

Education, Training, and Outreach

1. Projected Program Budget	\$	24,337,772
2. Projected Program Impacts		
MWh		n/a
MW (Summer Peak)		n/a
3. Program Cost Effectiveness		
TRC		n/a
PAC		n/a

4. Program Descriptors

Market Sector: Cross Cutting (Nonresidential, Residential, New Construction)

Program Classification: Statewide

Program Status: Existing

5. Program Statement

Education, Training, and Outreach (ET&O) is an information program that promotes energy efficiency, to a variety of customer segments through energy centers, technology test centers, and other information and training program strategies. The objective is to: (1) disseminate information about efficient technologies and practices to electric, natural gas, and water utility customers for the purpose of assisting them in reducing energy and water usage, lowering their bills, reducing operation and maintenance costs, and improving customer productivity; and (2) provide services to a variety of midstream and upstream market actors, including but not limited to architects, engineers, distributors, and contractors, who use information and tools to design more efficient buildings or processes and to conduct efficient energy system retrofits and renovations.

The energy centers will also promote demand-side self generation as well as demand response programs through General Rate Case funded activities. These promotions will be integrated with energy efficiency in order to

What's New for 2006-08?

- Consolidation of training and educational energy efficiency activities
- Focus on emerging technologies promotion, and water agency conservation program information availability
- Outreach to local communities
- Sharpened focus on establishing baseline energy usage information for technologies that lack energy efficiency regulations
- Expanded on-line design resources for industrial, agricultural, residential, and existing commercial buildings
- Remote energy audits to add Spanish language mail-in version
- Building Operator Certification to develop/ implement new Level II class series for operators: "Sustainable Building Performance"
- Sustainable program outreach in ethnic Chinese communities

provide customers a more robust menu of demand-side management options.

There are a number of new, exciting strategies for the 2006-2008 Education, Training, and Outreach Program. Foremost among the new strategies are the moves to consolidate former disparate training, educational, and outreach activities into the program in such a way that creates added synergy to the entire SCE program portfolio.

Following are examples of new additions to the education, training, and outreach program strategies:

Displays at both of SCE's energy centers (CTAC/ AGTAC) will reflect a customer-centric approach to programs and services, focusing on the overall benefit to the customer in terms that relate to their business need rather than the specific program details. These displays will be supported by literature outlining the program participation and application details. The high-flow displays will be refreshed on a rotating basis and will

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feature applicable audience programs, welcome messages, and general technologies featured in the centers. Program staff at the energy centers will focus on evoking customer interest by introducing more contemporary and sophisticated graphics and signage. All design elements will utilize a complimentary "look and feel" throughout both energy centers, to create a flexible design system that will be a key to addressing new energy efficiency, self-generation, demand response, and partnering water agency programs, with continually revised collateral materials.

As a target for 2006, the energy centers will leverage SCE's Business Customers Division (formerly Major Customer Division) and Energy Efficiency Department relationships with a minimum of three area water agencies, including the Metropolitan Water District (MWD), to collaborate on insuring mutual availability of water conservation program materials and energy efficiency program materials to customers-in-common. Energy center staff will also investigate the possibility of licensing, delivering, or facilitating an accredited certification course for home inspectors (as opposed to building code inspectors) at the energy centers. Energy center staff will coordinate the plan with various home inspector associations.

SCE's Technology and Test Centers (TTCs) will focus on end use technologies where there is a significant opportunity for energy efficiency improvements. These areas include process refrigeration, lighting, and heating, ventilating, and air conditioning (HVAC) systems. Each of these represents significant loads and the activities performed at the Technology and Test Centers will provide customers and practitioners with impartial and reliable performance information. In addition to performance uncertainty

analysis, market connection activities will occur through training seminars and publications. These activities 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. The new activities planned for the TTCs include the following:

- Perform tests to address the baseline energy usage information for technologies lacking energy efficiency regulations including:
 - Refrigerated vending machines
 - Food service reach-in refrigerators and freezers
 - Display cases
 - Outdoor signage
- Establish partnerships with manufacturers to develop high efficiency prototypes for technologies without energy efficiency regulations
- Perform tests to verify the energy efficiency benefits of the prototypes and disseminate the information to customers, manufacturers and regulatory agencies
- Work closely with SCE's program planners to leverage technology test results to formulate new energy efficiency, demand side self-generation, and demand response programs and program elements.

New for 2006 at the Energy Design Resources (EDR) Website, will be the expansion of resources to include information about effective energy efficiency applications in industrial, agricultural, residential and existing commercial buildings to add to the rich resources currently available in the area of design practices and energy efficient technologies for nonresidential new construction.

