussion with Res-Intel for update on data
- Data will be used in ongoing outreach and marketing activities
- May be used for next program cycle planning

Energy for What's Ahead[™]





Southern California Edison Company's Report for the Family Electric Rate Assistance (FERA) Program

For the Period January — December 2020

May 3, 2021

Table of Contents

1.	Participa	nt Information	I
	1.1	Provide the total number of FERA customers by month for the reporting period	1
	1.2	Provide the total number of FERA-eligible households, FERA-participating	1
	1.2	households, and FERA household penetration rates by quarter.	1
	1.3	Discuss how the estimates of current FERA-eligible households were developed	
	1.4	Provide the current FERA sub-metered tenant counts at year-end.	
	1.5	Discuss any problems encountered during the reporting period administering the FEF	
	1.0	program for sub-metered tenants and/or master-meter customers	
2.	Program	Costs	3
	2.1	Discount Cost	2
	2.1 2.2	Discount Cost	
	2.2	Administrative Cost	
		Explain what is included in each administrative cost category.	
	2.4 2.5	Explain how costs of joint CARE / FERA activities are charged to each program Provide the year-end December 31 balances for the FERA balancing account for both	
	2.3	the current and prior reporting periods	
		the current and prior reporting periods	د
3.	Outreach	1	7
	3.1	Discuss utility outreach activities and those undertaken by third parties on the utility'	S
	3.1	Discuss utility outreach activities and those undertaken by third parties on the utility' behalf	
	3.1 3.2	behalf Discuss each of the following:	7 18
		behalf	7 18
4.	3.2 3.3	behalf Discuss each of the following:	7 18 27
4.	3.2 3.3 Processin	behalf Discuss each of the following: Discuss each of the following: mg FERA Applications.	7 18 27 28
4.	3.2 3.3	behalf Discuss each of the following: Discuss each of the following: Processing Self-Certification and Self-Recertification Applications (individual and su	7 18 27 28 ab-
4.	3.2 3.3 Processin	behalf Discuss each of the following: Discuss each of the following: mg FERA Applications.	7 18 27 28 ab- 28
	3.2 3.3 Processin 4.1 4.2	behalf Discuss each of the following: Discuss each of the following: Market FERA Applications Processing Self-Certification and Self-Recertification Applications (individual and sumetered customers) Processing Random Post-Enrollment Verification Requests	7 18 27 28 1b- 28 28
	3.2 3.3 Processin 4.1 4.2 Program	behalf Discuss each of the following: Discuss each of the following: mg FERA Applications Processing Self-Certification and Self-Recertification Applications (individual and sumetered customers) Processing Random Post-Enrollment Verification Requests Management	7 18 27 28 1b- 28 28
	3.2 3.3 Processin 4.1 4.2	behalf Discuss each of the following: Discuss each of the following: Market FERA Applications Processing Self-Certification and Self-Recertification Applications (individual and sumetered customers) Processing Random Post-Enrollment Verification Requests	7 18 27 28 ab- 28 28 29

1. Participant Information

1.1 Provide the total number of FERA customers by month for the reporting period.

See Table 1.1, below.

Table 1.1. FERA Customers Enrolled

2020	FERA Enrolled	FERA Receiving Tier 3 Benefit ¹
January	20,141	N/A
February	20,362	N/A
March	20,610	N/A
April	22,482	N/A
May	24,158	N/A
June	24,633	N/A
July	25,456	N/A
August	27,342	N/A
September	28,089	N/A
October	28,773	N/A
November	29,147	N/A
December	29,455	N/A

1.2 Provide the total number of FERA-eligible households, FERA-participating households, and FERA household penetration rates by quarter.

See Table 1.2, below.

Table 1.2. FERA Penetration Rate

2020 Quarter Ending	FERA-Eligible Households	FERA-Participating Households	FERA Household Penetration Rate ²
March 31	216,570	20,610	9.5%
June 30	216,570	24,633	11.4%
September 30	216,570	28,089	13.0%
December 31	216,570	29,455	13.6%

Effective October 1, 2015, the FERA rate was updated to a flat 12% discount.

FERA Household Penetration Rate is calculated by dividing FERA Participating Households by FERA-Eligible Households.

1.3 Discuss how the estimates of current FERA-eligible households were developed.

SCE and the other California IOUs used the joint utility methodology adopted by the CPUC in D.01-03-028 for developing monthly penetration estimates in 2020. This method entails annual estimation of eligibility for FERA and other income-by-household size parameters at the small-area level (block group, census tract, ZIP+2, etc.) for each IOU territory and for the state as a whole.

The requirements for 2020 eligibility, corresponding to the current estimation, again used the January Health and Human Services (HHS) Poverty Guidelines³ "bundling" one- and two-person households at the HHS-defined 250% FPG limit.

Sources for the estimation include:

- The current HHS guidelines
- Current year small-area vendor marginal distributions on household characteristics
- Census 2010 SF3 data
- Census American Community Survey 2014-2018 Public Use Microdata Sample (PUMS) data
- Utility meter and master meter household counts
- Department of Finance Consumer Price Index series, and
- Various Geographic Information System sources.

