

**BEFORE THE PUBLIC UTILITIES COMMISSION OF THE  
STATE OF CALIFORNIA**

Order Instituting Rulemaking to Examine the  
Commission's post-2005 Energy Efficiency  
Policies, Programs, Evaluation, Measurement and  
Verification, and Related Issues.

R.06-04-010  
(Filed April 13, 2006)

**SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) 2008 ANNUAL REPORT  
FOR 2007 ENERGY EFFICIENCY PROGRAMS**

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Dated: **August 3, 2009**

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Southern California Edison Company (SCE) hereby submits its 2008 Annual Report for 2007 Energy Efficiency Programs and Results, attached hereto. The Annual Report is filed and served in this proceeding pursuant to the Administrative Law Judge's Ruling Adopting Annual Reporting Requirements for Energy Efficiency and Addressing Related Reporting Issues dated August 8, 2007.

This report is normally due on May 1 of the year following the end of a program year. However, via E-Mail dated May 28, 2008, Administrative Law Judge Gamson granted the Investor-Owned Utilities (IOUs) an extension of time to file their 2007 Annual Report thirty days following the dated the IOUs submitted to the Commission an advice letter for the first interim claims described for the Risk/Reward Mechanism in Decision (D.)07-09-043. D.08-12-059 subsequently settled the first earnings claims so no advice letter was necessary and no date was set for filing the 2007 Annual Reports.

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Respectfully submitted,

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August 3, 2009

**Attachment A**

**2008 Annual Report for 2007 Energy Efficiency Programs**

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2008

Energy Efficiency  
Annual Report

- ◆ Summary Report  
2007 Program Overview & Strategies
- ◆ Technical Appendix  
2007 Results

August 2009



SOUTHERN CALIFORNIA  
**EDISON**

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## I. EXECUTIVE SUMMARY

Southern California Edison (SCE), delivered an array of energy efficiency programs to its customers in 2007 that provided cost-effective resource benefits to ratepayers and the state. The programs helped customers save money, live more comfortably, and achieve a competitive advantage through efficiency in the California and world markets.

SCE's 2007 program results continue to build on SCE's nationally recognized leadership, innovation, and success in energy efficiency through continued refinement of program offerings and the development of new outreach channels to customers. The 2007 results from SCE's 2006-2007 energy efficiency programs created considerable ongoing resource benefits to all ratepayers by providing over 1.6 billion kilowatt-hours (kWh) of net annualized energy savings, 267 megawatts (MW) of net peak demand reduction, and over \$875 million of resource benefits. Of increasing importance, SCE's energy efficiency accomplishments continue to lower greenhouse gas emissions and contribute to the global effort to address climate change.

SCE continued in 2007 to test new approaches for reaching markets that traditionally have been underserved. To ensure that energy savings opportunities were available to Californians who typically have not participated in energy efficiency programs, SCE leveraged resources through community partnerships and creative targeted outreach techniques to enable many of these customers to participate in programs for the first time.

SCE's IDEEA and INDEE programs continue to encourage and promote new and innovative program designs to test the next generation of energy efficient technologies and new approaches for program delivery. The programs solicit innovative proposals from third-parties that provide a platform for testing technologies that if successful, are rolled into existing mainstream programs that expand SCE's ability to tap into all cost-effective energy efficiency potential.

SCE will continue to work closely with the Commission, state, regional, and other stakeholders to ensure that California's energy-related public policy goals are attained, and energy efficiency programs achieve reliable and durable energy savings and demand reduction. This report describes the energy efficiency program activities SCE administered and implemented during 2007.

## **II. 2007 ENERGY EFFICIENCY PROGRAM OVERVIEW**

### **RESIDENTIAL PROGRAM AREA**

SCE's residential program portfolio promotes energy efficiency and use of energy-efficient measures by consumers. SCE's residential programs include lighting and appliances incentives, new construction incentives and design assistance, audits, and energy efficiency information. SCE's residential portfolio focuses on the maximization of energy efficiency as an energy resource. The following programs make up the 2007 residential program portfolio, and the 2007 program strategies implemented.

#### **APPLIANCE RECYCLING PROGRAM**

##### **Program Description**

The Appliance Recycling Program is a program designed to reduce energy usage by allowing residential and nonresidential customers to dispose of their operational, inefficient, refrigerators, freezers, and room air conditioners in an environmentally safe manner. Customers receive a \$35 incentive for each qualifying refrigerator, a \$50 incentive for each qualifying freezer, and a \$25 incentive for each qualifying room air conditioner (the \$25 incentive is applied towards the purchase of a new ENERGY STAR® room air conditioner at Room A/C Turn-In Events).

##### **Strategies implemented in 2007**

- Integrated marketing efforts with EE partnership programs to promote the Appliance Recycling Program through "Pick Up Day Events." These events were held on weekends and involved sweeps to collect working refrigerators and freezers from customers serviced by the partnership.
- Held "Room A/C Turn-in Events" at select appliance retail stores. The events were held on weekends and encouraged customers to turn in their old, inefficient, working room air conditioner by offering an incentive for their old unit and applying it towards the purchase of a new Energy Star room air conditioner.



## 2007 Energy Efficiency Program Overview

- Placed increased marketing emphasis on the environmental benefits associated with the program.
- Implemented a new real time software technology which included the use of PDA's by the recycling service contractors and Appliance Recycling Program support staff. This new technology and transactional tools are expected to streamline the Appliance Recycling Program process and provide operational efficiencies and increase Appliance Recycling Program participant satisfaction level.

### **RESIDENTIAL ENERGY EFFICIENCY INCENTIVE PROGRAM**

#### **HOME ENERGY EFFICIENCY REBATES**

##### **Program Description**

The Residential Energy Efficiency Incentive Program offers incentives for single family residential customers to purchase energy efficient products when it comes time to replace high electric end-use products in the home. Products eligible for this incentive include refrigerators, room air conditioners, whole house fans, attic and wall insulation, pool pumps and motors, water heaters, cool roof and evaporative coolers.

##### **Strategies implemented in 2007**

- The residential HVAC strategy was combined with the nonresidential HVAC measure to offer rebates to manufacturers and distributors upstream - which is identified as the Comprehensive HVAC Program.
- A \$100 pool pump contractor incentive was added to encourage contractors to install two-speed and variable-speed pool pumps.
- Established point-of-sale rebate relationships with retailers which attributed over 50% of applications and savings.
- A point-of-sale gift card was offered to customers to volunteer their contact information on their point-of-sale activity. This technique greatly improved the program's ability to contact participants and get their input on the program.

### **RESIDENTIAL UPSTREAM LIGHTING AND TORCHIERE AND PLUG-IN LAMP EXCHANGE PROGRAM**

##### **Program Description**

The bulk of energy savings and demand reduction come from the Residential Lighting Incentive Program, which includes both the upstream lighting component and the Torchiera and Lamp-Exchange Program.

The Residential Lighting Incentive Program paid incentives to consumer end-users in the form of reduced retail prices, passed on to customers through manufacturers and retailers, for products such as ENERGY STAR® labeled light bulbs, lamps, and fixtures.

SCE's Torchiere and Plug-in Lamp Exchange Program held highly publicized events in which members of the community could bring their incandescent lamps and exchange them for high efficiency lamps at no additional cost.

### **Strategies implemented in 2007:**

- The Residential Lighting Incentive Program upstream component met its three year target half way through the second year, so the program budget was greatly expanded due to fund shifts from other programs that concurrently were either unable to spend their budgets or unable to meet their targets. New allocations were granted, shipped and processed in the third and fourth quarter.
- The Torchiere and Plug-in Lamp Exchange Program also expended its three year budget and achieved its target in mid 2007 so a change order was issued to keep them operating through 2008 using fund shifts from other programs.

## **LIGHTWISE**

### **Program Description**

The Lightwise program targets 6<sup>th</sup> grade classroom, provides both student and teacher materials and teacher support for energy efficiency and conservation measures with the focus on CFLs and leverages the Change A Light, Change the World campaign.

Targeted schools are located in SCE's service territory and their teachers are contacted based on the priority assigned and approved by Edison.

The teacher's are provided with a customized Program Activity Kit that contains, but not limited to, two CFLs, test your CFL knowledge card, CFL fact sheet, Energy Savings Survey and pre-and post surveys for completion by the students and their parents, pledge information in accordance with U.S. EPA Energy Star Change a Light, Change the World Campaign, and any student incentives as determined.

### **Strategies implemented in 2007**

- SCE and Resource Action Programs developed a program to take advantage of the EPA Change a Light, Change the World campaign.
- SCE and LightWise successfully marketed and targeted the program to schools and teachers in the SCE service territory.

- Lightwise was successfully distributed to 10,000 students in the SCE service territory.

### **MULTIFAMILY ENERGY EFFICIENCY PROGRAM**

#### **MULTIFAMILY ENERGY EFFICIENCY REBATES**

##### **Program Description**

SCE's Multifamily Energy Efficiency Rebate Program offers rebates to multifamily property owners and managers to install energy efficient products. This program offers rebates for 16 energy efficient measures that are available for common area and tenant dwelling units of apartment complexes or the common areas of condominium and mobile home parks.

##### **Strategies implemented in 2007**

- Worked with market actors to gain program understanding and promote the program offering. As a result, high customer participation levels were achieved.
- Marketed monthly advertisements in five different apartment industry trade magazines covering the majority of the multifamily population in SCE's service territory.
- To increase exposure, program management exhibited at apartment industry trade shows.
- Reservation caps were increased to allow for larger reservation queuing by independent installation contractors working for program customers—resulting in higher rebates volumes.
- Routinely met with the other California investor-owned utilities to ensure program policy, design and implementation remained consistent statewide.
- Worked internally with SCE partnership programs to leverage and/or funnel offerings.

#### **COMPREHENSIVE MOBILE HOMES**

The Multifamily Energy Efficiency Rebate Program also provides direct services to mobile home residents which include air conditioning diagnostic, tune-up services and the direct installation of lighting fixtures through the "Comprehensive Mobile Home" program component.

### Strategies implemented in 2007

- Actively outreached to targeted parks soliciting program participation with both park management and individual residents.
- Conducted targeted direct mailing to manufactured/mobile home residents and park management to promote the program.
- Conducted on-site presentations to park managers and site residents to gain program participation.

## HOME ENERGY EFFICIENCY SURVEY

### Program Description

The Home Energy Efficiency Survey (HEES) program fills the gap between consumer awareness and adoption of opportunities for energy and water efficiency. HEES offers similar services as Pacific Gas and Electric Company (PG&E), San Diego Gas & Electric Company (SDG&E), and Southern California Gas Company (SoCalGas) which provides a consistent and recognizable program throughout California. The program provides customers with information, at no charge, to help them become familiar with ways to reduce energy usage in their homes.

SCE also collaborates with regional and local water agencies to offer information on electric, natural gas, and water efficiency.

HEES is delivered through four primary program approaches:

- **Mail-In Energy Survey** – provides a self-completed questionnaire and personalized energy and water report mailed directly to the home.
- **On-Line Energy Survey** – provides customers with instant access to energy and water efficiency information and incentives to the home.
- **In-Home Energy Survey** – provides face-to-face consultation on ways to save energy and water.
- **Phone Energy Survey** – provides a convenient alternative service for customers unable to complete energy surveys by mail, internet, or in the home.

### Strategies implemented in 2007

- **Mail-In Energy Survey:** Improved Mail-in survey strategy so customers no longer are required to supply their service account number. All Mail-in surveys are sent via solicitation which includes an encrypted bar code containing all required customer information. With this improvement response rates have improved between 25 to 50% overall.

## 2007 Energy Efficiency Program Overview

- **On-line Survey:** Experimented with additional incentives to promote On-line survey. In the month of December, HEES launched a seasonal campaign that included a \$10 Starbucks card to increase survey participation. From December 14 to December 31, nearly 4,000 surveys were generated.
- **In-Home/Phone Survey:** Expanded In-home/Phone survey capabilities to include In-language Audit for Vietnamese, Chinese and Korean Customers. All survey strategies (Mail-in, On-line, In-home and Phone) are now available to customers in five languages which include English and Spanish.
- **Fulfillment Update:** Developed a new incentive mechanism to improve HEES survey participation. Participating customers will receive a free Energy Efficiency (EE) Kit. The EE Kit is sponsored jointly by SCE and SoCalGas. The EE Kit includes (1) 23 Watt CFL, (1) Low Flow Showerhead & (3) Sink Aerators. The HEES Program expected to deliver 60,000 EE Kits during the 2006-2008 Program Cycle. Further, In-home auditors have been authorized to install shower heads and sink aerators when applicable.

### INTEGRATED SCHOOL-BASED PROGRAM

#### Program Description

The Integrated School-Based Program is delivered through three coordinated program strategies to address all aspects of the schools market through an integrated approach that promotes energy efficiency, demand response, renewable energy, and water conservation opportunities to decision makers. Each program component will leverage existing incentives, available through energy efficiency and demand response, to achieve immediate and long-term energy savings and demand reduction in the schools, universities and homes. The three strategies include LivingWise, Green Schools, and Green Campus.

The desired outcome of the program is to improve public education facilities and inform facility operators and administrators about the benefits of energy efficiency equipment and operation practices, inform K-12 and college students about energy and water efficiency and how to apply what they learn at home and in their communities.

#### LIVINGWISE

The LivingWise strategy provides classroom learning activities and take-home kits to elementary and middle school classes. The kit contains energy and water-saving products such as a compact fluorescent lamp (CFL), high efficiency showerhead, water

aerators and air filter to introduce energy and water conservation to children and their parents.

To promote energy efficiency and demand response, this program features a blend of classroom learning activities, a hands-on energy survey and installation projects which students complete in their homes with parental assistance. These activities empowers 6<sup>th</sup> grade students to become advocates of smart energy management in their homes, schools, and communities. This knowledge of energy conservation measures will create a new generation of Californians who understand and advocate the significance of energy in their lives and their role in its efficient use.

### **Strategies implemented in 2007**

- SCE and LivingWise began successfully working with Water Agencies to incorporate water measures into the program and secure funding from Water Agencies.
- SCE successfully completed negotiations with SoCalGas to incorporate gas measures into the program and secure funding in return for Therm savings.
- SCE and LivingWise incorporated additional program tracking improvements to better reflect both program performance and savings.
- SCE worked with LivingWise to assist in meeting many Local Government Partnership efforts.