Nonresidential Remote Energy Audits (NRREA) will expand the existing portfolio of available remote energy audit tools to include a Spanish language mail-in energy audit for ethnic Hispanic business owners and operators who currently use English as a second language. The program manager will investigate the availability of existing software to provide periodic energy savings status reports showing on-going savings from past upgrades, and changes that result when the customer reports the addition of an energy efficient product installation or recommended efficiency action completion. In addition, the program manager will investigate the possibility of adding to the remote energy audit scope of work to collect information about, and report recommendations for social concern topics: (the following list is not meant to be comprehensive) solid waste handling, recycling, water conservation, landscape with native plants that require little water, tree planting, and fire prevention, to the existing electric energy efficiency recommendations.

The Mobile Education Unit (MEU) will employ a new customer feedback survey and information collection tools. In addition, SCG, and local participating water agency conservation program materials will be available. MEU staff will receive additional training in the area of natural gas energy efficiency and water agency conservation programs to enable a more complete customer experience.

The Building Operator Certification (BOC) strategy will develop and implement an expanded Level II class module (2-3 class series) for operators interested in Sustainable Building Performance. The new Level II class module will significantly expand the curriculum currently offered in the present Level II class series.

The Custom Language Efficiency Outreach (CLEO) Program will recruit volunteer “Green Community Ambassadors” and “Green Student Ambassadors,” empowered to carry the CLEO program strategy into ethnic Chinese, Vietnamese, Korean and Indian communities with the goal to create a sustainable energy efficiency presence. These volunteers will be assisted by CLEO program staff to leverage school and local government outreach and newsletter marketing efforts to direct customers to the program.

SCE/SCG PAG, PRG, Public Workshop, and Whitepaper Recommendations

A number of recommendations have been made during the scheduled program planning meetings, and submitted as whitepapers by intervening parties to the 2006-2008 energy

The Bidder must explain how it encourages the recruitment of Women, Minority, and Disabled Veteran Business Enterprises for its organization or bidding team.

efficiency program planning process. Several of the concepts, ideas, and suggestions are useful additions to this Education, Training, and Outreach (ET&O) Program. Following below, are

the pertinent recommendations for the program and the corresponding proposed actions.

Recommendation: “Suggestion to raise the diversity plan with program subcontractors”

Action: Henceforth, include a section entitled “WMDVBE Supplier Diversity Program” in all competitive solicitations for the ET&O program. While subject to change, following is an example of the accompanying Request for Proposals language: “The Bidder must explain how it encourages the recruitment of Women, Minority, and Disabled Veteran Business Enterprises for its organization or bidding team. The Bidder must attach a completed subcontracting plan that consists of either a list of WMDVBE subcontractors or a statement setting forth the Bidder’s activities and goals for WMDVBE subcontracting. Bidders should also submit WMDVBE certification documentation if they claim WMDVBE status. Bidders who have WMDVBE status must still submit a WMDVBE subcontracting plan.”

Recommendation: “Need to address coordination among demand response, self generation, and energy efficiency. The CPUC requires the energy efficiency and demand response applications to be filed on the same day.”

Action: Recommendation adopted. The energy centers will facilitate program information availability at the centers for energy efficiency, self-generation, and demand response programs offered by SCE and others. The energy centers currently provide customers with information about many other programs, including education/ training opportunities available at the SCG.

Recommendation: “Would like to see additional partnerships with water agencies.”

Action: Recommendation adopted. Program planners view the recommendation as a natural expansion of the ET&O program. As a target for 2006 the energy centers will leverage existing Business Customers Division (formerly Major Customer Division) and Energy Efficiency Department relationships with a minimum of three area water agencies, including the Metropolitan Water District (MWD), to collaborate on insuring mutual availability of water conservation program materials and energy efficiency program materials to customers-in-common. For the mobile education unit (MEU) strategy, SCG program materials and local participating water agency conservation program materials will be available. MEU and energy center staff will receive additional training in the area of natural gas energy efficiency and water agency conservation programs to enable a more complete customer experience.

Recommendation: “EE charge card. Reminder – Every time you touch a customer, think about the next sale. Repeat customer is easier than new.”

Action: Recommendation (partial) has been previously integrated into the day-to-day operations at the energy centers. For the ET&O program, the actionable recommendation element is the concept of cross selling participation in one program based on prior or related participation in another program. The energy centers currently provide marketing assistance to the Building Operator Certification (BOC) Program by mailing BOC certification class and introductory seminar information to customers who have attended classes and seminars at the CTAC and AGTAC facilities. The result has been increased participation in the BOC introductory seminars and the Level I class series.