Estimates from the block group level are aggregated to county / utility and whole utility level, among other aggregations. Annually, SCE applies county / utility level eligibility fractions to a new set of "technical eligibility counts" (for FERA, these are metered and sub-metered occupied housing units), to obtain an estimate of income / demographic eligibility in household count form.

SCE counts the number of households (by small area, by county, and overall) that are enrolled in FERA on a monthly basis. The FERA household total, including individually metered and sub-metered occupied housing units, is divided by the total income / demographic eligibility.

In 2009, the method was augmented to better incorporate the impact of labor force changes, including unemployment and other forms of job separation, as well as positive changes expected to occur in California after the recession. The method adjusted block group marginal distributions on household income based on substate modeling that incorporated:

- Current Population Survey data
- Integrated Public Use Microdata Survey data
- American Community Survey data, and California Employment Development Department county, and
- Metropolitan Statistical Area level labor force series data.

³ Federal Register / Vol. 84, No. 22 / Friday, February 1, 2019 / Notices; p. 3060-3061.

This adjustment to block group income marginal distribution is then incorporated into the otherwise "standard" estimation approach, to produce small-area estimates reflecting small-area income changes due to labor market forces.

An important change has been implemented since 2011, which involves adjusting small-area (block group) income distributions to match the latest American Community Survey distributions at the Public Use Microdata Area level.

In 2012, Athens developed an improved method for estimation of payer status-specific eligibility. This method considered American Community Survey microdata relationships between guideline status (above / below 200% of the Federal Poverty Guidelines (FPG)), tenure, and fuel payment relationships. These cross classifications are fitted to small-area (block group) marginal distributions to produce payer type specific distributions, which can be aggregated to various other geographical levels.

1.4 Provide the current FERA sub-metered tenant counts at year-end.

As of December 31, 2020, 74 sub-metered tenants were participating in FERA.

1.5 Discuss any problems encountered during the reporting period administering the FERA program for sub-metered tenants and/or master-meter customers.

SCE encountered no problems administering the sub-metered FERA program during 2020.

2. Program Costs

2.1 Discount Cost

2.1.1 State the average monthly FERA discount received, in dollars per FERA customer.

The average monthly FERA discount received in dollars per FERA customer was \$48.37.4

2.1.2 State the cumulative annual discount for all FERA customers.

The cumulative annual discount for all FERA customers was \$14,940,311.37.5

2.2 Administrative Cost

2.2.1 Show the FERA Program's administrative cost by category.

See Table 2.2, below.

⁴ Includes all enrolled customers who received a discount in any month.

⁵ Ibid.

Table 2.2. FERA Program Administrative Costs by Category and Benefits

Category	\$ Cost
Outreach / Marketing	\$ 770,989.74
Processing, Certification, Recertification ⁶	\$ 0.00
Post Enrollment Verification	\$ 0.00
General Administration	\$ 0.00
Information Technology	\$6,031.20
Capitation	\$ 0.00
TOTAL PROGRAM COSTS	\$777,020.94
TOTAL CUSTOMER BENEFITS	\$ 14,940,311.37
TOTAL PROGRAM COSTS & CUSTOMER BENEFITS	\$15,717,332.31

2.3 Explain what is included in each administrative cost category.

See Table 2.3, below.

Table 2.3. Administrative Cost Categories

Category	Description	
Outreach	 Bill onserts Advertising Applications (printing and mailing) Posters, brochures, and flyers Postage Other outreach Staff labor Costs related to out-bound dialing, an 800 (toll-free) #, and Capitation Fee Project. 	
Processing, Certification, Recertification	 Staff labor Information technology Application processing Training Programming labor, and Sub-meter certification. 	

Processing, Certification, Recertification, Post Enrollment Verification, and General Administration Costs are not tracked separately from CARE; therefore, costs in these categories have been charged to the CARE Program.

Category	Description
Post Enrollment Verification	 Staff labor Information technology Verification processing Training Programming labor, and Sub-meter verification.
General Administration	 Information Technology / Programming: Programming and labor costs associated with system enhancements, compliance, and maintenance of existing processes. Regulatory Compliance: Applications Testimony Advice filings Comments and reply comments Hearings Reports and studies Working group meetings Public input meetings, and Tariff revisions. Other: Office supplies Market research Program management labor (including pensions and benefits), and Technical support and software licensing.
Startup	Labor and system programming to implement the program.
Benefits	Rate discounts / subsidy.

2.4 Explain how costs of joint CARE / FERA activities are charged to each program.

The costs of CARE and FERA activities are separately charged to each program. Cost not tracked separately are charged to the CARE program.

2.5 Provide the year-end December 31 balances for the FERA balancing account for both the current and prior reporting periods.

SCE's FERA Balancing Account was closed prior to December 31, 2009. In A.08-05-026, SCE proposed to:

- Include FERA-related O&M Administrative funding in the authorized CARE administrative revenue requirement
- Record actual FERA-related expenses in the CARE Balancing Account (CBA)
- Transfer the December 31, 2008 Family Electric Rate Assistance Balancing Account (FERABA) balance to the Public Purpose Programs Adjustment Mechanism (PPPAM) balancing account, and
- Eliminate Preliminary Statement, Part Z, FERABA.