### **GREEN SCHOOLS**

Green Schools reduces energy costs in schools and educates students and their families about energy and the link between efficiency, the environment and finances. It is a comprehensive and long-term approach to school efficiency, bringing together the facilities, instructional and administrative staff in a cooperative effort to improve education using energy as a tool. Its unique approach integrates school facility energy-savings with energy saving action and instruction in school, homes and the community. This knowledge of energy conservation measures will create a new generation of Californians who understand and advocate the significance of energy in their lives and their role in its efficient use.

### **Strategies implemented in 2007**

- Increased education and awareness for energy efficiency through program implementation at approximately 50 K-12 schools annually.
- Provided guidance, support and energy lesson plans to participating schools for student learning. Students receive hands on lessons in energy conservation that prompt further discussion on energy efficiency and change energy usage behavior.

## 2007 Energy Efficiency Program Overview

- Provided school administrators with energy audits of their schools to show areas of energy improvement. Administrators and school energy managers were informed of ways to use energy more efficiently through basic changes in operations, product retrofits, energy efficiency attitude, and individual behavior.
- Provided CFLs to students for their homes in support of the energy efficiency discussions, and reinforcing the concept that energy efficiency starts in the home.
- Incorporated efforts to work with other SCE departments to promote and
- facilitate Business Incentive Programs as well as Residential Incentive Programs (e.g. demand response, appliance rebates, etc.).

### **GREEN CAMPUS**

Modeled after the Green Schools program, Green Campus realizes immediate energy savings on college campuses, particularly in dorms; educates the campus community on the importance and methods of saving energy and other resources and integrates resource efficiency into students' academic learning. The program uses student interns, who recruit and work with an advisory committee of administrators, faculty, and staff to plan and carry out activities, such as energy-savings competitions, or "decathlons." This knowledge of energy conservation measures will create a new generation of Californians who understand and advocate the significance of energy in their lives and their role in its efficient use.

### **Strategies implemented in 2007**

- Increased education and awareness of energy efficiency through program implementation at 12 UC/CSU campuses.
- Provided program guidance and support to approximately five campus interns per campus.
  - Campus interns provided awareness of energy efficiency to the student body through various energy fairs and competitions throughout the school year. CFLs were provided to the student body for use in their dorms or apartments. These CFLs reinforce the energy efficiency concept and plant a seed with the students for greater energy efficiency.
  - Campus interns work with University Energy Managers to identify areas of energy efficiency improvement throughout the campus to reduce campus energy expenses.
- Incorporated efforts to work with other SCE departments to promote and facilitate Business Incentive Programs as well as Residential Incentive Programs (e.g. demand response, appliance rebates, etc.).

### CALIFORNIA NEW HOMES PROGRAM

#### Program Description

The California New Homes Program (CANHP) provides comprehensive services throughout the SCE service territory for the residential new construction market. CANHP offers incentives to single and multi-family builders of all production volumes for achieving a variety of energy efficiency goals. The program offers the two below options for participation:

#### The Performance Option:

- Encourages builders to exceed California's energy efficiency standards for new construction (2005 Title 24) by a minimum of 15 percent (Tier I NSHP);
- Offers an increased incentive to builders for exceeding Title 24 by 20 percent (inland climate zones only, with ENERGY STAR® certification required for single-family projects); and
- Offers an additional incentive to builders for exceeding Title 24 by 35 percent (Tier II NSHP, solar required for single-family projects).

#### The Prescriptive Option:

- Provides additional incentives for non-building-related measures such as appliances and lighting; and
- Provides prescriptive options for projects that are not used to qualify for the performance thresholds by offering stand-alone incentives for Quality Insulation Installation (QII) and verified ducting systems (tight ducts).

#### Strategies Implemented in 2007

- Program went live in the field in 2007, with implementers separately delivering single-family and multi-family elements.
- Started quarterly newsletters to builders with industry news, highlighting participating builders.
- Updated marketing materials, web site, trade booth, and applications to reflect new program focus and prepare for New Solar Homes Partnership to be approved.
- Developed DVD training and sales pieces for builders and additional marketing pieces, such as vertical sales banners highlighting technologies.
- Re-imagined builder marketing support offer to reflect matching dollars and builder's choice of form marketing support will take.



### **NONRESIDENTIAL PROGRAM AREA**

SCE's 2007 nonresidential programs are designed to: (1) increase the level of retrofit and new construction energy-efficient investments in commercial, industrial, and agricultural end-users; (2) educate nonresidential customers on the value of energy efficiency and on existing and new opportunities for implementing energy efficiency in their facilities; and (3) promote an integrated portfolio of energy efficiency, demand response, and distributed generation technologies and services to nonresidential customers. SCE's nonresidential portfolio has been designed to focus on these goals and to maximize the use of energy efficiency in the nonresidential sector as an energy resource. The following programs make up the 2007 nonresidential program portfolio, and the 2007 program strategies implemented.

### **COMPREHENSIVE HVAC PROGRAM**

#### **Program Description**

The Comprehensive Packaged Air Conditioning Systems (CPACS) Program targets HVAC systems in retrofit and new construction areas. It employs techniques in a broad array of categories, combining resource acquisition with market transformation. CPACS is designed to optimize all HVAC efficiency through quality installation and maintenance to obtain the highest savings and to best leverage administration and customer acquisition costs.

#### **Strategies implemented in 2007**

- Recruited hundreds of contractors and trained well over a thousand technicians.
- Built program sales force to bring strong account management to program contractors and to provide customer outreach.
- Built technical team to assess and improve field results.
- Developed protocols to expand a/c efficiency services to include coil cleaning with a strong protocol and test-in/test-out requirements.
- Developed information systems and processes to manage high volumes of data and report results.

### **RETRO-COMMISSIONING**

#### **Program Description**

Retro-Commissioning (RCx) targets buildings that have never gone through any type of commissioning or quality assurance process and are therefore performing below their potential. Building commissioning is a cost-effective process to improve building performance, reduce energy use, increase equipment life, improve indoor air quality and improve occupant comfort and productivity. This program provides incentives and services to optimize the operation of existing building energy using systems.

#### **Strategies implemented in 2007**

- Augmented program documentation requirements to improve the basis of energy savings estimates.
- Started using the automated benchmarking system to benchmark buildings through the U.S. Environmental Protection Agency Portfolio Manager.
- Updated incentive structure for customers having buildings with higher than average consumption and savings potential.
- Made this into a jointly administered program with SoCalGas.
- Continued marketing to Commercial Real Estate to increase participation in this sector.
- Worked on various methods to improve the grocery store commissioning process.

### **INDUSTRIAL ENERGY EFFICIENCY PROGRAM**

#### **Program Description**

The Industrial Energy Efficiency (IEE) Program targets industrial customers and identifies opportunities for the customer to realize energy savings, as well as product output and quality, through enhancements, adjustments, and improvements to processes as well as equipment retrofits. The IEE Nonresidential Audit Program involves 'onsite' audits performed by SCE.

#### **Strategies implemented in 2007**

- The ACT-based project tracking system was completed as designed. The ACT is the IEE contractor tool for tracking project progress; tracking customer project activity; tracking energy savings towards targets.
- The ACT is a source of numerous SCE management reports. These reports are submitted weekly to internal and external stakeholders including EE Regulatory,

## 2007 Energy Efficiency Program Overview

Business Customer Division Account Managers and Executive EE Management and Finance.

- The program Policies and Procedures Manual was developed and distributed to contractors in the 3<sup>rd</sup> quarter.
- The program continued to make a significant impact across the industrial customer segment. Projects completions increased by an 8-1 ratio with 6 projects in 2006 vs. 49 projects in 2007.
- The implementation strategy continued to be highly effective. This strategy matched the specific needs of the customer segment (ex: oil and gas producers/SIC 13), with the industrial vender who has specific skill sets in that segment. This approach is in line with a key objective of the Industrial program.

### **AGRICULTURAL ENERGY EFFICIENCY PROGRAM**

#### **Program Description**

The Agricultural Energy Efficiency Program for 2006-2008 is a portfolio of products and services designed to enhance adoption of energy efficient equipment and practices among agricultural customers. This program addresses two characteristics of the sector that have historically been a stumbling block to adoption of energy efficiency throughout all regions of the country, and California in particular: diversity of the customer base and the relatively small role of electricity in their costs.

#### **Strategies implemented in 2007**

- The comprehensive audit strategy employed in 2006 was modified for 2007 to provide phased in targeted audits that would allow for a succession of energy efficiency implementation over time.
- Relationships were developed with the Dairy and Citrus Growers trade associations to increase marketing efforts to their constituencies.
- Enhanced efforts were made to leverage joint technology workshops between PG&E and SCE.
- Marketed to customers' interest in energy efficiency by offering products and services within the portfolio that also address non-energy issues important to agricultural customers. These important non-energy issues include water usage; productivity; and water, air, and soil quality. Addressing these considerations increases opportunities to recruit participants in the immediate future and opens the door to introducing new technologies as they emerge in the longer term.

### **NONRESIDENTIAL DIRECT INSTALLATION**

#### **Program Description**

The Nonresidential Direct Installation Program delivers energy efficiency hardware retrofits through installation contractors to reduce peak demand and energy savings to very small and small commercial customers. The program targets the entire service territory in a staged delivery approach that provides program services in specific geographic areas at different times allowing for a more concentrated, directed, and yet comprehensive program. In addition, SCE will continue coordination with community based organizations and faith based organizations to offer job creation opportunities for local youth in economically challenged areas of SCE's service territory.

The On-Bill Financing Pilot program provides installation of efficient lighting, refrigeration, and air conditioning equipment to approximately 200 qualified grocery and convenience store customers. Potential customers must have a monthly demand of less than 500 kW, and be in good credit standing, based on payment history with SCE. The program is offering a combination of incentive and loan. Loan payments will be repaid over a 2-5 year term at 0% interest as an additional charge on customers' utility bills.

#### **Strategies implemented in 2007**

- Provided implementer with weekly list of target customers.
- Contractor's marketing staff contacted customers through a door-to-door, face-to-face approach to promote the program, provide information, obtain participating authorization and provide language-appropriate brochures and flyers.
- Direct implementation activities occurred with customer enrollment, installation, inspections, and invoice submissions.

### **BUSINESS INCENTIVES & SERVICES**

#### **Program Description**

Business Incentives & Services is an integration of three previous stand-alone programs: Standard Performance Contract, Express Efficiency, and Non-residential Audits.

## 2007 Energy Efficiency Program Overview

### **STANDARD PERFORMANCE CONTRACT (SPC)**

The SPC program strategy offers cash incentives for the installation of high efficiency equipment or systems. Incentives are based on annual energy savings (kWh) and paid upon completion and inspection of the project. All nonresidential customers are eligible to participate and all projects require both a pre and post installation inspection. Projects are typically customized equipment or systems for commercial, industrial, or agriculture facilities that fall outside the standard offer incentive programs.

### **Strategies implemented in 2007**

- Increased project site incentive cap from \$350,000 to \$2,400,000.
- Allowed certain fuel switching measures into the program to offer participants more opportunities.
- Allowed non-operational equipment replacement with premium energy efficient equipment that were above Title 24 standards.
- Reduced the eligibility requirement for A/C retrofits from 63.3 tons to 12 tons.

### **EXPRESS EFFICIENCY**

The Express Efficiency program strategy provides itemized energy efficiency measures to all nonresidential customers on a seamless statewide basis. Offering itemized measures and a simplified process for customers to apply for and receive a prescribed rebate makes it attractive for firms to invest in energy efficiency in the short term in order to lower energy costs in the long term.

### **Strategies implemented in 2007**

- Simplified Express Efficiency and SPC applications for maximum flexibility.
- Statewide collaborations for new measures, including lighting and commercial food service measures offering more opportunities for participation.
- Vendor outreach and education events to build awareness with customers.
- Implemented marketing strategies focusing on target segments with industry specific mailers.

### NONRESIDENTIAL AUDITS

The Nonresidential Audits program strategy is a method for delivering energy efficiency information and awareness to business customers, which often results in participation in energy efficiency projects. Business Incentives Services audits are conducted on-site at the customer facility.

#### Strategies implemented in 2007

- Increased 2007 program audit savings by adjusting the audit mix and performing more of medium-sized customer audits than in 2006.
- Continued program audit enrollments by leveraging community partnerships, municipalities, chambers of commerce and trade organizations.
- Continued tracking audit recommended measures for post audit follow-up.

### SAVINGS BY DESIGN

#### Program Description

Savings By Design provides the nonresidential new construction industry with a broad spectrum of technical and financial resources to assist in the design of new facilities that maximize cost-effective electric energy efficiency integration as a primary consideration.

#### Strategies implemented in 2007

- Continued to target new construction in order to maximize efficiency opportunities and minimize the cost.
- Continued to offer a full spectrum of technical analysis and design assistance to:
  - Building owners
  - Architects
  - Engineers and other specialized consultants
- Emphasized using an integrated design process to achieve high performance buildings. Integrated design means:
  - Early involvement before key design decisions are made;
  - Parallel instead of linear design process between architects and mechanical/electrical/plumbing engineers; and
  - Produces interactive benefits between properly designed systems.
- Emphasized “right-sized” systems because they can often be incorporated at little or no incremental cost.

### SUSTAINABLE COMMUNITIES

#### **Program Description**

The Sustainable Communities Program serves both non-residential and residential sectors by developing processes to more effectively address mixed-use, multiple-building developments. Project types in the pilot include redevelopment and infill efforts, master-planned communities with integrated town centers, transit-oriented development, and high-rise residential with ground floor retail, among others.

#### **Strategies implemented in 2007**

- Changed the focus of the program from resource to non-resource, routing all energy savings through either Savings by Design (non-residential new construction) or California New Homes (residential new construction). This eliminates intra-program competition, avoids duplication of efforts, and allows the program to focus on services supporting projects in areas in which SCE lacks expertise.
- Continued to work with multiple-building projects, at neighborhood scale, as well as innovative mixed-use projects, such as a mixed income live-work spaces for artist with first floor gallery/community space.
- Set high standards for participation of 20% better than current Title-24 energy code.
- Explored non-traditional sources of energy savings, such as the embedded energy savings associated with water conservation.
- Required the achievement of green building certification for participating development sites.
- The program is running on a pilot-type basis during the 2006-2008 program cycle, with projects specifically selected to build SCE's experience addressing various types of developments.



## **PARTNERSHIP PROGRAM AREA**

### **COMMUNITY AND INSTITUTIONAL PARTNERSHIP PROGRAM OVERVIEW**

The Energy Efficiency Partnership Program is a dynamic program created to bring vitality and a keen awareness of energy efficiency best practices to a range of local/state government institutions, and community organizations (i.e., enhancing the design, implementation and evaluation of energy saving technologies). The program partners with universities and colleges, city, county and state entities, with the intent and purpose of executing substantive, municipal, business and community projects that save energy, money and the environment.