Recommendation: “Recommends close coordination with the Consortium for Energy Efficiency (CEE), as it is working internationally with the Building Owners & Management Association (BOMA), to develop a series of training sessions to get customer buy-in, at the decision-making level, to install energy efficiency. This EE activity dovetails nicely with the BOC program.”

Action: Recommendation adopted. The BOC program implementer and program manager will work closely with representatives of the Building Owners & Management Association, L.A. Chapter, and the Consortium for Energy Efficiency to coordinate training class development.

Recommendation: “Suggest increase funding for the energy centers. Also, host building inspector training including an outreach to various inspector associations”

Action: Recommendation adopted. Energy center staff shall investigate the possibility of licensing, delivering, or facilitating an accredited certification course for home inspectors (as opposed to building code inspectors) at the energy centers. Energy center staff will coordinate the plan with the various home inspector associations.

Recommendation: “Outreach Mobile Education Unit to high density areas as an opportunity for high density events.”

Action: Recommendation Adopted. The MEU program manager has made arrangements for the MEU to support events with projected high numbers of participants such as the Tet Festival in Whittier (150,000 expected participants), Lancaster Poppy Festival (40,000), and San Bernardino Route 66 Rendezvous (500,000).

Recommendation: “Tie-in energy audits with social responsibilities.”

Action: Recommendation adopted. The Nonresidential Energy Audit program manager will investigate the possibility of adding to the remote energy audit scope of work to collect information about, and report recommendations for social concern topics: (the following list is not meant to be comprehensive) solid waste handling, recycling, water conservation, landscape with native plants that require little water, tree planting, and fire prevention, to the existing electric energy efficiency recommendations.

6. Program Rationale

The Education, Training, and Outreach Program plays a significant role in overcoming market barriers related to insufficient information and product knowledge regarding energy efficient products and technologies. Venues including seminars and workshops,

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participation in trade shows and community events, customer consultations and equipment demonstrations, technology testing, on-line information, nonresidential energy-use audits, and outreach activities are utilized to assist the customer in making informed decisions about implementing energy efficiency.

During 2004-2005 the SCE Education and Training Program was approved for PGC funding. The program included a subset of the program strategies proposed for the 2006-2008 program period.

Below is a table comparing the strategies available during 2004-2005 with those proposed for 2006-2008:

Education, Training, and Outreach Program Strategies	2004-2005	2006-2008
CTAC - Customer Technology Application Center	✓	✓
AGTAC - Agricultural Technology Application Center	✓	✓
RTTC – Refrigeration Technology Test Center	✓	✓
SCLTC – Southern California Lighting Test Center	✓	✓
EDR – Energy Design Resources	Element of the Savings By Design Program	✓
NRREA – Nonresidential Remote Energy Audits	Element of the Nonresidential	✓

	Energy Audit Program	
MEU - Mobile Education Unit	Stand-alone Program Element	✓
BOC - Building Operator Certification Training Classes	Stand-alone Program	✓
CLEO - Custom Language Efficiency Outreach	Third Party Program	✓

Customer Technology Application Center/ Agricultural Technology Application Center (CTAC/ AGTAC) – The information program strategy most recognized by SCE’s customers is the energy centers. These technology application centers serve as an important delivery channel for information concerning energy efficiency programs. The energy centers offer a place where customers can see, hear, touch and learn about the latest energy-efficient technologies for their business and home. The centers are relied upon by, and are trusted resources for, utility customers seeking unbiased and accurate information regarding existing and emerging energy efficiency technologies and their application. The energy centers also promote energy efficiency programs in coordination with business and community-based organizations by holding seminars outside of the centers and within economically disadvantaged and ethnically diverse communities. Off-site events are sometimes supported through outreach activities that provide customers hands-on material and displays to further enhance their learning experience.

Interest in the energy centers and outreach activities continues to be strong, indicating that demand for these services will continue.

CTAC/ AGTAC Activities:

Activity	2004 Results	Estimated 2005 Results	Projected 2006-2008 Results
Seminars/Workshops	203	178	178 [x] 3 = 534
Outreach Events	93	130	100 [x] 3 = 300

Since 1990, SCE’s energy centers, located in Irwindale (CTAC) and Tulare (AGTAC), have delivered quality energy efficiency seminars, workshops, and technology demonstrations to tens of thousands of ratepayer customers and government personnel. The seminars serve to inform customers, reduce market barriers, and also modify the energy efficiency opinions and behaviors of those who attend. Seminars are supported by the interactive nature of the exhibits and displays and the technical expertise provided by the staff, both of which reinforce the information provided in the seminars.