The Commission approved SCE's proposal in D.08-11-031. As authorized in D.08-11-031, SCE subsequently filed Advice Letter 2300-E, which was approved by the Commission on March 17, 2009 with an effective date of January 1, 2009. In January 2010, SCE transferred the December 31, 2008 FERABA balance of \$79,257 to the PPPAM and eliminated the FERABA.

Go on to the next page

3. Outreach

3.1 Discuss utility outreach activities and those undertaken by third parties on the utility's behalf.

SCE's goal is to enroll as many eligible customers as are willing to participate in FERA. FERA enrollment increased from 20,085 in December 31, 2019, to 29,455 in December 31, 2020, which represents a net increase of 9,370 households.

FERA outreach was conducted as an adjunct to CARE outreach throughout 2020.

The outreach efforts of the CARE and FERA Programs and communications to SCE's most vulnerable customers was the top priority in 2020. SCE explored new ways to reach out to customers whose employment status may have been affected by the COVID-19 pandemic.

To improve the effectiveness of the acquisition campaign and reach customers who have greater probability of experiencing extraordinary economic hardships, SCE targeted its outreach campaigns by using two customer attributes that had not been used previously (1) households where the main occupation of the head of household is flagged as working in service industries such as food establishments, custodial services, retail/customer services, and (2) located in an area where present trends show high levels of unemployment.

SCE's CARE and FERA Programs also continued to closely partner with internal SCE departments such as Public Affairs, Consumer Affairs, Marketing, Corporate Communications, and Community Involvement, and with employee volunteer-based Resource Groups. These programs also partner with external organizations, such as foundations, Faith-Based Organizations, and Community-Based Organizations, in outreach activities that target SCE's hard-to-reach customer base.

SCE's goal was to bring awareness to households who may not have been aware of SCE assistance programs before March 16, 2020, and through this awareness, enroll as many eligible customers as are willing to participate in CARE or FERA.

Following are descriptions of some of SCE's internal and external outreach activities SCE conducted in 2020:

Internal Outreach:

In 2020 SCE's Customer Contact Center (CCC) continued to use various methods to directly enroll customers in the FERA Program during incoming calls to the center, such as the following:

- When a customer calls CCC, to make a new customer turn-on requests, ⁷ or
- When a customer expresses a need for help with their bill, or

⁷ CARE is offered to **all** new customers turn-on requests.

• When a customer expresses financial hardship.

The Customer Service Representative (CSR) will first offer to take the FERA enrollment over the phone, or if the customer so requests, will directly transfer the customer to the Information Voice Response (IVR) system. The IVR allows customers who prefer a self-service option to enroll in FERA via SCE.com. Alternatively, if requested, the CSR may send a paper Rate Discount Application form to the customer.

IVR scripting (automated messages played when a customer calls the CCC were also updated to address potential customer scams from those taking advantage of the COVID-19 outbreak:

Southern California Edison reminds its customer to please be wary of scammers who may be taking advantage of the COVID-19 outbreak by sending phishing emails, automated calls, texts, or social media posts. As a reminder, SCE does not have a "disconnection department" and we will never call you with the threat of a disconnection for non-payment. Know the signs by visiting www.sce.com/scamalert. We are here to help! Our Income qualified programs can offer a discounted rate if you qualify. Please ask our representative for more information about these programs or visit sce.com/care.

These enrollment options provide customers with choices and maximize their opportunity to enroll in FERA. By year-end 2020, SCE had enrolled over 1,800 eligible customers through CCC outreach efforts including web, phone, and interactive voice response enrollments.

In 2020, the CARE and FERA programs sent 2.4 million direct mailers to non-CARE customers who might be eligible to enroll in the rate-discount program, based on advanced customer data analysis to target those with a higher likelihood to be eligible. Each targeted mailer included a letter showing the FERA income qualifications for enrollment, a self-addressed, postage-paid return envelope, and a Rate Discount Application that was pre-filled with the customer's information to make applying easier.

Beginning in April 2020, as part of SCE response to the pandemic, a special insert was included in CARE and FERA letters continuing to reinforce SCE's commitment to provide options to help ease our customers' financial burden: rate discount programs, bill payment assistance, and a phone discount programs through California Lifeline and Boost Mobile.

Illustrations of the 2020 FERA creative (direct mailers and special insert) are shown below.

Sample Direct Mailer (English/Spanish)



Go on to the next page.



«Date»

«Customer Name»

«Mailing Address 1»

«Mailing Address 2»

«City, State Zip+4» «Արվիլիդերեկերիրը Արդուրիերը վիրուկիերիկեր

Service Account Number ending in «XXXX»

Dear Valued Customer,

We understand everyday expenses can change and how these changes can affect some households more than others. That's why rates, like our Family Electric Rate Assistance (FERA) specifically designed for families with three or more people in the household, can make a difference.

Lower your electric bill by 18% every month!

If your household meets the current income qualifications below, we encourage you to **apply for FERA today**. Remember, your **FERA discount of 18%** will be applied to your electric bill month after month, so the savings really add up.