Working in conjunction with other California investor-owned utilities, SCE's Energy Efficiency Partnership Program fortifies and invigorates business relationships with local government and institutional customers. Our programs advance long term state energy policies that encourage adoption of energy efficiency and green practices, ultimately influencing inherent cultural and cross-generational behavior that produces a renewed appreciation and stewardship of our resources.

In 2007, Partnership Programs continued to have very successful year working with local governments to create awareness for energy efficiency. Barriers to participation in energy efficiency programs were overcome, and targeted energy efficiency, self generation and low income programs were successfully deployed in the partnership areas.

#### **The 2007 Partnership Portfolio includes the following programs:**

##### **Community**

- Local Government Energy Action Resources – Mammoth Lakes Partnership
- Local Government Energy Action Resources – Ridgecrest Partnership
- Ventura County Partnership
- South Bay Partnership (South Bay Cities of Council of Governments)
- Bakersfield and Kern County Partnership
- Santa Barbara Partnership (South Coast Energy Efficiency Partnership)
- Community Efficiency Partnership (Non-resource/Resource)
- San Gabriel Valley Energy Efficiency Partnership Program
- Santa Ana Partnership
- Palm Desert Partnership Demonstration Project
- Federal Direct Install

### **Institutional**

- California Community Colleges
- California Department of Corrections and Rehabilitation
- SCE-SoCalGas County of Los Angeles Partnership
- County of Riverside Partnership
- UC-CSU-PG&E-SCE-SoCalGas-SDG&E Partnership
- State of California Partnership

### **Strategies implemented in 2007**

#### **Customer Outreach**

- Met with 21 State Agencies to discuss energy efficiency opportunities and participation in the partnership programs to implement projects in support of the Governor's Executive Order, Green Building Initiatives.
- Continued to co-brand marketing materials and energy efficiency messages to leverage local government's communications infrastructure disseminating the message of energy efficiency, savings and the environment to residents and businesses.
- Advertised community and media events on local cable television, city newsletters, city scrolls and to Partners' employees to support local governments' desire to provide leadership to their communities.
- Continued to use community events to 'funnel' energy programs such as the Nonresidential Direct Install, Federal Direct Install, Appliance Recycling, Multi-family rebates, Mobile Home, and Operation Lamp Exchange which included the holiday LED light exchanges.
- Continued to work in tandem with gas and water utilities reinforcing our message of managing all scarce resources for the environment. The West Basin Municipal Water District joined the South Bay Partnership over the reporting period.
- Maintained implementation of 'mini expo' workshops that directly connected workshop participants with available program exhibits and vendors of relevant energy efficient devices.
- Outreach Committee continued to foster development of outreach plans designed to provide program information and technical assistance to facilitate participation in the Program and create a pool of potential projects for implementation.

## 2007 Energy Efficiency Program Overview

- Periodic communications related to Partnership implementation activities disseminated through a pre-established communication infra-structure were continued throughout 2007.

### **Program Administration**

- Working with SCE program managers, to customize programs in response to community needs, e.g., the Comprehensive Mobile Home Program designed for the high desert was customized to support a lighting retrofit to Santa Barbara mobile homes which is a large percentage of the affordable housing in that area.
- Developed a Draft Partnership Memorandum of Understanding or Master Agreement that outlines roles, responsibilities, commitments, and terms and conditions between the program Partners, where applicable.
- Project Agreement used as the contractual vehicle to secure commitment for the implementation of individual energy projects.
- Established a team structure involving all Partners to manage program activities, consisting of a management team having overall program oversight, and a group of subcommittees to work in specific program areas (project guidelines, review and approval, website development, and outreach, training & education).
- Developed program processes and procedures, decision making authority, process flowcharts, responsibility matrices, and a documentation package which includes project application forms, project review documentation, reporting tools, Action Item tracking tools, and various other program forms and templates for energy project review, approval, progress tracking, and reporting.
- Enhanced program and project tracking website in cooperation with the Partnerships. All energy savings and incentives will be updated and verified on the website.
- Collaborated with internal organizations to bring a shared vision and unified support team for the Partnership programs.

### **Program Implementation**

- Conducted audits for seven State Correctional facilities in order to assist the California Department of Corrections & Rehabilitation (CDCR) identify potential projects to be implemented. CDCR joined the Climate Action Registry.
- AB900 Legislation passed by the State Assembly will allocate state dollars to build new prisons and expand existing facilities. Strategies to coordinate these future projects are being developed in order to assure that energy efficient new construction is utilized.

## 2007 Energy Efficiency Program Overview

- Project packages completed with life cycle cost analysis conducted and ready for submittal for financing through Energy Smart Financing program (formerly GS\$ Mart).
- Created Statewide master list of proposed projects of Sate of CA EE partnerships activities to be shared and discussed with Green Action team.
- Measurement and Verification to provide consultant to assist with baselining County's purchasing policy of capital equipment and determine feasibility for SCE to capture energy savings through proactive assistance, development and documentation of County's green purchasing policy for capital equipment purchasing.
- Connecting the New Construction and Savings By Design program group with partnerships to collaborate on current policy initiative for sustainable communities. This will ensure that SCE is on board with any proposed future activities that impacts building codes and standards.
- Provided investment-grade audits, technical assistance as well as enriched incentives to help overcome barriers to implementing energy efficiency projects. This further assisted local governments to demonstrate environmental stewardship.

### **Education and Training**

- Provided shorter and more focused energy 'briefings' in place of workshops which better attracted decision makers in the Ventura Partnership area.
- Continued direct delivery programs, 'sweat equity', that provide an introduction to very cost-effective measures for installation in public facilities, thus paving the way for more expensive measures requiring customer investment.
- Continue to established goals for a Training & Education program in coordination with the institutional Partnership where applicable.

## IDEEA AND INDEE PROGRAM AREA

### IDEEA AND INDEE PROGRAMS PORTFOLIO OVERVIEW

While SCE's Innovative Design for Energy Efficiency Applications (IDEEA) program focus is on different marketing or delivery methods, different market segments, and/or different technologies from those offered in the SCE portfolio, the Innovative Design for Energy Efficiency (InDEE) program solicitation is designed to draw proposals that place emphasis on innovation, market introduction, promotion, and other assistance to the commercialization process of promising new and/or different energy-efficient technologies from those offered in SCE's portfolio of energy efficiency programs. The goal of the portfolio is to find, fund and field test the best third party implemented energy efficiency programs in the nation.

#### **The 2007 IDEEA Portfolio includes the following programs:**

- 80 PLUS Program
- Affordable Housing EE Alliance Program
- Energy Star Manufactured Homes Program
- Lights for Learning Program
- Comprehensive Home Performance Program
- Modernization Energy Enhancement for Schools Program
- Lighting Energy Efficiency Par 38/30 Program
- Hospitality Energy Efficiency Program
- Entertainment Centers Program
- Campus Housing Energy Efficiency Program
- Aggregation of Public Housing Program (APH)
- California Preschool Energy Efficiency Program (CPEEP)
- Coin Operated Laundry Partnership Program
- Demand Responsive Emerging Technology Program
- Design for Comfort: Efficient Affordable Housing Program
- Energy Efficiency Demand Response (EE/DR Flex Program)
- E-mail Based Energy Efficiency Program
- Lighting Energy Efficiency with Demand Response Program (LEEDR)
- MAP Energy Efficiency Program

## 2007 Energy Efficiency Program Overview

- One-2-Five Energy Program

### **The 2007 InDEE Portfolio includes the following programs:**

- Grocery Area Energy Network (GAEN) Program
- Escalator Power Genius Program
- Plugging the Consumer Gap Program
- Low Pressure R.O.
- Innovative Pool Pump Program
- NightBreeze Energy Efficiency Program

### **Strategies implemented in 2007**

- Promotion of SCE's IDEEA-InDEE programs' two-stage request for proposals process generated about 350 bidders registrations.
- Teams of SCE Energy Efficiency Division staff evaluated and scored the proposals. From the rank ordered proposals that resulted from the scoring activity, portfolio managers selected eight IDEEA and three InDEE programs. After presentation to SCE's Procurement Review Group, all 11 programs were issued purchase orders and commenced program operations.
- Implemented IDEE-InDEE Program process improvements for 2007.
- Software design commenced for the MDx – Measure Database as an add-on to Subcontractor Management and Reporting Tool (SMART ). The Measure Database is designed to contain Utility engineering department validated energy efficiency measures. The repository of valid measures will be used for future program design, and will be utilized by SMART to Compare 3<sup>rd</sup> party program installation reports as well as invoice data to the database of valid measures prior to payment.

### FUTURE IDEEA SOLICITATIONS

#### Strategies Implemented for 2007

- List of contacts for the pre-notification of upcoming solicitations was expanded to over 2,300 individual contacts. This was accomplished by merging both the PG&E and Sempra 3<sup>rd</sup> party contracting opportunity lists. These would-be bidders are contacted annually and challenged to compete and to implement innovative EE programs of their own design in SCE's service territory.
- Continued development of program support software for SCE's 3<sup>rd</sup> party implemented programs, and SCE/SCG co-funded programs (3<sup>rd</sup> parties utilize disparate program tracking/reporting methods which are normalized using the SCE developed SMART).
- SCE's Web-based PEPMA – Proposal Evaluation, and Proposal Management Application received additional upgrades to enhance the Abstract/proposal submission and evaluation experience by bidders and evaluators respectively.
- Streamlined the Abstract request document to allow bidders to create more concise replies
- A beta system of SMART was developed by SCG in 2007. SCG will use SMART to support SCE/SoCalGas co-funded 3<sup>rd</sup> party implemented programs.

### **CROSSCUTTING PROGRAM AREA**

SCE's 2007 Crosscutting Programs primarily focus on providing energy efficiency information, but also seek to accelerate the introduction of energy efficient technologies, applications, and analytical tools. The programs target both residential and nonresidential customer segments, including retrofit and new construction opportunities. The following programs make up the 2007 Crosscutting program portfolio, and the 2007 program strategies implemented.

#### **EDUCATION, TRAINING, AND OUTREACH**

##### **Program Description**

Education, Training, and Outreach (ETO) is a family of educational programs that promote energy efficiency to a variety of customer segments.

The ETO Portfolio includes the following programs:

- Energy Centers
  - Customer Technology Application Center
  - Agricultural Technology Application Center
- Technology and Test Centers (TTC)
- Energy Design Resources (EDR)
- Nonresidential Remote Energy Audits (NRREA)
- Mobile Energy Unit (MEU)
- Building Operator Certification (BOC)
- Custom Language Efficiency Outreach (CLEO)

##### **ENERGY CENTERS (EC)**

The EC's serves as an important delivery channel for information concerning Energy Efficiency programs. EC's offers a place where customers can see, hear, touch and learn about the latest energy efficient technologies. The EC's also promote Energy Efficiency programs in coordination with business and community based organizations by holding seminars and supporting outreach events outside of the centers.

##### **CUSTOMER TECHNOLOGY APPLICATION CENTER (CTAC)**

CTAC is an impressive 51,000 square foot, state-of-the-art facility located just east of Los Angeles in the City of Irwindale. CTAC provides energy management and energy efficiency solutions to help business customers save both energy and money. CTAC provides solutions tailored to business needs by:



## 2007 Energy Efficiency Program Overview

- Promoting energy solutions and customer competitiveness
- Staying abreast of new energy trends
- Providing workshops and classes, interactive displays and equipment demonstrations

### Strategies implemented in 2007

- CTAC EE Consultants in 2007: 752
- CTAC EE Equipment Demonstrations in 2007: 227
- CTAC EE Seminars in 2007: 132
- CTAC Seminar on the Road – On November 14, SCE hosted the “Hot Rebates, Cool Savings” seminar for the first time ever at AGTAC. This seminar explains the benefits and energy savings of food service equipment rebates and good practices of making a restaurant more energy efficient.
- New Technology Fact Sheets – Three new energy efficiency technology sheets have been produced and are available for customers and SCE account managers. The technology sheets are; “Automated SASH Positioning System”, “Variable-Speed Drivers for Water Pumping”, and “How to Use Water System Storage To Save Energy.”
- Rialto High School’s Culinary Class – The high school class visited the Food Technology Center (FTC) on November 1 for a CTAC tour. Besides the tour, the students experienced a hands-on demonstration with the energy-efficient equipment in the FTC by preparing and cooking their own lunch.
- As part of the UC/CSU/IOU Partnership Program, CTAC assisted in implementing energy efficiency training with the Alliance to Save Energy’s Green Campus Program. The Green Campus Program is a student-oriented education and outreach program that raises awareness about the relationship between energy and the environment on UC and CSU campuses.

### AGRICULTURAL TECHNOLOGY APPLICATION CENTER (AgTAC)

AgTAC in Tulare provides energy management and energy efficiency solutions to help business customers save both energy and money. AgTAC offers hands-on demonstrations of the latest state-of-the art technologies as well as workshops, classes, and interactive displays.

### Strategies implemented in 2007

- AgTAC EE Consultations in 2007: 73
- AgTAC EE Equipment Demonstrations in 2007: 1206
- AgTAC EE seminars in 2007: 69

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- These seminars were held in the following fields, Electrical Training, Energy Efficient HVAC Systems, Lighting, Tank-less Water Heaters, Pump and Irrigation Efficiency, Motors, and Soil Moisture Sensing.
- Earth Day 2007 – In collaboration with Public Affairs, AgTAC participated in Visalia’s Earth Day Celebration at the Visalia Recreation Park. The AgTAC Technology Trailer provided customers with demonstrations and information about energy efficiency and SCE’s programs. Over 200 Earth Day attendees visited the AgTAC booth.
- Indonesian International Students visit – AgTAC staff presented a Basic Electricity workshop to 30 students from Jakarta, Indonesia, who were part of the Educational Home Stay program. The host coordinator plans to bring all future international student groups to AgTAC, which will include groups from Italy and China.
- Dairy Energy Management Seminar – In collaboration with PG&E, AgTAC hosted a Dairy Energy Management Seminar on September 6, 2007. This seminar covered a wide range of important topics related to the dairy industry including: self generation, air and water quality issues, energy efficiency, and demand response
- Heat Pump Demonstrator – Completed a mobile Heat Pump Demonstration training display. This new display uses a R-123 refrigerant which has a near zero ozone depletion and low global warming potential. This displays interfaces with a pc to graphically show various measurements and has cut-away sections to view the refrigeration cycle.