Technology and Test Centers (TTC), a.k.a. Refrigeration Technology Test Center, Southern California Lighting Test Center – Performance uncertainties and at times the lack of energy efficiency regulations are often barriers for decision makers to try new energy efficiency strategies. A laboratory setting allows for the performance of detailed

and replicable tests which are realistic and impartial. SCE's suite of Test Centers integrates detailed testing protocols with market connection activities for space conditioning, refrigeration, and lighting. These activities have had a profound impact on statewide energy efficiency programs by integrating test evaluation results into both the historic Express Efficiency and Standard Performance Contracts Programs. Additionally, numerous statewide training events are delivered to key stakeholders regarding the results of the Test Center activities. Partnerships are nurtured with the California Energy Commission, Federal Agencies, National Laboratories, Manufacturers, and customers to leverage resources and transfer results.

Energy Design Resources (EDR) – The Energy Design Resources strategy offers a valuable palette of energy design tools, informational resources, and training opportunities directly to the primary decision makers in new construction projects, the building owners, architects,

builders, energy designers. that

SCE's nonresidential energy audits often provide the first energy savings recommendations that customers receive, at either no cost or low cost to the customer.

owners, engineers, contractors, developers, and consultants and Design resources support the

outreach efforts of the Savings By Design Program, including design guidelines, case studies, software tools, newsletters, and on-line training modules, are distributed to all interested participants via the www.energydesignresources.com Website. Additionally, on-site seminars, workshops, and charrettes are provided at easily accessible locations and in concert with industry organizations such as the AIA, USGBC, ASHRAE, and IES. When designers and developers understand that energy efficiency will add value to new facilities and thus are desired by their clients, they will be more open to incorporate these goals in their work in order to increase their competitive edge. As more designers regularly produce efficient facilities, it will become an obligation for all.

Nonresidential Remote Energy Audits (NRREA) – In recent years remote energy audits have increased in popularity and demand because of innovative approaches and a variety of available remote energy audit tools. SCE's nonresidential energy audits often provide the first energy savings recommendations that customers receive, at either no cost or low cost to the customer. Remote (as opposed to on-site, in person) energy audit tools include a mail-in energy audit (including a Spanish-language tool for 2006-2008), an over-the-phone audit, and a CD-Rom version of the online energy audit tool. The on-line energy audit tools are available in English and Spanish at the following websites:

English

- o <http://www.energyguide.com/energysmartsbe/SBEMasterFrame.asp?bid=sce>

Spanish:

- o <http://www.sce.com/es/DoingBusiness/Online-Energy-Survey/default.htm>

or

- <http://www.energyguide.com/energysmartsbe/sbemasterframe.asp?referid=176&bid=scesp&sid=447>

Customers have come to trust SCE's energy audits for the provision of comprehensive unbiased information to guide their energy decisions. The manner in which the strategy is designed, and how it has served customers over the years has shown it to be an effective approach in delivering energy efficiency information and leading to customer awareness and participation in other energy efficiency opportunities. As a result, Nonresidential Remote Energy Audits will continue to assist customers in becoming familiar with information about participation in other helpful programs and services that SCE offers, such as self-generation, demand response, and other beneficial programs offered by SCE. The program helps reduce lost opportunities by using multiple channels of delivery to reach more customers than would otherwise be possible. There remains a large portion of the nonresidential customers which need remote energy audit services.

Mobile Education Unit (MEU) – SCE's mobile education unit is a converted 35' recreational vehicle outfitted with energy efficient products. Examples of the equipment on display inside the vehicle include an ENERGY STAR[®] refrigerator, washer/ dryer combination, and hands-on lighting displays. Customers in remote areas and diverse cultures may not have access to mass media that permeates more populated areas, or have not been acculturated to issues outside of their immediate communities, thereby missing the energy efficiency message and opportunities. The MEU offers a solution to these barriers. The MEU is available to serve the entire SCE service territory. The schedule is available at the following Webpage: <http://www.ossoline.com/energystar1.html>. The MEU travels to communities and is displayed at large events where there is the greatest opportunity to reach customers. The MEU is then able to promote all energy efficiency and demand reduction programs that would benefit that community (for example, air conditioner retrofit and cycling programs in the inland empire) using brochures and written materials, interactive displays, and static displays.

Building Operator Certification (BOC) – Building Operator Certification training focuses on the vital components of running a building properly, such as electrical systems, building main and subcomponent systems, HVAC systems, building controls, building automation, efficient lighting fundamentals, maintenance and building codes compliance, indoor air quality, energy efficiency, and energy conservation. The program's training curriculum helps building operators identify those opportunities that can save energy, reduce electric peak demand, and become more knowledgeable about how to respond to load reduction and demand response when managing their buildings' operation. The following BOC Webpages are available for customers:

[http://www.sce.com/ Training/BOC](http://www.sce.com/Training/BOC), and http://www.theboc.info/ca/schedule_ca.html.