It's easy to apply and only takes a few minutes.

Simply use one of three methods listed below to apply.



Complete and return the enclosed application in the postage-paid envelope provided.



sce.com/FERA

(You'll need to have your account number handy)



1-800-798-5723 (TTY 1-800-352-8580)

Don't delay. Take advantage of FERA and visit us online for other programs and tips that can help you save energy and reduce your monthly electric bills.

Sincerely,

Marc Ulrich Vice President

Customer Service Operations

© 2020 Southern California Edison. All rights reserved.

Maximum Household Income Effective June 1, 2020

GET A DISCOUNT ON

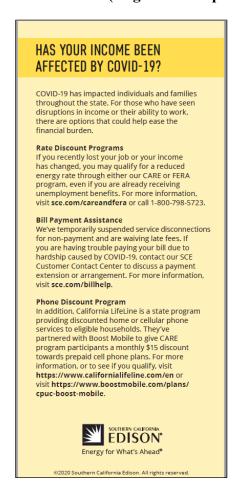
YOUR ELECTRIC BILL

EVERY MONTH.

Number of Persons in Household	Total Combined Annual Income [†] FERA
1 – 2	Not eligible
3	\$43,441 - \$54,300
4	\$52,401 - \$65,500
5	\$61,361 - \$76,700
6	\$70,321 - \$87,900
7	\$79,281 - \$99,100
8	\$88,241 - \$110,300
Each additional person	\$8,960 - \$11,200

[†] Current gross (before taxes) household income from all sources. Households with lower incomes that do not qualify for FERA may qualify for the California Alternate Rates for Energy (CARE) program.

Sample Direct Mail Insert (English with Spanish reverse)

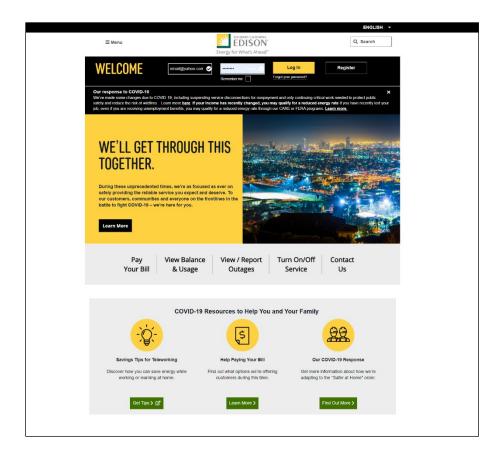


SCE.com Website

During the start of the stay-at-home orders, SCE revised its website (www.sce.com) and social media posts to provide specific COVID-19 messaging and continues to direct customers to these pages. This messaging provides customers with information to help with financial challenges due to COVID-19. Specifically, the information includes details on CARE/FERA programs and EAF and allows customers to enroll in the CARE/FERA programs directly online.

SCE has updated information on SCE's disaster support page (www.sce.com/disastersupport) for information on all customer protections including making payment arrangements and other assistance SCE provides for income-qualified customers.

Due to impacts related to the COVID-19 pandemic, customers may need additional resources and assistance beyond SCE/IOU programs. SCE updated www.sce.com/billhelp to include additional non-SCE assistance programs. The update includes program descriptions and direct links to the organizations' website for more information and/or enrollment.

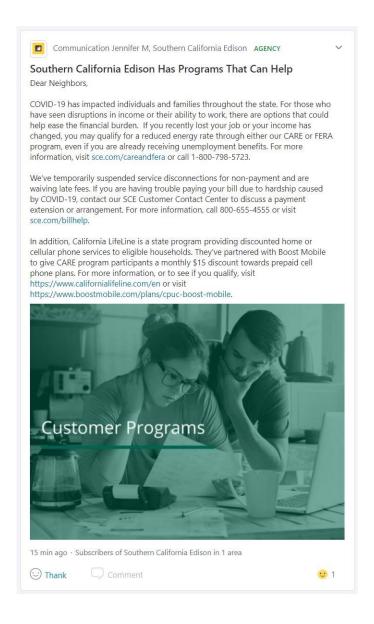


Innovative Strategies

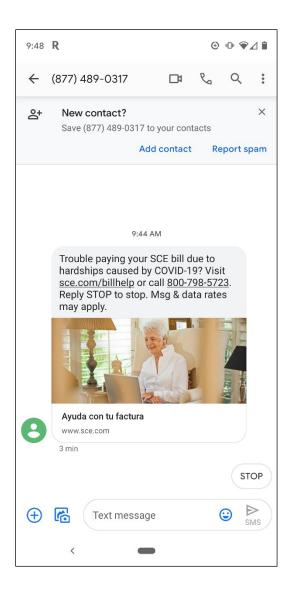
With California stay at home orders in effect in March, SCE continued to look for innovative ways to reach our customers that did not rely on traditional tactics.

With the rise of social media platforms, SCE leveraged a relatively new platform called Next Door. Through this app, March we posted about customer care programs and resources, that post received 507,649 impressions by households who have signed up to receive Next Door posts in their area. In May, we did another post specific to IQP/Low Income programs, that received 919,041 impressions.