### **TECHNOLOGY AND TEST CENTERS (TTC)**

TTC funded activities will continue leveraging its staff’s core competencies in technology testing and market connection functions. The TTC will focus on activities that help remove concerns about performance uncertainties and lack of reliable information as market barriers for customers interested in installing energy efficient equipment in their businesses.

### **Strategies Implemented in 2007**

- In 2007, established a total of 43 meetings with product manufacturers to learn about new technologies that have potential for inclusion in EE programs.
- Hosted a “celebration” recognizing the Southern California Lighting Technology Center (SCLTC) lighting lab achievements and industry partners. Approximately 125 people attended this event.
- Designed, fabricated and implemented a display of a next generation high efficiency closed front Vending Machine at CTAC.

## 2007 Energy Efficiency Program Overview

- Displayed 15 different down lights, including CFL, LED, and incandescent lighting has been installed in the lighting lab. The display demonstrated non-dimming, line voltage dimming, and low voltage dimming lighting systems.

### **ENERGY DESIGN RESOURCES (EDR)**

EDR is statewide energy efficiency resource website that includes resource materials to design and build highly efficient new commercial building integrating sustainable concepts. Future development of the website includes expansions of resource materials about effective energy design and applications for new residential facilities and industrial, agricultural, commercial, and residential retrofit environments.

### **Strategies implemented in 2007**

- Consultants on track and are expected to continue work on website projects.
- Geopraxis is exceeding target to migrate both websites to the new .NET server. Geopraxis also has completed Project Showcase and is expecting to have the Showcase live by 1<sup>st</sup> quarter of 2007.
- Development of Residential New Construction resource material section.
- Educators' forum: the Statewide EDR Committee formerly approved the funding of two proposals, from UC Davis and Cal Poly Pomona, through the Educators' forum.
- Reviewed Educators' forum operating policy and procedures for vote of the subcommittee in the first quarter 2008.

### **NONRESIDENTIAL REMOTE ENERGY AUDITS (NRREA)**

NRREA strategy offers business customers remote energy audits. The audits mechanisms consist of online, via [www.sce.com](http://www.sce.com), mail-in/mail-back, over the phone, and CD-ROM do it yourself customer energy audit reports. The remote audits will be available in English (all channels), Spanish (online, mail, and phone) and Chinese (online).

### **Strategies implemented in 2007**

- Completed 850 online energy audits in 2007 exceeding program goals.
- Completed 1,232 phone audits in 2007 exceeding program goals.
- CD-Rom: 2,279 (exceeding program goals).
- Completed 141 mail-in audits in 2007.
- Posted link to the SCE website to promote mail audit activity.
- Outreach efforts performed via account representative and partnerships.

### **MOBILE ENERGY UNIT (MEU)**

MEU is a converted 35-foot Winnebago recreational vehicle equipped with program literature, educational materials and energy efficiency technologies and displays. The Second Unit (Tent) is an indoor or outdoor display, which features technologies and showcases SCE energy efficiency rebate and incentive programs. The purpose of the MEU, a marketing and outreach vehicle, is to promote SCE's residential and non-residential programs, including Demand Response, Self Generation, and Low Income Energy Efficiency, which includes Energy Management Assistance or EMA and CARE.

### **Strategies implemented in 2007**

- By the end of 4<sup>th</sup> Quarter, 43,340 customer contacts were made at various events and provided customers educational materials regarding energy efficiency, demand response, self-generation and low-income programs.
- The program completed 132 visits in 2007.

Some events attended in 2007:

- O Bel Sole Estates Grand Opening (Lancaster)
- Spice of Life (Victorville)
- Zero Impact Eco Festival (Malibu)
- Water Fest 2007 (Arcadia)
- Cypress Community Festival (Cypress)
- Operation Light Exchange (Westminster)
- Room AC Turn-In (Westminster)
- Operation Light Exchange (Santa Ana)
- Congresswoman Jane Harman CFL Giveaway (Manhattan Beach)

### **THE BUILDING OPERATOR CERTIFICATION (BOC)**

The BOC program strategy is a nationally recognized training and certification program for building operators offering energy efficiency strategies including demand response, load management, energy conservation and building maintenance practices. The program training consists of Level I and Level II classes.

### **Strategies implemented in 2007**

- BOC participated in the following trade shows in 2007:
  - California Association of School Business Officials
  - California Society of Healthcare Engineering in San Diego
- Level I Year to Date (YTD) student enrollments: 119 enrollments (goal exceeded)
- Student enrollment goal for level I: 80 enrollments
- Level II YTD student enrollments: 40 enrollments (goal exceeded)
- Student enrollment goal for level II: 30 enrollments.

### **CUSTOM LANGUAGE EFFICIENCY OUTREACH (CLEO)**

CLEO is a non-resource, local, highly targeted residential energy efficiency marketing, outreach education and training program that targets hard-to-reach, Vietnamese, Indian, Chinese and Korean, (VICK) speaking residential customers of SCE and SoCalGas.

CLEO is a 'Non-Resource' program with no energy saving goals. However the program, whenever possible, encourages implementation of energy efficiency measures.

### **Strategies implemented in 2007**

- YTD, CLEO has completed and received approval from SoCalGas for 2,123 HEES surveys – 106% of program goal, participated in 11 community events booth – 73% of program goal, offered 52 seminars with a overall attendance of more than 2,500 customers – 62% of program goals and offered 420 spots on radio, newspaper and television – 58% of media goals. The program continues to build significant community relations and brand recognition.
- In 2007 CLEO launched a new HEES component as an extension of its program providing In-Home In-Language Audits to Vietnamese, Chinese and Korean Customers. In-Home In-Language strategy was officially launched in December 2007 and has resulted in 51 In-Home surveys and 42 Telephone Surveys. CLEO also began enrolling customers for In-Language In-Home Surveys at the Chinese and Vietnamese seminars. New creative is currently under development to promote In-Home In-Language surveys at further community events and seminars.
- CLEO participated in the Chinese Harvest Moon festival held in Arcadia. The popular Chinese community festival attracted over 100,000 customers. A colorful stage hosted various cultural shows. The CLEO booth had a non-stop stream of customers. Customers eagerly filled in the 5-minute HEES surveys and embraced the various CLEO appreciation gifts such as CFL's , Photocell CFL's, LED Photocell Nightlights, Bio-degradable plant fiber bags, CLEO mugs and T-shirts.
- CLEO participated in the Indian Independence day celebrations with a booth at two festivals hosted by two premier Indian organizations of Southern California namely the Federation of Indian Americans (FIA) and UFIA-United Federation of Indian Americans. CLEO also continued to coordinate with local language schools for its student art contest.
- The CLEO program participated in the Annual Orange County Korean Festival, the largest Korean festival in Orange County. The festival is organized by the Korean Chamber of Commerce. The festival is hosted in the Garden Square Shopping Center on Garden Grove Boulevard which is in the heart of the Korean

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community in the city of Garden Grove. The fair is attended by over 10,000 Koreans from all over Southern California.

### STATEWIDE EMERGING TECHNOLOGIES

#### **Program Description**

The Statewide Emerging Technologies (ET) program is an information-only program that seeks to accelerate the introduction of innovative energy efficient technologies, applications and analytical tools that are not widely adopted in California. ET may include hardware, software, design tools, strategies and services. There are a daunting amount of market barriers which must be overcome for a new energy efficient product to gain acceptance. The ET program intends to help accelerate a product's market acceptance through a variety of approaches, but mainly by reducing the performance uncertainties associated with new products and applications. The program targets all market segments.

#### **Strategies implemented in 2007**

- Accelerated the introduction of energy efficiency technologies, and analysis tools that are not widely adopted in various California markets.
- Verified the performance of the technologies in the laboratory under control environment.
- Demonstrated the technologies in actual field conditions.
- Transferred assessment results to Energy Efficiency Programs as an energy measure.
- Transferred the knowledge to customers as well as engineering and design communities.
- Conducted workshops for both internal and external customers.
- Developed fact sheets for Account Managers and Account Executives to be handed to their customers.
- Coordinated with other utilities through the ET Coordinating Counsel.

### STATEWIDE CODES & STANDARDS PROGRAM

#### Program Description

The statewide Codes and Standards (C&S) program is a resource program that advocates upgrades and enhancements in energy efficiency standards and codes. Program activities are conducted over long-term code upgrade cycles. Support of building code cycles, for example, may require seven years of continuous support. Codes and Standards Enhancement (CASE) studies for energy efficiency improvements are performed for promising design practices and technologies and are presented to standards and code-setting bodies.

The C&S program offers the state expert testimony to promote standards that approach best practices in energy efficiency, which becomes critically important as stakeholders voice opposition to improvements to building and appliance standards throughout the public workshops and hearings process. Additionally, the program supports implementation and compliance of energy efficiency standards through strategic initiatives or training. The program targets all market segments.

#### Strategies implemented in 2007

- Continue the transition from an information-only program to a resource acquisition program. This put an emphasis on developing CASE studies that would result in code changes that would result in energy savings.
- Began working with the CPUC Measurement & Evaluation consultant to evaluate the 2006-2008 C&S program. In response to consultant's request, SCE provided logic models and program change theory narratives for each of the CASE studies that were incorporated in the 2005 and 2006 energy codes to the consultant.
- SCE continued to work closely with the Standards and Public Interest Energy Research (PIER) staff and Commissioners of the California Energy Commission (CEC) and other IOUs to enhance the appliance energy regulations and the building energy standards.
- In addition to working on CASE studies that would enhance California energy codes and regulations, SCE also worked on studies that would affect Federal energy regulations that result in energy savings for SCE customers.
- SCE continued to develop CASE studies for the 2011 Title 24 building energy standards while still working with the CEC on the drafts of the 2008 Title 24 standards, and conducting training for the 2005 Title 24 standards.
- SCE initiated the following 12 CASE studies:
  - NEON Scoping Study
  - High Output vs. Tri-phosphor Efficiency Fluorescent Lamps for signs

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- Low Ambient and LED Task Light Study
- Advanced Framing Study
- TES Study – Energy Savings Attributes
- Functional Requirements for Title 24 Compliance Software
- Dimming Ballast Study
- Daylighting Metrics
- Site-Built Fenestration
- 6042 Office Lighting Study
- Power Density Lighting Study
- Evaporative Cooling Scoping Study
- In addition, ten local Title 24 training classes were conducted:
  - ASHRAE Standard 189 Presentation to ASHRAE SoCal Chapter Meeting
  - Title 24 EE Standards – Acceptance Training for Plan Checkers and Inspectors
  - EnergyPro Training (3)
  - eQuest Training (3)
  - Green Buildings – Title 24 and Residential New Construction Program
  - Title 24, Skylighting in Big Box Building and Beyond



## STATEWIDE MARKETING AND OUTREACH PROGRAMS

The marketing and outreach programs convey the important message of energy efficiency and conservation to the general consumer through a consistent and recognizable presence throughout California. As noted by the Commission, statewide marketing and outreach programs “work towards the goal of increasing the efficiency of energy use through energy information, marketing and outreach, education and training and other approaches that do not directly involve or result in the installation of energy efficient equipment or measures at customer premises”. For the 2006-2008 program cycle, the programs are coordinated under the Flex Your Power campaign. This coordination is accomplished through regular scheduled meetings among the three providers and representatives of the four investor owned utilities (IOUs) allowing for a seamless and coordinated statewide marketing and outreach offering which serves as the focal point for the general energy efficiency and conservation message to consumers. The following programs make up the 2007 Statewide Marketing & Outreach program portfolio, and the 2007 program strategies implemented.

### STATEWIDE MARKETING & OUTREACH – FLEX YOUR POWER

#### **Program Description**

The Flex Your Power statewide energy efficiency marketing and outreach program is an extension of the innovative and historically successful *Flex Your Power* public education and outreach effort initiated by the State of California in 2001. The program works in partnership with the IOUs, third parties and businesses, local governments, water agencies, non-profits, and others including the state and federal government agencies that are responsible for energy and water efficiency.

#### **Strategies implemented in 2007**

- Advertisement through a variety of mediums (i.e., television, TV Partnerships, radio, radio partnerships, Out-of-Home/Outdoor (billboards, bus, BART), online and search, ethnic TV, radio, and newspaper, website and e-mail).
- Outreach to commercial, industrial, governmental, and agricultural sectors via Best Practice Guides/Printed Materials and Awards.

### STATEWIDE MARKETING & OUTREACH – UTEEM

#### Program Description

The Flex Your Power Spanish Television program is a statewide marketing and outreach program targeted to Hispanics, ages 18 to 49, who speak Spanish at home. The secondary target is homeowners with incomes of \$50,000 and above.

The program uses the preferred news and entertainment medium of Spanish language television to increase Hispanic awareness and consideration of energy-saving programs and incentives provided by the state's four IOUs.

#### Strategies implemented in 2007

- Twenty-week schedule of 30-second Spanish language commercials on California's 12-station Univision network and 10-station Telefutura network.
- Bonus schedule of 10-second commercials valued at 50% of paid schedule.
- Minimum of two interviews per station annually, on locally produced news programming and/or talk shows to further clarify energy efficiency issues.
- Thirty-three Univision-sponsored community events per year, with distribution of Flex Your Power program literature and tip cards.
- Roulette wheel game at special events to generate audience interest in energy-saving tips and ideas.
- Use of a centralized toll-free phone number and phone tree shared by Staples Marketing, Efficiency Partnership and Runyon Saltzman & Einhorn (RS&E). Callers are connected to the appropriate utility for access to Spanish language energy efficiency information and programs.
- Selection of Guillermo Quiroz, meteorologist of KMEX Univision Los Angeles, as talent and campaign spokesperson to leverage his credibility and high profile with Spanish-speaking audiences.
- Promotion of climate-specific cooling equipment according to region to make program more relevant to residential customers living in different parts of the state.

### STATEWIDE MARKETING & OUTREACH – FLEX YOUR POWER RURAL PROGRAM

#### Program Description

The *Flex Your Power Rural* market campaign is a comprehensive statewide energy efficiency communications effort designed to encourage residential energy users in rural areas to participate in statewide gas and electric energy efficiency activities.

The program objectives identified for the rural initiative are:

- Primarily, to maintain and expand awareness among rural residential energy consumers that household energy consumption is a significant contributor to global warming.
- Secondly, to educate and inform rural audiences statewide as to specific measures they can take to save energy and thus reduce green house gas emissions, e.g. using a ceiling fan in place of an air conditioner and replacing incandescent lighting in their homes with CFL alternatives.