There is a growing need on the part of owners to train new personnel or to have existing building operators undergo building certification training. Such training will allow these persons to raise their level of skills, knowledge, and expertise in all phases of building operations techniques. This is especially necessary due to the increased level of new building construction, which requires operational staff to properly handle building operations.

Custom Language Efficiency Outreach (CLEO) –The program strategy is unique in that it is a 100% Chinese (Mandarin and Cantonese), Vietnamese, Korean and Indian in-language strategy which plays a significant role in overcoming the English as a second language market barrier and specifically targets hard-to-reach low and medium income customers. The program is a 2004-05 third-party program SCE has elected to extend based upon their success in meeting program milestones in a timely manner during the 2004-05 program cycle and the uniqueness of the program design and the targeted market niche it serves.

The program leverages an outreach campaign to offer interactive workshops, energy audit and feedback information, low/no cost energy efficiency strategy implementation, efficient product installation, knowledge transfer about efficient technologies, and information about available incentive and rebate programs. The program builds sustainable efficiency relationships with SCE's ethnically diverse customers and the various communities, and provides a bridge for easy access to all future Chinese, Vietnamese, Korean and Indian in-language efficiency offerings.

7. Program Outcomes

CTAC/ AGTAC – Through showcasing and demonstration of hands-on energy efficiency displays and exhibits and in conjunction with seminars specifically designed to leverage and deliver the up-to-date information provided by Emerging Technologies program, the CTAC/ AGTAC strategy helps to breakdown customer market barriers concerning first cost, performance uncertainty, and asymmetric product information. The centers offer an informative customer experience that can influence customers to implement energy efficient measures which result in energy savings and bill reductions, as well as effectively moving them to participate in other demand-side programs.

TTC – The Technology and Test Centers' activities will continue to address energy efficiency performance uncertainties and transfer this intelligence to statewide energy efficiency programs managers, consumers, and other key stakeholders. Test Center results will also be incorporated into engineering handbooks and trade journals; and will be presented at appropriate forums to promote the adoption of promising energy efficient technologies and strategies.

EDR – The potential for energy efficiency increases steadily as new technologies and new design strategies are developed and proven. Energy Design Resources will provide a bridge directly to the various target markets to educate customers as technologies emerge and standards evolve. For example, even though California already leads the nation in energy-efficient building construction, the state again tightened its energy standards for nonresidential new construction in 2005. The EDR program strategy will help make it as easy as possible for customers to transition to these new regulations. More importantly, program planners also want to help customers exceed these standards to create more efficient facilities that will be less expensive to own and operate.

NRREA – The program's chief target is to encourage customer acceptance and use of energy efficiency technologies, save energy, and reduce overall demand and user costs

for electricity. The remote audit strategy is designed to help customers reduce the cost and effort of assessing their energy expenses, learn about energy efficiency programs, and even make suitable operational changes on their own, while contributing to social and environmental quality.

MEU – The mobile education unit will promote energy efficiency programs that benefit the communities in which it is displayed. Through the use of hands-on displays, such as the walk-through “Tunnel of Heat,” which uses heat lamps to demonstrate the benefits of low-E, energy efficient windows, and the bicycle generator, which demonstrates the extra effort needed to light an incandescent light bulb compared to a fluorescent light bulb, customers are able to personally experience energy efficiency. In addition, a compact fluorescent lamp (CFL) will be given to each customer as an incentive for completing the new customer feedback survey, so that he/she will be able to immediately benefit from the learning experience and have it reinforced so that he/she is more likely to buy this type of product in the future. A follow-up call will be made to a sample of the customers to determine if and where the CFL was placed into service. No energy savings results will be reported from the CFL distribution.

BOC – As a certification program, BOC seeks to establish a recognized professional credential for building operators. The goals of the program also include reaching out to building owners/ operators in our service area to make them aware of the BOC certification training, to provide the BOC training, and finally, to certify those students. By increasing student skill level and knowledge, they can make changes in their building operations that will result in improved building efficiency, lower operating costs, and increased useful life of the equipment, so long term energy savings are sustained.

CLEO – As an information and outreach program, CLEO offers a variety of innovative program offerings. By leveraging an aggressive Chinese, Vietnamese, Korean and Indian in-language print media information campaign, the CLEO strategy will offer interactive in-language Chinese (Mandarin and Cantonese), Vietnamese, Korean, and Indian, on-site energy-use audits, over-the-phone energy audits, event booths, telephone customer support, a “Schools Program,” brochures, and a dedicated Website. The CLEO strategy encourages workshop customers to engage in energy efficiency with a distribution of free CFLs and energy efficiency product drawings. To help create a sustainable presence in the Chinese community, “Green Community Ambassadors” are selected at seminars and schools. These volunteers are provided additional training to carry the efficiency message to the community. CLEO thereby achieves sustainable energy efficiency awareness, enabling customers to access and acquire products, technologies, and strategies, as well as participate in SCE’s other energy efficiency programs for permanent energy savings. No energy savings results will be reported from this program, including any savings realized from the CFL distribution.