Go on to the next page.



While traditional direct and email efforts continue to be successful for outreach and enrollment. SCE took advantage of text messaging opportunities to reach SCE customers who may have been impacted by COVID-19 orders early in the pandemic. SCE partnered with its outbound marketing consultant to develop a new text message that was delivered to approximately 1.6 million non-CARE and non-FERA households who may not be aware of the programs.



SCE continued to partner with LA Care, one of the largest Medi-Cal providers in Los Angeles County to cross-promote the CARE and ESA programs, which Medi-Cal participants are automatically eligible to participate. SCE, along with So Cal Gas, had planned to participate in LA Care's eight (8) Community Resource Center activities – including meet and greet sessions. However due to the extended COVID-19 pandemic restrictions, the Utilities will schedule these events as appropriate in 2021. In October, SCE and SoCalGas were featured in LA Care's Fall 2020 issue of its *Be Well* newsletter provided to their members.

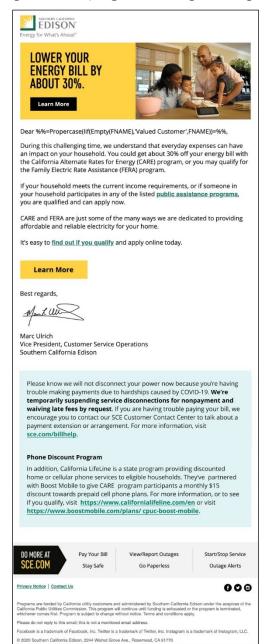
With the destructive Bobcat and El Dorado fires ravaging Southern California in September, SCE printed approximately 350,000 notices that were included in CARE/FERA direct mailers for the impacted zip codes.



Digital Media

In 2020, approximately 850,000 e-mails were deployed to customers with a higher probability of being eligible for FERA. The e-mail featured CARE/FERA program information and directed interested customers to the CARE pages of SCE.com to enroll.

Go on to the next page.



Sample e-mail (English with Spanish option)

Capitation Fee Program

The CARE/FERA Capitation Fee Program team is continuing its efforts to engage existing Capitation Agencies while strategically registering additional contractors to overcome enrollment barriers, including language, culture, and special needs, and enroll the hardest-to-reach customers. Because of these efforts, the Capitation Fee Program continues to show enrollments from agencies that were previously inactive.

SCE currently has 63 CARE/FERA Capitation Agencies who help income-

qualified customers receive assistance through CARE and FERA. By year-end 2020, capitation contractors and outbound calling efforts successfully enrolled close to 1400 new customers in the CARE Program. Ongoing campaign strategies and efforts included:

- Leveraging events sponsored by communities and cultural celebrations to reach populations that may be eligible to enroll in the CARE or FERA Program.
- Partnering with SCE personnel to leverage existing SCE relationships with FBOs, CBOs, and local governments.
- Using existing channels to develop creative approaches for agencies to conduct CARE/FERA outreach, including community-based virtual outreach events and fairs.



External Outreach

In 2020, due to the COVID-19 pandemic and shelter at home orders, SCE's ability to host outreach at various community events throughout SCE's service territory was severely hampered. These events have previously provided SCE an excellent opportunity to interact with the communities face-to-face and provide them a wealth of information on the programs and services available to them.

New, creative, ways to connect with the community needed to be developed. In October, SCE hosted the 10th Annual Hispanic Heritage Month celebration in a virtual environment. While speakers such as Edison International CEO Pedro Pizarro, keynote speaker Nely Galan and Emcee Carlos Amezcua spoke from their homes, exhibitors such as CARE, FERA and ESA programs were in a virtual exhibit room and were available to answer direct questions via e-mail from the attendees.

As part of its ongoing data-sharing efforts to generate leads for California LifeLine program participation in 2019, SCE bi-annually provided electronic files containing close to 1.3 million records of CARE Program participants' customer-specific data to the Energy Division to transmit to the LifeLine Administrator.

SCE will continue to collaborate with Lifeline and discuss additional leveraging efforts.

3.2 Discuss each of the following:

3.2.1 The CHANGES Program

The Community Help and Awareness of Natural Gas and Electricity Services (CHANGES) program was initially approved by the Commission as a one-year pilot program. D.15-12-047 approved the establishment of the CHANGES program as an ongoing statewide program, effective January 1, 2016. The program provides outreach, education, and billing issue assistance to limited-English-proficient customers. The program is administered through a contract with the CPUC, using the same community contractor, Self Help for the Elderly, and 28 CBOs that also administer the CPUC's Telecommunications Education and Assistance in Multiple-Languages (TEAM) program.

Please note that CHANGES services were not provided from May 1 – June 16, 2019, due to a delay in contracting procedures. Therefore, no data for that time period is reflected below.