#### Strategies implemented in 2007

- Purchased and placed three flights of media in rural markets throughout California. This media buy included print, web banners and radio executions. The rationale behind selecting these media vehicles is predicated on the following: affordability of media vehicle, physical properties of the vehicle and each vehicle's geographic coverage.
- The three flights of media focused on the respective messages: Cooling (June and July), Lighting (August-October) and Heating and Natural Gas (November and December).
- Creative executions were centered on the theme of global warming. The ads encourage rural Californians to do their part in the fight against global warming by making energy efficient choices in their homes. All ads were branded with Flex Your Power displayed in a consistent manner with the other marketing and outreach programs, while specifically appealing to rural customers.
- Implemented its well-established and successful community outreach component where community-based organizations (CBOs) work in partnership with RS&E to complement the media strategies and enhance overall campaign effectiveness.
- Recruited 16 rural CBOs, statewide. The CBOs were selected based on the proposed scope of work and budget, establishment in their communities and ability to communicate with the target audience.
- Once selected, the community outreach partners attend a 2-day training, hosted by RS&E, where they learn the history and goals of the campaign, presentation skills, how to create media-worthy events, how to speak to the media, how to

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attract crowds to educational exhibit and how to purchase and place print ads in local publications such as community newsletters, event programs, movie theaters, etc.

- After CBO team was trained, they implemented their local outreach strategies. CBO team was required to provide monthly, mid-year and end-of-year reports.
- Continued to monitor the toll-free phone line, 1-866-431-FLEX. All statewide marketing and outreach teams used this phone number as a call-to-action in their marketing activities.
- Developed and executed a Hispanic Marketing and Public Relations component to our rural outreach. RS&E secured Spanish-language media partnerships in rural IOU territories. Through these radio and print partnerships, RS&E was able to place translated Flex Your Power ads, gain earned media and have exposure at Hispanic market events.
- As an effective grassroots tactic, developed and distributed collateral items. Each item is branded with the Flex Your Power logo, Web site and toll-free phone number information. The collateral pieces were distributed by the CBO outreach partners and Spanish-language media partners. Items developed in 2007 included: beach balls, pens, memo note pads, flashing bike reflectors, tip cards and pledge cards.

## SECTION 1

# ENERGY SAVINGS

Table 1

<b>Table 1:</b> <i>Electricity and Natural Gas Savings and Demand Reduction</i>						
<b>Annual Results</b>	<b>Installed Savings [1]</b>	<b>CPUC Adopted in D. 04-09-060 Goal</b>	<b>% of Goal</b>	<b>% of 3-year Portfolio Goal</b>	<b>Balance</b>	
<i>2007 Energy Savings (GWh) – Annual [2,4]</i>	1,630	1,046	156%	52%		708
<i>2007 Energy Savings (GWh) – Lifecycle [3]</i>	14,040	-				-
<i>2007 Natural Gas Savings (MMth) – Annual</i>	-	-				-
<i>2007 Natural Gas Savings (MMth) – Lifecycle</i>	-	-				-
<i>2007 Peak Demand savings (MW) [2,4]</i>	267	219	122%	40%		271

[1] Results from activity installed in 2007 only.

[2] Includes savings from Low Income Energy Efficiency and Pre-2006 Codes and Standards.

[3] Includes lifecycle savings from Low Income Energy Efficiency, but not Pre-2006 Codes and Standards.

[4] Includes savings from the Palm Desert Partnership program.

### Footnote 1

SCE refined its existing program offerings and developed new offerings as appropriate to continue delivering measurable energy savings results throughout the portfolio. The following programs and program strategies were successfully implemented during the past year, and contributed greatly to the portfolio energy savings results:

### Appliance Recycling Program

In 2007, the Appliance Recycling Program achieved significant energy savings and made a substantial contribution to the total energy savings results. The program worked with retailers by strategically placing point of sale materials in stores selling refrigerators and freezers. The program also leveraged with other Energy Efficiency Partnership program activities and outreach events, such as “Pick-Up Day Events.” The program’s marketing plan continued to educate customers on the cost associated with older refrigerators and freezers and focused on the environmental benefits associated with the program, as well. Operationally, the program introduced a new real-time

<sup>1</sup> The data shown in this annual report is based on SCE’s modified ex-ante savings, adjusted for actual installations, and has not been verified through ex-post impact analysis by the CPUC.

software/PDA hardware technology which, over the long run, was expected to improve productivity and increase customer satisfaction.

### **Residential Energy Efficiency Incentive Program – Residential Upstream Lighting Program**

In 2007, the Residential Lighting Incentive Program delivered considerable energy savings results. The program's success is attributed to two primary causes: 1) favorable market conditions and demand for the program's products; and 2) SCE increased the program's incentive budget by funneling additional funding from other incentive programs that could not spend their entire incentive budgets, thereby increasing this program's budget and capitalizing on market demand. Additional strategies included working with manufactures and retailers who applied time-tested methods of in-store displays and promotions at no cost to SCE, pursuant to program requirements, selecting and publishing incentive levels to achieve high sales volumes in a cost-effective manner, allowing manufactures to bid lower per-unit incentives than published dollar amounts combined with responsiveness by manufacturers to do so. Product quality control efforts were developed such as participation in P.E.A.R.L. off-the-shelf testing, sample testing by SCE. SCE also applied influence on manufacturers to produce longer lasting products with better light and variety.

### **Business Incentives & Services – Express Efficiency**

In 2007, the Express Efficiency component of the Business Incentives & Services Program, made substantial contributions to the 2007 energy savings results exceeding its goal by 28%. Some examples of this success were achieved by participating in numerous outreach events and educating customers and vendors. The program added measures in Lighting and Food Service, which helped increase customer participation. Additional strategies included the collaboration of the Express Program Management Team collaboration with the statewide team (Energy Star, PG&E, SDG&E and SoCalGas). Vendors and SCE Account Executives also helped identify new energy savings opportunities and overcame market barriers.

### **Nonresidential Direct Installation**

In 2007, the Nonresidential Direct Installation program worked extensively with the program implementer to proactively provide tools and resources that would bolster program participation. In particular, strategies included providing weekly list of target customers to the contractors which were used in conjunction with expansive marketing efforts which focused on a face-to-face approach to program promotion. The program's marketing plan also included providing language appropriate brochures and flyers where applicable.

**Standard Performance Contract**

In 2007, SPC exceeded its goals both in kWh and kW. SPC has performed well as an energy efficiency program and will continue to have a significant impact on energy efficiency goals. To ensure future success of the program, new strategies were implemented to increase participation. SCE allowed additional measures into the program to offer participants greater flexibility and more opportunity to receive incentives. We also increased customer site cap from \$350,000 to \$2,400,000 to be closer aligned with the energy savings we capture through the project.

During 2007, the following programs were dropped from the portfolio

Program Name	Reason for Cancellation
Low Pressure R.O.	The Low pressure RO program was canceled in 2007 due to terms of contract not being met. Adequate resources were not devoted to the program and because the market worked differently than originally envisioned and proposed. Even after attempts to put the program back on track with a recovery plan that was agreed to in October, 2006, Contractor still failed to meet most agreed upon delivery dates. Additionally, the original plan did not anticipate that many of the RO systems were not owned by the customer, but rather the service companies, and as a result, the hurdles to successfully transform this market were significantly greater than planned.
Lights for Learning	The Lights for Learning program was canceled in 2007 due to program not meeting performance goals. Implementers proposed very aggressive goals based on market response in other states that were not met. The low program participation was attributed to not having a local point of contact, and school fundraiser calendars set-up almost one year in advance. In result of low program participation, few CFLs were sold at fundraisers, which negatively impacted the program from achieving energy savings.

SCE’s portfolio relies on a mix of proven program designs, and constantly seeks opportunities to expand strategies to have greater outreach and long-term sustainability. SCE will continue to meet with Commission’s portfolio goals in 2008 by monitoring program progress, demonstrating and deploying, through these programs, best practices, and innovative planning that identifies, creates and optimizes energy savings and demand reduction opportunities.

## SECTION 2

# EMISSION REDUCTIONS

Table 2

<b>Table 2:</b> <i>Environmental Impacts</i>								
Annual Results [1]	Annual tons of CO2 avoided	Lifecycle tons of CO2 avoided	Annual tons of NOx avoided	Lifecycle tons of NOx avoided	Annual tons of SOx avoided [2]	Lifecycle tons of SOx avoided [2]	Annual tons of PM10 avoided	Lifecycle tons of PM10 avoided
<b>2007 Portfolio Targets [3]</b>	658,409	6,314,374	90	857	-	-	42	405
<b>2007 Total</b>	883,141	8,005,146	120	1,073	-	-	57	515

[1] Environmental impacts do not include those attributed to Low Income Energy Efficiency or Pre-2006 Codes and Standards.

[2] The avoided SOX reductions are not calculated in the E3 calculator. It was determined by E3 that none of the IOUs use coal power on the margin and the energy efficiency savings have impact on the margin only. This is the basis for the E3 analysis as reviewed by all interested parties and approved by the Commission.

[3] 2006 - 2008 targets were filed with the Commission as part of SCE's Compliance Filing, dated January 6, 2006, and adopted by the Commission on April 18, 2006.

## Footnote 2

Programs and program strategies that were successfully implemented during the past year that contributed to the emissions reductions reported in the table above.

SCE embraces the fact that energy efficiency is the utility sector's first and most cost-effective response to global climate change and we are firmly committed to making major contributions to California's climate change commitments. The Commission has mandated that the utilities report their results using the E3 Calculator tool. This tool includes many imbedded calculations, such as avoided costs and emission factors, all of which have been approved by the Commission. Pursuant to the Commission's authorization to use the E3 Calculator tool, SCE entered its results into the E3 Calculator and determined the amount of emission reductions attributed to the successful implementation of the 2007 portfolio of energy efficiency programs. These results are shown in the table above.

<sup>2</sup> The data shown in this annual report is based on SCE's modified ex-ante savings, adjusted for actual installations, and has not been verified through ex-post impact analysis by the CPUC.



Brief explanation of the assumptions used in the calculation, i.e., the emission rate used, gas combustion type, net-to-gross.

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The environmental benefits (annual and lifecycle CO<sub>2</sub>, NO<sub>x</sub>, and PM<sub>10</sub> reductions) in this document are pursuant to the values adopted in D.05-04-024 (Avoided Costs Decision), as developed by Energy and Environmental Economics, Inc. (E3) and produced in their 2004 Report.

E3 calculated the avoided environmental cost, or emissions costs, as the sum of NO<sub>x</sub>, PM<sub>10</sub>, and carbon emissions (CO<sub>2</sub>) costs, increased by marginal energy losses for each TOU period. E3 estimated the emissions avoided cost streams by multiplying the costs per pollutant (on a yearly basis) by the emission rate (per hour of the year). The emissions costs vary by voltage level, hour, and year.

- The NO<sub>x</sub> costs (\$/MWh) are based on California offset prices generators must pay for NO<sub>x</sub> emissions, and the estimated emission rate of NO<sub>x</sub> at the implied heat rate of the market price. The NO<sub>x</sub> cost per MWh of energy saved at the customer site is increased by the incremental energy losses in each TOU period between the end use and the bulk system. In Period 1, when the forward market prices of electricity are based on NYMEX forward market prices, we assume that these prices already include the cost of NO<sub>x</sub> emissions so this value is equal to zero in Period 1.
- The PM<sub>10</sub> costs (\$/MWh) are computed similarly to the NO<sub>x</sub> costs, with the emission cost based on the California PM<sub>10</sub> market prices and the estimated rates of emissions by the implied heat rate. The PM<sub>10</sub> costs are also assumed to be included in the NYMEX forward market prices.
- The CO<sub>2</sub> costs (\$/MWh) are an estimate of avoided costs for reduction in CO<sub>2</sub> per MWh saved at the customer site. Currently there is no requirement to purchase CO<sub>2</sub> offsets in California so the avoided cost of the CO<sub>2</sub> emissions is based on prices in other markets.

The environmental benefits utilized in the cost-effectiveness analysis of the programs herein are only applicable to the appropriate reporting of energy efficiency programs for 2006-2008. The factors utilized in the development of these environmental benefits were agreed to specifically to reflect an appropriate and approximate value for the

reduced energy savings due to energy efficiency programs. As such, these environmental benefits should not be used in any other context and should also be reviewed for future use in energy efficiency program planning and evaluation.

The emission reduction values for SO<sub>x</sub> are not included in the environmental benefits (annual or lifecycle) in this document; as such values were not included in D.05-04-024 (Avoided Costs Decision), as developed by E3 and produced in their 2004 Report.

Emission reductions are directly related to the net energy savings derived from the energy efficiency portfolio. As such, the emissions reductions reported herein reflect the net energy reductions also reported in this report.

How these numbers are consistent with the current developments in the Green House Gas Proceeding currently open before the Commission or its successor proceeding (R.06-04-009).

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The environmental benefits utilized in the cost-effectiveness analysis of the programs herein are as adopted for the energy efficiency programs only and are currently applicable to the appropriate reporting of energy efficiency programs for 2006-2008. The factors utilized in the development of these environmental benefits were agreed to specifically reflect an appropriate and approximate value for the reduced energy savings due to energy efficiency programs. As such, these environmental benefits should not be used in any other context and should also be reviewed for future use in energy efficiency program planning and evaluation.