8. Program Strategy

CTAC/AGTAC – The energy centers’ outreach strategies equitably distribute energy efficiency information to all customer classes through various and innovative elements, either on-site at the centers or at outlying locations. These elements include:

- Seminars and Workshops – Classroom-style presentation of information
- Displays and Exhibits – Information presented through graphics, text and hands-on exhibits
- Program Rollouts – Events designed to introduce energy efficiency programs to customers
- Technology Transfer – Dissemination of information regarding emerging technologies and new technology applications
- Trade Shows – Participation in industry shows attended by SCE customers
- Community Events – Participation in events sponsored by community groups and attended by local customers
- Consultations – One-on-one or small group discussions between customers and a technical specialist about energy efficient technology and its application(s)
- Equipment Demonstrations – Visual exposure to how specific energy efficient equipment operates
- Energy Center Facility Tours – Overview of technologies and applications
- Industry Trade Group Presentations – Presentations made to trade organizations on topics pertaining to their industry
- Webpages incorporated into www.sce.com

TTC – The Technology and Test Centers are in a unique position to provide essential energy efficiency information to SCE customers. The Test Centers have forged a close relationship with state and federal energy agencies and alliances with manufacturers and trade organizations. Understanding customers’ energy challenges have enabled the Test Centers to develop effective program strategies. Based on their knowledge of customers, energy regulations, and new emerging innovations, the Test Centers will develop effective energy efficiency projects. In 2006 through 2008, the Test Centers will continue to work closely with the following entities to obtain program outcomes which are valuable to the advancement of energy efficiency:

- Energy Efficiency program planners and managers
- CEC staff
- Trade organizations
- Customer affiliated organizations
- Manufacturers
- SCE’s account management team
- Federal Energy Agencies
- National Laboratories
- Academia

EDR – The program strategy is to offer an up-to-date, complete resource that serves architects, engineers, lighting designers, developers, building operators, and facility managers with multiple avenues and resources to reduce the barriers to the inclusion of energy efficiency criteria in standard design and operation and maintenance practices. The areas of influence include design practices and processes, proven energy reduction and demand response strategies, and new and emerging energy efficiency technologies.

For 2006-2008, an additional focus will be to expand the resources to include information about effective energy efficiency applications in industrial, agricultural, residential, and existing commercial buildings to add to the rich variety of resources currently available in the area of design practices and energy efficient technologies for nonresidential new construction.

NRREA – Activities will include coordination with SCE’s Information Technologies department (to improve the technological capabilities of the program), SCE field staff, statewide program administrators and implementers, and Community-Based Organizations (CBOs) and business and trade organizations to deliver remote audit services. Post-audit customer actions to retrofit hardware will be tracked to indicate the impact of the remote energy audit on SCE’s hardware retrofit programs. Program outreach and lead generation is accomplished primarily through SCE phone center recommendations, direct mail responses, email responses, on-line audit access, coordination with business organizations and trade groups, local governments, and by working closely with CBOs that demonstrate access to owners of small-, and medium-sized businesses. The remote energy audit service strategies lead the customer to become informed about what they can do to save energy, lower their energy bill, and help extend energy resources to avoid critical energy shortages.

MEU – The mobile education unit visitation schedule will target large scale events that are likely to attract the largest number of customers within a community. The MEU will display products that achieve energy efficiency, including, but not limited to, those that have rebate offers. Information from SCE, ENERGY STAR[®], and Flex Your Power will be available in addition to rebate and other program information. In addition, the Residential and Small Business Energy Guides, CARE and FERA rate information, and other customer services information will be made available. A tracking and coding system will be set up to track coded incentive and rebate applications given to MEU participants. These will be recorded and tracked when a customer uses the form to apply to another program. Additionally, each customer will be asked to fill out a survey form with their name, address, phone number and responses to energy related questions. A portion of these customers will receive a follow-up phone call to ask if and where they installed the free CFL, what other energy efficient products they have installed, and which promotions they have or plan to participate in. This process will assist in measuring the effectiveness of the MEU education and improving upon the process.