The CHANGES CBOs during the pilot in SCE's service territory were:

- ACC Senior Services
- Afghan Coalition
- Alliance for African Assistance
- American Relief Society
- Asian American Resource Center
- Asian Community Center
- CASA Familiar
- Central California Legal Services
- Centro la Familia Advocacy Services, Inc.
- Chinatown Service Center
- Chinese Newcomers Service Center
- Deaf Community Services of San Diego
- Delhi Center
- El Concilio of San Mateo County
- Fresno Center for New Americans
- Good Samaritan Family Resource Center
- International Institute of Los Angeles International Rescue Committee

⁸ Approved November 19, 2010, Resolution CSID-004.

⁹ D.15-12-047, p.1.

- Korean American Community Services
- Koreatown Youth and Community Center
- Lao Khmu Association, Inc.
- Little Tokyo Service Center
- Madera Coalition for Community Justice
- Portuguese Community Center
- Self-Help for the Elderly
- Southeast Asian Community Center
- SUSCOL Intertribal Council
- Southland Integrated Services.

The Resolution directed the pilot to be funded by the IOUs through CARE outreach program funding. SCE pays the CPUC directly through monthly invoices.

The CHANGES program includes three in-language components: education, dispute and need resolution, and outreach:

- **Education:** The education component includes trainings, workshops, and/or one-to-one technical assistance for customers on various topics, such as avoiding disconnections, payment arrangements, assistance programs available, how to read a utility bill, tiered rates, and energy conservation.
- **Dispute and Need Resolution:** CBOs work directly with customers and utilities to assist with issues such as bill inquiries, payment arrangements, avoidance of service disconnections, and restoration of service. The current CHANGES program assists in 36 languages.
- Outreach: CBOs leverage the existing TEAM outreach activities as an opportunity to introduce information about CHANGES, provide new energy-related materials, and market the program via various media outlets.

In 2020, based on the program administrator's monthly reports, CHANGES completed activities shown in Tables 3.2.1a – 3.2.1d, below, for SCE:

Table 3.2.1a. Activity: Disputes Resolved: By Service

Service	Disputes Resolved
Add Level Pay Plan	0
Assisted with CARE Re-Certification/Audit	5
Bill Adjustment	2

SCE (U-338 E) FERA PROGRAM ANNUAL REPORT – MAY 1, 2021

Service	Disputes Resolved
Changed 3rd Party Company	0
Changed 3rd Party Electricity Aggregation	0
Consumer Education Only (must be pre-approved)	0
Energy Assistance Program Assistance	12
Enroll in Energy Assistance Programs	5
Medical Baseline Application	7
Payment Extension	28
Payment Plan	202
Request Bill Adjustment	1
Request Customer Service Visit	0
Request Meter Service or Testing	2
Schedule Energy Audit	1
Solar	24
Stop Disconnection	179
Time of Use	0
Wildfire Related Issue	0
TOTAL	468

<u>Note:</u> The total number of services may exceed the total number of cases because some cases will include more than one service provided.

Table 3.2.1b. Activity: Disputes Resolved: By Language

Language	Disputes Resolved
Armenian	1
English	142
Laotian	3
Spanish	94
Tagalog	17
Vietnamese	1
TOTAL	258

<u>Note:</u> Language count may be fewer than services provided because some cases receive more than one service.

Table 3.2.1c. Activity: Needs Assistance: By Service

Needs Assistance Type	Disputes Resolved
Add Level Pay Plan	0
Assisted High Energy User with CARE Doc Submission	1
Assisted with CARE Re-Certification/Audit	24
Assisted with Changes to Account	23
Assisted with Reconnection	6
Billing Language Changed	2
CARE Enrollment	24
Consumer Education Only	0
Electricity Aggregation	0
Energy Alerts	0
Energy Assistance Fund (SCE)	43
Energy Assistance Fund (PG&E)	0
Energy Efficiency Tool	0
Enrolled in Demand Response Programs	0
ESAP	22
Gas Assistance Fund (SCG)	41
HEAP	358
Medical Baseline	16

Needs Assistance Type	Disputes Resolved
Neighbor to Neighbor (SDG&E)	0
Payment Extension	56
Payment Plan	41
REACH	1
Report Scam	1
Reported Safety Problem	0
Reported Scam	0
Set Up 3rd Party Notification	0
Set Up New Account	6
Wildfire Related Issue	0
TOTAL	665

Table 3.2.1d. Activity: Needs Assistance: By Language

Language	Disputes Resolved
Arabic	2
Armenian	76
Cantonese	85
English	213
Eritrean	2
Farsi	1
Indonesian	1
Japanese	1
Korean	55
Mandarin	21
Spanish	185
Tagalog	1
Vietnamese	107
TOTAL	750

3.2.2 Marketing

To continue to offer relevant solutions to income-qualified customers, SCE deployed the following integrated efforts:

- In February, August, and November CARE and FERA messaging was included on customers' bills for CARE/FERA-eligible rates who were not already enrolled in the rate-discount programs.
- Throughout 2020, SCE continued to reach out to potentially eligible non-CARE / non-FERA customers in an effort to enroll them in FERA. As described in *Section 3.1*, above, more than 930,000 targeted, direct-to-consumer mailers and more than 850,000 e-mails were sent to households on a monthly basis, leveraging advanced analytics based on previous responses to fine-tune the targeting process.
- As part of the rate-discount annual solicitation process in June 2020, SCE included CARE / FERA enrollment applications in the bills of over two million customers receiving a paper bill. Due to this effort, over 130 new households received the FERA rate discount.
- SCE's Customer Contact Center continues to employ the CARE / FERA
 enrollment application on the public website, SCE.com, either to directly
 enroll customers into the FERA Program by telephone, or to offer to mail
 a rate discount application to the customer. In 2020 over 1,000 eligible
 low-income customers were enrolled in FERA through Call Center
 outreach efforts, including both all-web enrollments, Call Center-mailed
 applications, and enrollments through third-party interactive voice
 response campaigns
- CARE enrollment is coordinated with other low-income programs such as ESA, SCE's Energy Assistance Fund (EAF) Program, LIHEAP, SoCalGas Company's income-qualified programs, and programs run by certain water utilities. ESA participants are automatically enrolled in CARE each month and LIHEAP participants are automatically enrolled in CARE each quarter. In 2020, over 51,000 eligible customers were enrolled in CARE through data sharing with LIHEAP, ESA, EAF, SoCalGas, and water utilities. The CARE Program continuously integrates its efforts and messaging with the ESA program at all outreach events, communications, and marketing campaigns.
- The CARE / FERA Capitation Fee Program team is continuing its efforts to re-engage existing Capitation Agencies while strategically registering additional contractors to overcome enrollment barriers, including language, culture, and special needs, to enroll the hardest-to-reach customers. As a result of these efforts, the Capitation Fee Program continues to show increased enrollments from agencies that were previously inactive. In 2020, capitation contractors successfully enrolled over 1400 new customers in the CARE Program.

SCE enrolls new CARE customers through the EAF Program, which
provides utility bill payment assistance through voluntary customer,
employee, and SCE shareholder donations. EAF Program income
requirements are the same as those for CARE. In 2020, 439 EAF
recipients were enrolled in the CARE Program.

3.2.3 Social Media Advertising

In 2020, we utilized social media to communicate income-qualified program information to customers. Many families were financially affected by the pandemic due to job loss because of COVID-19 closures, stay-at-home restrictions, sickness or caring for a loved one, among other things. Southern California Edison used Facebook, Instagram, and Twitter to amplify our EAF and CARE/FERA programs.

The social media posts were in English and Spanish and were targeted to customers with low-income-related activities and behaviors, such as being identified as being on a fixed income, the Supplemental Nutrition Assistance Program (SNAP), or related income attributes.

Customers were made aware of the programs through video updates in English and Spanish on Facebook, Instagram and Twitter which directed customers to the respective programs' websites for more information.

This campaign received 5,993,598 impressions and 10,690 website clicks. We spent \$11,722.79 on Facebook, Instagram and Twitter ads and they were in flight throughout in April and June, when new CARE / FERA income guidelines were announced.

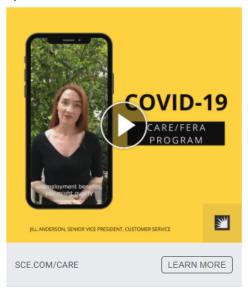
Illustrations: Social Media Advertising

Illustrations of social media advertising appear below.

Go on to the next page.



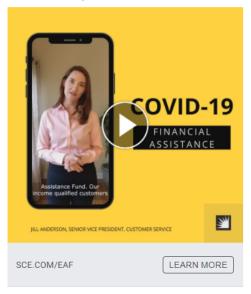
If your income has changed recently due to the COVID-19 crisis, you might qualify for our CARE/FERA program and receive up to 30% off your electric bill. www.sce.com/care







Income-qualified customers experiencing COVID-19 financial hardship due to quarantine, illness, caring for loved ones or business closures can apply for assistance to pay their electric bill. http://www.sce.com/eaf





Para nuestros clientes que están teniendo dificultades económicas, pueden aplicar para recibir ayuda financiera en pagando su recibo de



Earned Media:

Throughout 2020, coverage of SCE's Income Qualified Programs resulted in 11 earned media stories featured on ENERGIZED by Edison.

CARE/FERA

Valley Voice: DCE gives Palm Springs residents new options for energy sustainability

https://www.desertsun.com/story/opinion/2020/03/22/valley-voice-dce-gives-palm-springs-greener-energy-choose-plan/2889316001/

Area's Clean Power Alliance extends COVID-19 assistance program https://www.google.com/search?q=Edison+and+CARE%2FFERA&aqs=chrome..69i57j0i22i30.6766j0j4&sourceid=chrome&ie=UTF-8

EDISON AWARDS SCHOLARSHIPS, ASSISTS CUSTOMERS. (YOUTUBE) https://www.youtube.com/watch?v=pB2 Vxfcmfs

EAF

Energy and Gas Assistance Funds Provides Utility Assistance to Families in Need

https://lasentinel.net/energy-and-gas-assistance-funds-provides-utility-assistance-to-families-in-need.html

ENERGY ASSISTANCE FUND HELPS CUSTOMERS. (ASIANJRN) Asian Journal

ENERGY ASSISTANCE FUND HELPS CUSTOMERS. (ELPAN) El Panamericano (CA)