## SECTION 3 EXPENDITURES

Table 3

<b>Table 3:</b>				
<i>Expenditures</i>				
	<b>Adopted Program Budget (3 - Yr)</b>	<b>Cumulative Annual Expenditures</b>	<b>Percent of Portfolio Budget (3-yr)</b>	<b>Percent of Total Annual Expenditures</b>
<b>Summary of Portfolio Expenditures</b>				
<b>Total Portfolio Expenditures</b>				
Administrative Costs		\$ 17,976,556	2.66%	7.03%
Marketing/ Advertising/ Outreach Costs		\$ 37,294,760	5.53%	14.59%
Direct Implementation Costs		\$ 200,337,015	29.69%	78.38%
<b>Total Portfolio Expenditures</b>	<b>\$ 674,832,000</b>	<b>\$ 255,608,331</b>	<b>37.88%</b>	<b>100.00%</b>
<i>Total Competitive Bid Program Expenditures (sub-component of portfolio)</i>				
Administrative Costs		-		
Marketing/ Advertising/ Outreach Costs		-		
Direct Implementation Costs		90,196,195	13.37%	35.29%
<b>Total Competitive Bid Program Expenditures</b>	<b>\$ 235,898,968</b>	<b>90,196,195</b>	<b>13.37%</b>	<b>35.29%</b>
<i>Total Partnership Program Expenditures (sub-component of portfolio)</i>				
Administrative Costs		1,527,873	0.23%	0.60%
Marketing/ Advertising/ Outreach Costs		349,892	0.05%	0.14%
Direct Implementation Costs		11,701,735	1.73%	4.58%
<b>Total Partnership Program Expenditures</b>	<b>\$ 44,239,053</b>	<b>13,579,500</b>	<b>2.01%</b>	<b>5.31%</b>
<b>Total EM&amp;V Expenditures</b>				
EM&V IOU		\$ 2,366,989	4.40%	65.44%
EM&V JOINT STAFF		\$ 1,250,106	2.32%	34.56%
<b>Total EM&amp;V Expenditures</b>	<b>\$ 53,800,240</b>	<b>\$ 3,617,095</b>	<b>6.72%</b>	<b>100.00%</b>

Footnote 3

<sup>3</sup> The data shown in this annual report is based on SCE's modified ex-ante savings, adjusted for actual installations, and has not been verified through ex-post impact analysis by the CPUC.

Description of SCE's Partnership programs that were included in the portfolio in the past year:

Partnership Name	Program Description
Local Government Energy Action Resources	Local Government Energy Action Resources program (LGEAR) optimizes the opportunities for jurisdictions and their communities to work toward the common goal of achieving short and long-term energy savings, reduced utility bills, and an enhanced level of comfort in municipal and commercial buildings as well as homes. Partners are offered technical assistance to overcome barriers to energy efficiency. In return they leverage their communications infrastructure to provide information to businesses and residents on utility programs to save energy, save money and the environment. Partnering communities funnel existing energy programs and do not offer direct incentives or rebates. One of the major benefits to partners is the opportunity to provide environmental stewardship and leadership to their communities in the wise use of scarce energy resources.
Mammoth Lakes Partnership (LGEAR Partnership)	The Mammoth Lakes partnership implements the LGEAR concept working with the Town of Mammoth. Works with partners to identify and respond to the energy needs of the town and funnel programs as appropriate.
Ridgecrest Partnership (LGEAR Partnership)	The Ridgecrest partnership implements the LGEAR concept with the City of Ridgecrest. The program works with partners to identify and respond to the energy needs of the City and funnel programs as appropriate.
Ventura County Partnership	The partnership finds new opportunities for providing energy efficiency services to public agencies and community asset organizations within the region through in-depth technical assistance and project implementation support. In addition, the program offers an energy resource center, energy education, and training and outreach events.
South Bay Partnership (South Bay Cities of Council of Governments (SBCCOG))	The South Bay Partnership optimizes the opportunities for the fifteen local governments of the South Bay and their communities to work toward the common goal of achieving short-and long-term energy savings, reduced utility bills, and an enhanced level of comfort in municipal and commercial buildings as well as homes. The program offers an energy center, education and training, promotion and outreach.

Partnership Name	Program Description
Bakersfield and Kern County Partnership	The Bakersfield and Kern County Energy Watch Partnership was designed to achieve immediate, long-term peak energy and demand savings, and establish a permanent framework for sustainable, long-term, comprehensive energy management programs. Additionally, the program sets the foundation for sustainability and best practices for the partnership's participating jurisdictions and customers. The program features incentives for retrofit of county facilities, small business and residential direct install, as well as education, training and outreach.
Santa Barbara Partnership (South Coast Energy Efficiency Partnership)	The Santa Barbara Partnership assists and facilitates residents and businesses and other city and county government officials in understanding, managing, and reducing their energy use and costs, and positions the partners as leaders in the region in energy management practices. Although this program was filed separately, it follows the LGEAR model providing technical assistance to partners and funnels the existing portfolio of energy programs.
Community Efficiency Partnership (Non-resource/Resource)	CEP is a demonstration program modeling how an effective city government and utility relationship can generate real and sustained energy savings through direct measures, educational curricula, community awareness efforts, efficient product distributions, and promotions to residential and small commercial customers. It is purposely broad and is a continually evolving set of initiatives in the partner communities to raise awareness about energy efficiency.
San Gabriel Valley Energy Wise Partnership	The San Gabriel Partnership is a continually evolving set of initiatives in the partner communities that raises awareness about efficiency, and gets efficient products into the homes and small businesses. It is purposefully broad and includes education, training, marketing and outreach, and efficient product distributions and promotions. The program provides incentives for energy efficiency retrofits of municipal facilities and also works to funnel the existing portfolio of energy programs.

Partnership Name	Program Description
Santa Ana Partnership	The Santa Ana Partnership implements the LGEAR concept with the City of Santa Ana. The program works with partners to identify and respond to the energy needs of the town and funnel programs as appropriate. In addition to implementing the LGEAR concept, the City of Santa Ana was chosen to pilot the Energy Leader Model for the 2009-11 program cycle. The new Energy Leader Model is a standardized approach for all Local Government partnerships encouraging municipal facility retrofits and community outreach.
Palm Desert Partnership Demonstration Project	The Palm Desert Partnership Program is a fully resourced energy efficiency program with its own unique set of measures, incentive amounts, and goals. This program seeks to achieve maximum energy and demand savings through the combined efforts of the City of Palm Desert, The Energy Coalition, SCG and SCE. Aggressive goals of 30% reductions in energy usage and demand have been established. In addition to these quantifiable goals, the purpose of this partnership is to establish a model for other communities to replicate.
Federal Direct Install	Federal Energy Efficiency Direct Install Initiative has a focus on the installation of energy efficiency measures into previously hard to reach Federal sector commercial and residential areas.
California Community Colleges Partnership	The CCC/IOU Partnership Program includes the implementation of retrofits, New Construction, and Retro-Commissioning (RCx)/Monitoring-Based Commissioning (MBCx) projects. The Program also focuses its efforts on Training and Education, which will expand existing vocational education programs, while training faculty and staff on best practices on energy efficient technology implementation and energy management.
California Department of Corrections and Rehabilitation Partnership	The CDCR/IOU Partnership consists of several components, which include Retrofits, New Construction, and Retro-Commissioning projects. The partnership focuses on training and education, which provide information on best practices for energy efficiency management and conservation, which targets not only the maintenance and operations staff but also on the wardens and other end-users at each of the facilities.

Partnership Name	Program Description
SCE-SCG County of Los Angeles Partnership	This partnership continues to achieve immediate electric and gas energy savings and peak demand reduction at county facilities. These energy savings are being accomplished by applying the retro-commissioning (RCx) processes that will result in the implementation of recommended energy efficiency measures to optimize the operation of HVAC and Lighting systems in each building.
County of Riverside Partnership	The County of Riverside partnership program aims to deliver immediate electric and gas energy savings and peak demand reduction in Riverside County facilities. These energy savings will be accomplished by implementing retrofit and modernization projects utilizing SCE's traditional programs such as Standard Performance Contract (SPC), Savings by Design and will also include a pilot Retro-Commissioning (RCx) project in one of the counties' buildings.
UC-CSU Partnership	The UC and CSU systems consume vast quantities of energy and, as a combined entity, make up a significant portion of both electric and natural gas in the State of California. They are large, complex organizations with a broad set of goals, stakeholders, processes and constituencies. They are diverse from a geographic, climate, and operational needs standpoint, and with this size and diversity also comes a considerable opportunity to save energy use and cost on a scale that is meaningful to the IOUs and to California. The UC/CSU/IOU Energy Efficiency Partnership program is designed to meet these challenges.
State of California Partnership (formerly Department of General Services Partnership)	The State of California (State) and Investor-Owned Utility (IOU) Partnership was created to assist the State in reducing the amount of energy it purchases off the electrical grid by 20 percent by the year 2015, as required by Governor Schwarzenegger's Green Building Initiative (GBI). The State/IOU Partnership maximizes the limited budget dollars that State agencies can apply toward energy efficiency efforts.

Description of the programs that were selected as part of the competitive bid process required by the Commission, as well as an assessment of how the portfolio is meeting the requirement that 20% of the portfolio budget be set aside for competitive bid solicitations.

As of the end of 2007, over 35 percent of SCE's portfolio 2006-08 portfolio was comprised of programs that were procured through a competitively bid solicitation.

In 2007 SCE selected additional third party-implemented IDEEA and InDEE programs. They are the following:

2007 IDEEA/InDEE Program Name	Program Description
CHEER Campus housing EE Retrofitting/Retro-commissioning	Program focuses on reducing campus-housing energy costs in common dormitory areas and dining facilities as well as in individual student rooms. Additionally, the program will offer educational services and energy savings through the implementation of hardware provided through energy efficiency retrofits, retro-commissioning, and building tune-up services.
Energy Efficiency Program for Entertainment Centers	Program focuses on reducing movie theaters HVAC load by utilizing a pre-programmed controller that operates the economizer based on temperature and CO2 inputs on existing HVAC units that reduce cooling requirements in low/no use theatre units.
Hospitality Energy Efficiency Program (HEEP)	Program targets hospital-associated medical office buildings that do not require Office of Statewide Health Planning and Development (OSHPD) approval, however, OSHPD approval-required projects will be passed along to other SCE programs. Program participants include Kaiser Permanente, Providence Healthcare and Services, Catholic Healthcare West, St. Joseph's and other rural hospital facilities. HFEEP is a partnership between Intergy Corporation (Intergy), Energy Management Systems (EMS), California Hospital Association (CHA), and the California Society for Healthcare Engineering (CSHE).
Modernization and New Construction Efficiency Enhancement Program for Schools	Program is designed to leverage a window of opportunity to increase the energy performance of new and modernized school buildings. Using the DSA review and approval process to identify potential energy-saving design modification opportunities and intervene during a time in the process where changes to building project drawings normally occur. The program will utilize DSA staff to flag and refer projects that just marginally exceed the energy code to an automatic plan review technical assistance team who will review the project and provide suggestions for cost-effective improvements.
The Lighting Energy Efficiency PAR 38/30 CFL (LEEP38/30 CFL) Program	Program provides for the installation of a) new Aluminum PAR 38 CFLs (23 watts) to replace Halogen PAR 38 lights (90 watts) and b) new Aluminum PAR 30 CFLs (15 watts) to replace PAR 30 lights (65 watts). Customer contribution will be required and if requested by customer, financing will be available. The Program will introduce the retail sector to this technology through its relationship with Retex. Retex, the nation's largest, not-for-profit, retail buying consortium; 2,400 retail members; including Ann Taylor, Bebe, Brookstone Company, Inc., The Gap, Inc., General Nutrition Centers, Inc., Goody's Family Clothing, and J. Crew, Inc.



2007 IDEEA/InDEE Program Name	Program Description
Transforming the Market for New Energy Star Manufactured (Mobile) Homes	Program will move new manufactured homes built in SCE's service area from what is current HUD standard construction to high performance Energy Star levels and reduce installed cooling equipment capacity by the strategic application of incentives. An educational and outreach program is also part of the proposed effort. HUD Standards are less restrictive than the California Energy Code. MHRA and Energy Star certifiers will inspect and field check homes for compliances.
Escalator PowerGenius™ Program	Program promotes energy efficiency in commercial establishments through installation of a controller (PowerGenius™) that adjusts the energy consumption of escalator motors based on real-time loading conditions.
Grocery Area Energy Network (GAEN)	Program focuses on reducing energy costs in grocery stores through the implementation of Cold Cathode fluorescent cooler/freezer case lighting fixtures and controls for frame door anti-sweat heaters. Additional objectives that will be achieved independent of the energy savings are collection of market and technical data necessary to perform a limited test of a wireless network to sense and control the grocery store environment and selected electrical devices via the Internet.
Plugging the Consumer Electronics Gap	Program focuses on promoting high efficiency computer monitors and will provide midstream rebates to major consumer electronic retailers that sell monitors (i.e. Best Buy, Circuit City, Wal-Mart, etc.).

Review of any problems encountered with either the partnerships or competitive bid programs during the past year.

The following are issues and concerns that were observed during the implementation of partnership programs. Resolution of these issues may facilitate in successful program implementation.

- Greater consistency among local government partnerships would help to facilitate effective management processes and provide for more dependable and tangible energy savings results. It will be important to increase consistency of processes while still addressing the unique needs of each partner.
- Government and institution partners' budget cycle inconsistent with utility program cycle. Due to difference in budget cycle, it is difficult to engage the partners in projects to capture savings on an annual basis. For any given program year, the G&I partner will have six months to develop and implement the project that can attribute the energy savings to the annual program goal.

- Lack of mechanism to keep incentives and cost savings dollars within the sponsoring departments and/or agencies affected department decisions to invest in energy efficiency improvements. Incentive dollars received go back to general fund. Cost savings benefits are realized during the following year's budget allocation. On-Bill Financing (OBF) will address some of the cost savings element. OBF will provide the government and institutional entities with funds at zero interest to invest in energy efficiency and the department may directly receive benefits through reduction in energy consumption and in energy cost for their department. SCE will continue to work with the government and institutional entities to find creative solutions for the department that sponsored the project to retain the incentive dollars.

Competitive bid programs encountered certain problems in the solicitation and implementation phases. For the most part the problems were manageable and had a resolution that was accepted by the bidders and/or the scoring staff.

- Problem: Program bidders want to decrease their burden of research to determine SCE's EE program portfolio for the bidder's perceived gaps in market or customer segments served, program delivery models, incentive/rebate structure, technologies utilized or measure combinations, etc.
- Solution: Publish a list of known gaps in SCE's energy efficiency program portfolio so that bidders may design their proposals accordingly. Conversely, program planners have elected to not provide information on SCE's program portfolio gaps. Instead, planners have developed the policy of filling such perceived or actual gaps when they are determined. That said, certain past IDEEA programs, marketing and delivery methods, and technologies have been adopted in SCE's mainstream EE portfolio of proven and reliable programs. In one case, the implementation contractor was brought forward with the IDEEA program intact. In another, the technology was adopted by the statewide Express Efficiency Program. In yet another example, the target market and market approach were carried forward, but the implementation contractor was replaced by another third party implementer.
- Problem: SCE staff members want to decrease their burden of evaluating and scoring too many Stage II proposals.
- Solution: Program planners enacted still more Stage I criteria, which further reduced the number of Stage 2 proposals.
- Problem: Purchase order documents including the scope of work took too long to prepare. The reason for the lengthy preparation period was that the request for

proposal and bidder response was not aligned with the SCE purchase order and scope of work formats.