BOC – Outreach and lead generation is accomplished primarily through direct mail, email, and one-on-one follow-up contacts. These recruitment strategies lead customer prospects to attend one or more scheduled informational meetings. A percentage of the informational meeting attendees enroll in the Level I course series. Level I graduates who have earned certification are recruited to attend the Level II course series. An expanded Level II course series for customers interested in “sustainable building performance” is planned for development and implementation in 2006.

CLEO – The strategy is to disseminate energy efficiency information, product and technology information, SCE rate and rebate information, and energy audit feedback information through the following outreach, and marketing initiatives:

- Print media ad blitz in Chinese, Vietnamese, Korean, and Indian language newspapers and other media
- Targeted Seminars: classroom-style interactive presentation at locations selected for their ready access by the target customers
- Displays and Exhibits: information presented through graphics, text and hands-on exhibits
- Community Events: colorful booths attended by local customers in interactive settings such as the “Energy Quiz” delivered to students in the school setting, etc.
- Phone Consultations: one-on-one discussions between customers and a technical specialist about energy efficient technologies and their application(s)
- Free energy audits that include hands-on customer training in the area of common energy saving strategies
- Schools Program creates awareness and participation through a free drawing and contests, “Energy Quiz,” and other events
- Energy Center Facility Tours: overview of energy efficiency technologies and applications
- Volunteer “Green Community Ambassadors” who work to increase local government participation
- Dedicated multi-language CLEO Website with links to www.sce.com

9. Program Objectives

CTAC/AGTAC – The primary objective of the energy centers has been and will continue to be the reduction of barriers to customer participation in the energy efficiency marketplace by providing accurate and unbiased energy efficiency information to SCE customers. This information assists customers with reducing energy use and/or increasing productivity, thereby lowering energy costs. As in the past, the program will address equity objectives by targeting the hard-to-reach markets as previously defined by the Commission in the *Energy Efficiency Policy Manual*. Targeted promotion of activities will be initiated to address the specific needs of these markets, although not to the exclusion of the larger and urban customers, whose use of energy, and therefore potential for increased efficiencies, is substantial. All energy efficiency-related activities at the energy centers are provided to participants at no cost.

An integral part of the *CTAC/AGTAC* strategy is the outreach component that continues to work with SCE Business Customers Division (formerly Major Customer Division) personnel in their efforts to communicate to, and educate, SCE’s commercial and industrial customers, both small and large, about energy efficiency programs, incentives, and technologies. The outreach component also supports energy efficiency events, industry conferences, community events, and energy associations with displays, staffing, materials, and hands-on exhibits, including the ENERGY STAR[®] office exhibit. Exhibits and displays complement the face-to-face customer interaction that is essential to understanding technologies and giving answers to important customer questions.

TTC – In 2006 through 2008, the Test Centers will continue its application testing to improve the body of technical knowledge available to the industry, utility energy efficiency program planners and managers, and policy makers in California. Test Centers will meet the following objectives:

- Expand energy efficiency measures in SCE's program portfolio
- Improve the terms and conditions of SCE's nonresidential refrigeration measures offered in the prescribed and calculated incentive programs
- Develop additional training seminars at CTAC and AGTAC
- Provide training seminars at joint utility workshops
- Spread the awareness of energy efficiency by publishing articles in journals or proceedings of energy conferences
- Enhance ASHRAE Refrigeration Handbook with the latest energy efficiency information

EDR – The primary goal of this effort is to educate architects, engineers, lighting designers, and developers about techniques and technologies that contribute to energy efficient facilities. Additionally, the program will continue to provide, update, and expand robust and reliable design tools that reduce the time designers spend evaluating the energy use impact of their design decisions, at no cost. Adapting and expanding the resource base for use by designers of non-commercial businesses and building operators focused on existing buildings will efficiently leverage the solid foundation of tools now provided to the new construction market.

NRREA – The three year goal for remote energy audit completions is 4,200, or 1,400 per year.

MEU – The MEU will be scheduled an average of at least 10 event days per month (some events are 2 days). Program planners forecast an average of 300–500 visitors per event day.

BOC - Train and certify 280 students in 14 Level I classes and enroll 60 students in 4 Level II classes during the program period. Design and implement a Sustainable Building Performance Level II class series module in 2006.

CLEO – Each year in the SCE service territory the CLEO strategy will conduct 50 radio spots, 50 television spots, 40 newspaper ads, 15 workshops, 50 energy audits, 50 over-the-phone audits, 3 community event booths, a Schools Program, produce informative and colorful brochures, and operate a dedicated Website.