SOCAL EDISON, SOCALGAS PARTNER WITH UNITED WAY TO HELP THOSE AFFECTED BY COVID-19. (CNSERVICE) <u>City News Service (CA)</u>

CONTINUING COVERAGE: SOCAL EDISON, UNITED WAY PARTNER TO PROVIDE UTILITY ASSISTANCE DURING PANDEMIC. (ARCWEEK, WCPRESS, ALHAMB, BALDPARK, BURBANKI, MPARK, MONWEEK, GLENDIND) The Arcadia (CA) Weekly

CONTINUING COVERAGE: SOCAL EDISON PARTNERS WITH UNITED WAY TO HELP THOSE FACING PANDEMIC-RELATED HARDSHIP. (LASENTNL) The Los Angeles Sentinel

ENERGY ASSISTANCE FUND HELPS CUSTOMERS. (KORDAILY) Korea Daily

ENERGY ASSISTANCE FUND HELPS CUSTOMERS. (VIETBAO) Viet Bao Daily

VILLEGAS PROMOTES CUSTOMER ASSISTANCE PROGRAMS DURING HIGH HEAT, COVID-19 CRISIS. (KVERTV) In a <u>KVER-TV</u> Palm Springs, CA

Resources to Help Manage Your Bill During Covid-19 Emergency Restrictions

https://energized.edison.com/stories/resources-to-help-manage-your-bill-during-covid-19-emergency-restrictions (Energized by Edison)

Energy Assistance Fund Helps Customers Keep the Lights On:

https://energized.edison.com/stories/energy-assistance-fund-helps-customerskeep-the-lights-on (Energized by Edison)

Income-Qualified Programs Help Save Money on Electric Bills:

https://energized.edison.com/stories/income-qualified-programs-help-save-money-on-electric-bills (Energized by Edison)

3.3 Discuss each of the following:

3.3.1 How FERA customer data and other relevant program information is shared within the utility; for example, between its LIEE and other appropriate low-income programs.

Both CARE and FERA are promoted through a joint rate discount application. All outreach efforts for FERA are also combined with the CARE Program. In 2020, SCE began a rate-comparison direct-mail campaign targeting FERA-eligible customers, comparing their annual electric bill with and without the FERA discount, and is currently evaluating the results.

3.3.2 Discuss barriers to participation encountered during the reporting period and steps taken to mitigate them.

There are several factors that have created barriers to increasing participation in the FERA program, some of which include:

- Offering CARE and FERA on one enrollment form does not allow for separate and distinct marketing of each program to the intended target audiences
- Customers may under-report income in order to receive the higher CARE 30% discount on their utility bills instead of the FERA 18% discount, and
- Customers who are categorically eligible that is, who enroll through
 participation in a program which automatically qualifies them for CARE
 may qualify for the FERA program without knowing it.

4. Processing FERA Applications

- 4.1 Processing Self-Certification and Self-Recertification Applications (individual and sub-metered customers)
 - 4.1.1 Provide the number of utility and third-party FERA self-certification and self-recertification applications provided, received, approved, denied, pending/never completed, or duplicates for the reporting period.

See Table 4.1, below.

Table 4.1. FERA Self-Certification and Self-Recertification Applications¹⁰

2020	Provided ¹¹	Received	Approved	Denied ¹²	Pending / Never Completed ¹³	Duplicates
Utility	-	61,632	9,221	50,880		1,531
Capitation	-	20	2	18	0	0
Other Third- Party	-	162	16	146	0	0
Total	-	61,814	9,239	51,044	0	1,531

4.2 Processing Random Post-Enrollment Verification Requests

4.2.1 Provide the total number of verifications requested, received, approved, denied, pending/never completed, or duplicates, for the reporting period.

See Table 4.2, below.

Table 4.2. FERA Random Post-Enrollment Verification Requests 14, 15

2020	Requested	Received	Approved	Denied	Pending / Never Completed ¹⁶	Duplicates
Total	127	110	2	108	17	0

¹⁰ Includes sub-metered tenants.

Self-Certification applications are distributed and/or mailed through a wide variety of fulfillment and outreach methods, so it is not possible to determine an actual amount. Recertification applications are tracked.

Denied Self-Certification applications are counted to the CARE Program due to the dual CARE/FERA application.

¹³ Includes cancelled recertification requests and closed accounts.

¹⁴ The verification process for FERA is the same as for CARE.

SCE is reviewing its verification system to determine if it is functioning properly based on the small number of verification requests shown in Table 4.2.

¹⁶ Includes customers dropped due to non-response, cancelled requests, and closed accounts.

5. Program Management

5.1 Discuss issues and/or events that significantly affected program management in the reporting period and how these were addressed.

In 2020, COVID-19 was a significant event that affected program management. Given the size and scope of the CARE and FERA programs, heavy coordination was needed with SCE's Information Technology department. Enhancement requests were issued to freeze hundreds of thousands of eligibility checks. Multiple IT meetings were had to explain the desired logic, discuss system limitations, and review potential solutions. When roadblocks arose, issues were escalated, and temporary work arounds were developed until long term solutions were developed.