- Solution: The remedy involved revising the request for proposal format to allow the bidders' response to drop directly into the purchase order scope of work document format.

**SECTION 4**  
**COST EFFECTIVENESS**

Table 4

Table 4: Cost Effectiveness									
Annual Results	Total Cost to Billpayers (TRC)	Total Savings to Billpayers (TRC)	Net Benefits to Billpayers (TRC)	TRC Ratio	Total PAC Cost	PAC Ratio	PAC Cost per kW Saved (\$/kW) [2]	PAC Cost per kWh Saved (\$/kWh)	PAC Cost per therm Saved (\$/therm)
<b>2006 - 2008</b>									
Targets [1]	\$ 847,080,952	\$ 2,017,154,483	\$ 1,170,073,531	2.38	\$ 639,333,514	3.16	-	0.03 cents/kWh	\$0.00 /therm
<b>2007 TOTAL</b>	\$ 447,394,851	\$ 875,820,626	\$ 453,125,775	1.96	\$ 262,713,329	3.33	-	0.03 cents/kWh	\$0.00 /therm

[1] 2006 - 2008 targets were filed with the Commission as part of SCE's Compliance Filing, dated January 6, 2006, and adopted by the Commission on April 18, 2006.

[2] The adopted avoided cost methodology does not provide information to provide a meaningful value for PAC Cost per kW saved. The adopted avoided cost methodology created kWh costs values that vary for each hour of the year that includes kW generation capacity costs. The current PAC Cost per kWh saved includes all ratepayer financial costs incurred in producing electric savings. The same costs would have to be reallocated if a PAC Cost per kW saved were presented. Additionally, the current approved E3 Calculator does not have the capability to calculate discounted kW, nor is it clear whether an annualized cost per kW saved or total cost per kW saved is more useful.

Footnote 4

Description of what each metric means in terms of the overall portfolio's progress in producing net resource benefits for California's ratepayers.

The Total Resource Cost Test (TRC) measures the net benefits of a program as a resource versus the participants' costs and program administration costs. TRC Net Benefits (Net Rbn) are the subtraction of the Total TRC costs from the Total Resource Benefits. The Total Resource Benefit, Net is a measure of the total resource benefits from a measure or program, as derived by multiplying the energy savings by the appropriate avoided costs and reduced by the net-to-gross ratio. Total TRC Costs shown in the tables include the sum of the Total Administrative Costs and the Incremental Measure or Participant Cost. The TRC costs also represent the charges to the TRC test mode in Decision 07-09-043.

The Program Administrator Cost Test (PAC) measures the net benefits of a program as a resource versus the total program costs, including both the program incentive and program administration costs. PAC Net Benefits are the subtraction of the Total PAC costs from the Total Resource Benefits, Net (RBn). The Total Resource Benefit, Net is a

<sup>4</sup> The data shown in this annual report is based on SCE's modified ex-ante savings, adjusted for actual installations, and has not been verified through ex-post impact analysis by the CPUC.

measure of the total resource benefits from a measure or program, as derived by multiplying the energy savings by the appropriate avoided costs and reduced by the net-to-gross ratio. Total PAC Costs shown in the tables include the sum of the Total Administrative Costs and the Program Incentive costs.

Brief explanation of the assumptions used in the calculation, i.e., incremental measure costs used, how rebates (transfers) were applied.

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The cost-effectiveness tables provided in this report reflect a summary of the cost-effectiveness calculations developed for each of the 2007 programs. These tables provide energy savings and program costs associated with costs expended in 2007.

Pursuant to Policy Rule IV.11., to the extent possible, the assumptions that are used to estimate load impacts (e.g., kWh and kW savings per unit, program net-to-gross ratios, incremental measure costs and useful lives) in the calculation of the TRC and PAC tests are taken from the Database for Energy Efficiency Resources (DEER). For measures where the required load impacts for cost-effectiveness test inputs were not available in DEER, documentation supporting the inclusion of new information from alternate sources is utilized.

### Units (Number and Definition)

Estimates of the unit counts are displayed as collected in program tracking databases during 2007. The definition of the unit is tailored to the specifications of the individual measure(s) offered in the program.

### Energy and Capacity Savings (per unit and Total)

The annual program energy and capacity reductions are derived from ex ante estimates of energy and capacity savings. Annual program energy and capacity reduction estimates for the programs are the result of a summation of measure-level savings from the measures installed as a result of the 2007 programs. The measure-level savings information used to calculate the 2007 program results are based upon the latest energy and capacity savings data available for the particular measure(s), including ex post measurement studies, historical program results, and engineering estimates.

The gross amounts of the annual energy and capacity savings are reduced by appropriate net-to-gross ratios for the particular measure or end-use and extended through their useful lives by the appropriate effective useful life estimates (see more information in Net-to-Gross and Effective Useful Life sections below).

For all of the tables presented in this report, SCE has presented the capacity savings based upon the estimated on-peak savings. Thus, the total capacity savings of each measure has been reduced to show only the applicable percentage of savings that fall in the defined on-peak period for the particular measure. All energy savings results are a total of the savings across all time periods.

### Net-to-Gross Ratio

Gross energy savings are considered to be the savings in energy and demand seen by the participant at the meter. Net savings are assumed to be the savings that are attributable to the program. That is, net savings are gross savings minus those changes in energy use and demand that would have happened even in the absence of the program (free riders). The net-to-gross ratio is a factor that is applied to gross program load impacts to convert them into net program load impacts. This factor is also used to convert gross measure costs into net measure costs.

Each of the Net-to-Gross ratios utilized in the report are set at the levels recommended as previously provided in SCE's 2006-08 compliance filing, or as updated in workpapers.

### Effective Useful Life

The Effective Useful Life is the length of time (years) for which the load impacts of an energy efficiency measure are expected to last.

### Incremental Measure Cost (per unit and Total)

These costs generally represent the incremental costs of energy efficiency measures over the standard replacement measures. The gross amounts of these costs are reduced by appropriate net-to-gross ratios for the particular measure or end-use. SCE's incremental measure costs are typically derived from the latest measure cost study. In certain cases a measure that is offered in this cycle does not appear in the latest measure cost study. In such cases, information is provided in workpapers.

### Program Incentive Cost (per unit and Total)

Incentive costs are estimates of the incentives to be paid to customers during 2007. The incentive cost totals are based upon the per unit incentive costs paid to the customer multiplied by the total number of units.

### Program Administrative Cost

Program administrative costs include all expenditures directly charged to the program with the exception of incentive costs. The administrative costs consist of allocated administrative, labor, non-labor (i.e., material and other), and contract labor cost.

Labor costs consist of SCE labor charges that are directly charged to the program. These costs include salaries and expenses of SCE employees engaged in developing energy efficient marketing strategies, plans, and programs; developing program implementation procedures; reporting, monitoring, and evaluating systems. Costs reflect actual costs incurred in 2007 in support of the programs.

Non-labor costs include materials and other miscellaneous costs charged directly to the program. These costs include items such as booklets, brochures, promotions, training, membership dues, postage, telephone, supplies, printing/photocopying services, and computer support services.

Contract labor costs consist of contract employees and consultant labor charges that are directly charged to the program. These costs include salaries and expenses of contract employees and consultants engaged in developing energy efficient marketing strategies, plans, and programs; developing program implementation procedures; reporting, monitoring, and evaluating systems.

Allocated administrative costs represent those for building lease and maintenance costs and management oversight expenditures.

How these numbers are consistent with the instructions provided by Commission in the avoided costs proceeding, R.04-04-025, particularly D.06-06-063 and the December 21, 2006 ALJ Ruling.

---

The tables provided in this report include modifications to the cost-effectiveness calculators pursuant to the direction the Energy Efficiency Policy Manual, the avoided costs rulemaking (R.04-04-025), and recent Decisions related to energy efficiency cost-effectiveness, including D.06-06-063 and D.07-09-043.



**SECTION 5**  
**BILL PAYER IMPACTS**

Table 5

<b>Table 5:</b> <i>Ratepayer Impacts</i>				
<b>2007</b>	<b>Electric Average Rate (Res and Non-Res) \$/kWh</b>	<b>Gas Average Rate (Core and Non-Core) \$/therm</b>	<b>Average First Year Bill Savings (\$)</b>	<b>Average Lifecycle Bill Savings (\$)</b>
SCE	\$0.139	\$0.000	\$ 226.50	\$ 1,951.52

Notes:

SCE's average rate for bundled-service customers is 13.9 cents per kWh (Source: Form 10-K, Southern California Edison, February 27, 2008).

Footnote 5

Explanation of the impact of the energy efficiency activities on customer bills relative to the level without the energy efficiency programs.

The energy efficiency programs have increase bills up front, as funds are collected to fund the energy efficiency programs. The totaled amount would be equivalent to the expenditures reported in this report. However, upon implementation, the programs lead to lower energy usage due to improvements in energy efficiency by customers and subsequent reductions in participant bills. In the long term all users will benefit through reductions in the avoided costs of energy. The tables provided above show the bill impacts of participating customers from 2007.

<sup>5</sup> The data shown in this annual report is based on SCE's modified ex-ante savings, adjusted for actual installations, and has not been verified through ex-post impact analysis by the CPUC.

Brief explanation of the assumptions used in the calculation.

---

The bill impacts included in this report reflect the net impact on bills, accounting for the benefits of the programs. The overall impact of SCE's programs is that customer bills will decrease relative to the level without the energy efficiency programs.

The following methodology was utilized for the calculation of bill impacts resulting from the 2006-2008 energy efficiency portfolio to date:

The calculation methodology for determining the average first year bill savings utilizes the total net energy savings per year multiplied by the average rate denominated in kWh. The product of these numbers results in a total bill savings for all program participants.

Similarly, the calculation methodology for determining the average lifecycle bill savings utilizes the total lifecycle net energy savings multiplied by the average rate denominated in kWh. The product of these numbers results in a total bill savings for all program participants.

## SECTION 6

### GREEN BUILDING INITIATIVE

Table 6

<b>Table 6 :</b> <i>Green Building Initiative</i>										
	<b>GWH</b>				<b>MW</b>			<b>MMTh</b>		
	Expenditures [1]	Goal [2]	Annual	% of Goal	Goal [2]	Annual	% of Goal	Goal	Annual	% of Goal
<b>SCE</b>	\$ 109,274,931	1,166	521	45%	292	104	36%	-	-	-

[1] Expenditures reflect incentive payments for 2006-2007 installations only.

[2] GBI goal is the 2006-08 SCE target, which SCE filed with the Commission in the *Joint Utilities Revised Report Comparing Best Estimates Of Forecasted Savings Over The 2006-2008 Energy Efficiency Program Cycle With The 20% Reduction Goal Of The Green Building Initiative*, dated July 6, 2006.

Footnote 6

The following programs contributed to the 2007 GBI savings:

- Business Incentives & Services Program
- Industrial Energy Efficiency Program
- Agricultural Energy Efficiency Program
- Retro-Commissioning (RCx) Program
- Comprehensive HVAC Program
- Nonresidential Direct Installation Program
- Savings By Design Program
- California Community Colleges Program
- SCE-SCG County of Los Angeles Partnership Program
- UC-CSU-PG&E-SCE-SoCalGas-SDG&E Partnership Program
- Ventura Partnership Program
- Bakersfield/Kern County Partnership Program

<sup>6</sup> The data shown in this annual report is based SCE's modified ex-ante savings, adjusted for actual installations, and has not been verified through ex-post impact analysis by the CPUC.

- Community Energy Partnership Program
- San Gabriel Valley Energy Efficiency Partnership Program
- State of California Partnership Program
- Palm Desert Partnership Program
- Federal Direct Install Initiative Program
- MAP Energy Efficiency Program
- CA Preschool Energy Efficiency Program (CPEEP)
- Lighting Energy Efficiency with Demand Response Program (LEEDR)
- 80 Plus Program
- Energy Efficiency Demand Response Flex Program (EE/DR Flex)
- Escalator PowerGenius Program
- Grocery Area Network Program
- Campus Housing Energy Efficiency Program
- Healthcare Energy Efficiency Program
- The Lighting Energy Efficiency PAR 30/38 CFL Program
- Demand Response Emerging Technologies Program
- Energy Efficiency Program for Entertainment Centers Program

Assessment of the status of the portfolio's progress in meeting GBI goals.

---

SCE successfully implemented its energy efficiency programs in 2007 and is on its way to achieve the goals established for the Governor's Green Building Initiative. These goals for the 2006-08 program cycle were filed with the Commission on July 6, 2006. Joint Utilities Revised Report Comparing Best Estimates Of Forecasted Savings Over The 2006-2008 Energy Efficiency Program Cycle With The 20% Reduction Goal Of The Green Building Initiative. The table above illustrates the progress that SCE has achieved in terms of meeting the goals.

**SECTION 7**

**SHAREHOLDER PERFORMANCE INCENTIVES**

**Summary**

---

The 2006-2008 shareholder performance incentive was established in D.07-09-043 and modified by D.08-01-042. On August 15, 2008, the IOUs submitted a Petition for Modification for both of those decisions.

The IOUs requested that in instances where Energy Division has not met the established schedule for the completion of the verification reports used to validate interim claims, the Commission authorize interim incentive payments based on utility submitted savings reports. D.08-12-059 granted, in part, the Petition for Modification by authorizing SCE an interim incentive reward of \$24.7 million for 2006 and 2007 (D.08-12-059, Ordering Paragraph 5).

## SECTION 8

### SAVINGS BY END-USE

Table 8

<b>Table 8:</b>						
<i>Annual Savings By End-Use</i>						
<b>2007</b>	<b>GWH</b>	<b>% of Total</b>	<b>MW</b>	<b>% of Total</b>	<b>MMTh</b>	<b>% of Total</b>
<b>Residential</b>	<b>1,099</b>	<b>67.45%</b>	<b>158</b>	<b>59.11%</b>		
Appliances	-	0.00%	-	0.00%		
Consumer Electronics	0	0.01%	0	0.00%		
Cooking Appliances	-	0.00%	-	0.00%		
HVAC	16	0.95%	12	4.39%		
Lighting	1,016	62.35%	132	49.21%		
Pool Pump	2	0.13%	0	0.19%		
Refrigeration	61	3.72%	12	4.38%		
Water Heating	0	0.01%	0	0.01%		
Other	5	0.28%	2	0.93%		
<b>Nonresidential</b>	<b>460</b>	<b>28.24%</b>	<b>92</b>	<b>34.32%</b>		
HVAC	71	4.34%	27	9.94%		
Lighting	187	11.49%	32	12.11%		
Office	1	0.07%	0	0.00%		
Process	59	3.59%	8	3.09%		
Refrigeration	19	1.14%	2	0.81%		
Other	124	7.61%	22	8.36%		
<b>Low Income Energy Efficiency</b>	<b>21</b>	<b>1.28%</b>	<b>4</b>	<b>1.63%</b>		
<b>Codes &amp; Standard Energy Savings</b>	<b>49</b>	<b>3.02%</b>	<b>13</b>	<b>4.94%</b>		
<b>SCE Annual Portfolio Savings</b>	<b>1,630</b>	<b>100%</b>	<b>267</b>	<b>100%</b>		

Notes:

Results from activity installed in 2007 only.

SCE's rebates for energy-efficient refrigerators as well as the Appliance Recycling program element are shown under the refrigeration end use.

Footnote 7

<sup>7</sup> The data shown in this annual report is based on SCE's modified ex-ante savings, adjusted for actual installations, and has not been verified through ex-post impact analysis by the CPUC.

Description of how the programs and program strategies implemented in the past year produced energy savings reported in the table above that are consistent with the Commission's policy rules.

---

One such requirement is to report portfolio performance by end use, as shown in the table above. Energy savings and demand reduction are reported in this manner on a regular basis as part of SCE's monthly report. The table above illustrates the 2007 results, by end use, of SCE's portfolio of energy efficiency programs.

Brief explanation of the source of the LIEE savings reported above, i.e., which Impact Evaluation report provides the savings numbers.

---

The reported kWh savings for the installed measures for the 2007 Low Income program is based on the Volume 2 of the Impact Evaluation of the 2001 Statewide Low-Income Energy Efficiency (LIEE) program. This study is completed by KEMA-XEnergy and Business Economic Analysis & Research, dated April 8<sup>th</sup> 2003.

This impact study does not provide a demand (kW) reduction estimate for each measure. To report the achieved demand or kW reduction, SCE applied a conversion of each kWh is equaled to .00021 kW. This conversion factor represented SCE's average of mWh to peak savings as filed in the 2004-05 Energy Efficiency Program applications and included in Table 1B of Decision D.04-09-060. This is an estimate of average peak savings, not coincident peak.

**SECTION 9  
COMMITMENTS**

Table 9

<b>Table 9:</b>				
<i>Commitments</i>				
Commitments Made in the Past Year with Expected Implementation by December 2008				
	Committed Funds	Expected Energy Savings		
<b>2007</b>	\$	GWH	MW	MMTh
<b>SCE Total</b>	\$ 57,678,196	555	86.14	-
Commitments Made in the Past Year with Expected Implementation <i>after</i> December 2008				
	Committed Funds	Expected Energy Savings		
<b>2007</b>	\$	GWH	MW	MMTh
<b>SCE Total</b>	\$ 24,768,442	224	28.30	-

Notes:

[1] Committed Funds represent incentive amounts only.

[2] The data shown in this annual report is based SCE’s modified ex-ante savings, and has not been verified through ex-post impact analysis by the CPUC.

Footnote 8

Description of the programs implemented during the past year that did not result in installed savings but reflect commitments entered into by the utilities that are expected to produce installed savings during the 2006 – 2008 program cycle.

SCE effectively managed its portfolio of energy efficiency programs to maximize achievement of energy savings and demand reduction opportunities for customers. In 2007, 22 SCE programs acquired commitments of almost \$58 million dollars, 555 gigawatt-hours of energy savings, and 86 megawatts in demand reduction. These commitments are anticipated to be installed before the end of the 2006-08 program cycle. Below are the programs with committed activity.

Appliance Recycling Program	Savings By Design
-----------------------------	-------------------

<sup>8</sup> The data shown in this annual report is based on SCE’s modified ex-ante savings, adjusted for actual installations, and has not been verified through ex-post impact analysis by the CPUC.



## Commitments

Residential Energy Efficiency Incentive Program	California Department of Corrections and Rehabilitation Partnership
Multifamily Energy Efficiency Program	California Community Colleges Partnership
Integrated School-Based Program	LA County Partnership Program
CA New Homes Program	UC-CSU Partnership Program
Comprehensive HVAC Program	County of Riverside Partnership
Business Incentives & Services	MAP Energy Efficiency Program
Retro-Commissioning	80 Plus Programs
Industrial Energy Efficiency Program	California Preschool Energy Efficiency Program
Agricultural Energy Efficiency Program	Innovative Pool Pump Technology Program
Nonresidential Direct Installation	Modernization and New Construction EE Programs for Schools

Description of the programs implemented during the past year that did not result in installed savings but reflect commitments entered into by the utilities that are expected to produce installed savings after December 2008.

All of SCE's energy efficiency programs that had committed activity in 2007 also had installations. However, several programs, including Savings By Design, CA New Homes, Business Incentives & Services, Retrocommissioning, Industrial Energy Efficiency, and Agricultural Energy Efficiency did enroll customers that are scheduled to complete their projects after December 2008 and therefore capture the associated savings in the next program cycle (2009-11). Due to the long project lead times associated with the nature of the nonresidential new construction market, it is imperative for the program to secure these long-term commitments in order to maintain sustained installation rates. In 2007, Savings By Design, CA New Homes, Business Incentives & Services, Retrocommissioning, Industrial Energy Efficiency, and Agricultural Energy Efficiency secured commitments in the amount of almost \$25 million, 224 gigawatt-hours of energy savings, and over 28 megawatts in demand reduction.

Explanations of how commitments are calculated and reported in the above tables, i.e., are these commitments from incentives only.

In 2007, SCE actively enrolled customers into energy efficiency programs. These programs work with customers at various stages in their decision-making process in order to influence them to implement the energy-efficient choice. When a customer has firmly committed to the program, an incentive payment is reserved on their behalf to be

paid when the customer implements the energy-efficient activity. It is only when that firm commitment is received (in the form of a contract, reservation, etc.), that it is counted as a program commitment and is reported to the Commission. The tables above reflect the summation of energy savings and demand reduction that is committed to be installed by SCE customers.

## Appendix A

Appendix A contains the list of programs included in SCE's 2007 Energy Efficiency Portfolio, and the date the programs were added or removed where applicable.

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### Southern California Edison Programs for 2006-2008

CPUC ID	Program Name	Date Added (new programs)	Date Removed
SCE2500	Appliance Recycling Program (IOU Program)	N/A	N/A
SCE2501	Residential Energy Efficiency Incentive Program (IOU Program)	N/A	N/A
SCE2502	Multifamily Energy Efficiency Program (IOU Program)	N/A	N/A
SCE2503	Home Energy Efficiency Survey (IOU Program)	N/A	N/A
SCE2504	Integrated School-Based Program (IOU Program)	N/A	N/A
SCE2505	CA New Homes Program (IOU Program)	N/A	N/A
SCE2507	Comprehensive Packaged Air Conditioning Systems Program (IOU Program)	N/A	N/A
SCE2508	Retro-Commissioning (IOU Program)	N/A	N/A
SCE2509	Industrial Energy Efficiency Program (IOU Program)	N/A	N/A
SCE2510	Agricultural Energy Efficiency Program (IOU Program)	N/A	N/A
SCE2511	Nonresidential Direct Installation (IOU Program)	N/A	N/A
SCE2512	Savings By Design (IOU Program)	N/A	N/A
SCE2513	Education, Training, and Outreach (IOU Program)	N/A	N/A

## Appendix A

SCE2514	Sustainable Communities (IOU Program)	N/A	N/A
SCE2515	Statewide Emerging Technologies (IOU Program)	N/A	N/A
SCE2516	Statewide Codes & Standards Program (IOU Program)	N/A	N/A
SCE2517	Business Incentives & Services (IOU Program)	N/A	N/A
SCE2518	Local Government Energy Action Resources (Partnership Program)	N/A	N/A
SCE2519	Ventura County Partnership (Partnership Program)	N/A	N/A
SCE2520	South Bay Partnership (Partnership Program)	N/A	N/A
SCE2521	Bakersfield and Kern County Partnership (Partnership Program)	N/A	N/A
SCE2522	Santa Barbara Partnership (Partnership Program)	N/A	N/A
SCE2523	Community Energy Partnership - Non-Resource (Partnership Program)	N/A	N/A
SCE2524	Community Energy Partnership - Resource (Partnership Program)	N/A	N/A
SCE2525	San Gabriel Valley EE Partnership Program (Partnership Program)	N/A	N/A
SCE2526	California Community Colleges (Partnership Program)	N/A	N/A
SCE2527	California Department of Corrections and Rehabilitation (Partnership Program)	N/A	N/A
SCE2528	SCE-SCG County of Los Angeles Partnership (Partnership Program)	N/A	N/A
SCE2529	County of Riverside Partnership (Partnership Program)	N/A	N/A
SCE2530	UC-CSU-PG&E-SCE-SCG-SDG&E Partnership (Partnership Program)	N/A	N/A
SCE2531	Future IDEEA Solicitations (Competitively Solicited Program)	N/A	N/A

## Appendix A

SCE2532	Coin Operated Laundry Program (Competitively Solicited Program)	N/A	N/A
SCE2533	Energy Efficient Program Made Efficient (Competitively Solicited Program)	N/A	12/7/2006
SCE2534	Demand Response Emerging Tech (Competitively Solicited Program)	N/A	N/A
SCE2535	80 Plus (Competitively Solicited Program)	N/A	N/A
SCE2536	EE/DR Flex Program (Competitively Solicited Program)	N/A	N/A
SCE2537	MAP Energy Efficiency Program (Competitively Solicited Program)	N/A	N/A
SCE2538	Lighting Energy Efficiency with Demand Response (Competitively Solicited Program)	N/A	N/A
SCE2539	Cool Change Program (Competitively Solicited Program)	N/A	11/27/2006
SCE2540	One-2-Five Energy Program (Competitively Solicited Program)	N/A	N/A
SCE2541	Convenience Store and Service Stations EE (Competitively Solicited Program)	N/A	12/31/2006
SCE2542	Affordable Housing EE Alliance (Competitively Solicited Program)	N/A	N/A
SCE2543	Designed for Comfort - Efficient Affordable Housing (Competitively Solicited Program)	N/A	N/A
SCE2544	CA Preschool Energy Efficiency Program (Competitively Solicited Program)	N/A	N/A
SCE2545	E-mail Based Energy Efficiency Program (Competitively Solicited Program)	N/A	N/A
SCE2546	Lights for Learning CFL Fundraiser (Competitively Solicited Program)	N/A	7/31/2007
SCE2547	Aggregation of Housing Agencies for Energy Retrofit and Management Projects (Competitively Solicited Program)	N/A	N/A
SCE2548	Southern California Home Performance Program (Competitively Solicited Program)	N/A	N/A
SCE2549	Future InDEE Solicitations (Competitively Solicited Program)	N/A	N/A

## Appendix A

SCE2550	Innovative Pool Pump Technology Delivers Radical Efficiency Gains (Competitively Solicited Program)	N/A	N/A
SCE2551	Low Pressure R.O. (Competitively Solicited Program)	N/A	3/11/2007
SCE2552	NightBreeze EE Program (Competitively Solicited Program)	N/A	N/A
SCE2553	BEST Wireless HVAC Maintenance System (Competitively Solicited Program)	N/A	3/9/2006
SCE2554	Statewide Marketing & Outreach - Flex Your Power (Statewide Marketing & Outreach Program)	N/A	N/A
SCE2555	Statewide Marketing & Outreach - UTEEM (Statewide Marketing & Outreach Program)	N/A	N/A
SCE2556	Statewide Marketing & Outreach - Flex Your Power Rural Program (Statewide Marketing & Outreach Program)	N/A	N/A
SCE2557	Transforming the Market for New Energy Star Manufactured (Mobile) Homes (Competitively Solicited Program)	1/1/2007	N/A
SCE2558	Modernization and New Construction Efficiency Enhancement Program for Schools (Competitively Solicited Program)	1/1/2007	N/A
SCE2559	The Lighting Energy Efficiency PAR 38/30 CFL (LEEP 38/30 CFL) Program (Competitively Solicited Program)	1/1/2007	N/A
SCE2560	Hospital Facility Energy Efficiency Program (Competitively Solicited Program)	1/1/2007	N/A
SCE2561	Energy Efficiency Program for Entertainment Centers (Competitively Solicited Program)	1/1/2007	N/A
SCE2562	Campus Housing Energy Efficiency Program (Competitively Solicited Program)	1/1/2007	N/A
SCE2563	Plugging the Consumer Electronics Gap - A Cross-Cutting Plug Load Reduction Program (Competitively Solicited Program)	1/1/2007	N/A
SCE2564	Grocery Area Energy Network (Competitively Solicited Program)	1/1/2007	N/A
SCE2565	Escalator PowerGenius™ Program (Competitively Solicited Program)	1/1/2007	N/A

## Appendix A

SCE2566	Mammoth Lakes Partnership (Partnership Program)	6/12/2006	N/A
SCE2567	Ridgecrest Partnership (Partnership Program)	7/26/2006	N/A
SCE2568	State of California IOU Partnership (Partnership Program)	8/25/2006	N/A
SCE2569	Palm Desert Partnership (Partnership Program)	12/16/2006	N/A
SCE2570	Federal Direct Install Initiative (Partnership Program)	10/31/2007	N/A
SCE2571	Santa Ana Partnership (Partnership Program)	11/15/2007	N/A
N/A - not applicable.			

*Go on to next page*

## Appendix B - Part 1

### Part 1

Appendix B – Part 1 contains SCE’s final December Monthly report for 2007.

For access, please visit the California Public Utilities Commission Energy Efficiency Groupware Application at <http://eega2006.cpuc.ca.gov>.

*Go on to next page*



## Appendix B - Part 2

### Part 2

Appendix B – Part 2 contains SCE’s final 4<sup>th</sup> Quarter Report for 2007.

For access, please visit the California Public Utilities Commission Energy Efficiency Groupware Application at <http://eega2006.cpuc.ca.gov>.

*Go on to next page*

**CERTIFICATE OF SERVICE**

I hereby certify that, pursuant to the Commission's Rules of Practice and Procedure, I have this day served a true copy of SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) 2008 ANNUAL REPORT FOR 2007 ENERGY EFFICIENCY PROGRAMS on all parties identified on the attached service list(s). Service was effected by one or more means indicated below:

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Executed this **3rd day of August, 2009**, at Rosemead, California.

/s/ VERONICA FLORES

Veronica Flores

Project Analyst

SOUTHERN CALIFORNIA EDISON COMPANY

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