10. Program Implementation

CTAC/AGTAC – The energy centers provide education in the form of seminars, workshops, displays, demonstrations, technical consultations, facility presentations, fact sheets and brochures. In addition, information is provided to customers who, for various logistic or other reasons are unable to attend activities at the centers, by taking specific seminars and presentations to offsite locations. Supporting the educational curriculum

are the exhibits and displays that range from energy efficiency showcase equipment to demonstrations on the operation of specific energy efficiency applications. The presence of these exhibits and displays at the energy centers reinforces the information provided in the seminars and workshops. The exhibits and displays create an atmosphere of specialized knowledge in energy technology lending unbiased credibility to the information.

Energy center staff continues to be available to provide consultations to customers regarding their specific energy needs, ensuring that they are advised on the most energy efficient methods to meet those needs. This can be done in person, by telephone, and by email, both direct and Website-generated through www.sce.com.

Seminar offerings are a key element of the overall energy centers strategy. A variety of updated materials and new technology topics will be developed into seminars and exhibits addressing customer needs and emerging technology concepts. This work will be conducted in cooperation with various expert internal and external organizations, not only to meet customer needs as identified in the March 10, 2005 Statewide Education, Training and Services Program Study, but also to meet those needs identified by other sources as well, including customer feedback surveys, stakeholder input, etc. As a result of customer and stakeholder feedback, targeted marketing efforts will be utilized to increase customer attendance, to achieve greater market saturation.

Exhibits and displays will continually be upgraded and newly constructed in support of the overall energy centers' seminar series and to promote various SCE and statewide energy efficiency programs. These exhibits and displays help provide a balanced and well-rounded menu of learning methods while setting the energy centers apart from organizations that do not offer such an extensive variety of exhibits and displays. Some of the new exhibits and displays planned for 2006-2008 include:

AGTAC

- AG Demonstration Center – A 5,000 square-foot AG-related demonstration center is planned for construction utilizing capital funding (as opposed to PGC funding). This metal canopy type construction will provide an outdoor shaded roofing area for showcasing electric motors and controls, HVAC equipment, ventilation and circulation fans, lighting and other systems and technologies that may be used in agriculture applications.
- Exhibit Building – The 3,200 square-foot Exhibit Building, built in 2005, will be outfitted with exhibits and displays to showcase commercial and industrial-type technologies.
- Technology Trailer – This existing mobile unit will be utilized to expand AGTAC's reach to off site locations. Energy efficiency related displays and technical demonstrations will be featured.
- Updates to existing exhibits and new exhibit construction on a variety of technologies such as air compressors, hi-bay lighting, program-related displays and graphics, exhibits for the Technology Trailer, emerging technologies, etc.

CTAC

- Food Service Technology Center (FTC) – New exhibits will be added to the FTC including a new variable speed drive ventilation hood system and energy management and lighting systems that meet the needs of customers in the foodservice industry.
- New and innovative energy efficient heating, ventilation and air conditioning systems that may include direct/indirect evaporative cooling, high efficiency package air conditioners, air conditioning units that are designed for specific climatic conditions, and advanced air conditioner controls.
- Planned display upgrades include new lighting technologies for indoor and outdoor applications, including LED (light emitting diode) lighting systems, advanced daylighting systems, and lighting controls.

Outreach continues to be a valuable component of the information dissemination strategy for the energy centers. In many cases, energy center outreach is responsible for initiating customer dialogue and furthers discussion that leads to increased interest in energy efficiency, rebates and incentives, and new technologies. As a result, customer leads and the specific actions the customer is interested in pursuing are provided to account managers and program managers who follow-up with the customer. In 2006-2008, AGTAC will be exploring new outreach opportunities by taking information, exhibits and hands-on displays to customers unable to attend seminars at the center.

Statewide collaboration will continue in 2006-2008 through the sharing of course materials, classes, instructors and advertising. The sharing of these resources ensures a more consistent energy efficiency message throughout the state. Also, by coordinating the development and sharing of training materials, opportunities to reduce development costs can be realized, depending on the subject and needs of the specific target audience.

TTC – In 2006 through 2008, the Test Centers plan to develop projects in support of SCE's residential and nonresidential programs. Additionally, they plan to provide technical support to statewide programs. Technical support in these areas will include developing new measures, engineering tools, and training.

EDR – Resources are also available to interested market actors via an easy to use and navigate Website where information resources are organized for easy access and re-access. Implementation of the program strategy is currently accomplished in concert with new construction field representatives engaged in the delivery of the Savings By Design program to the new construction market, and will be expanded to include account representatives working with major business customers. Additionally, resource CDs containing the entire suite of tools and information are distributed directly to interested parties, at industry events, and at applicable training events throughout California.

NRREA – The remote energy audits are designed for, and available to, those who would otherwise be lost opportunities to the on-site, in-person energy audit service. The on-line and CD-Rom remote audits provide customers with instant energy savings recommendations they can print out to help the customer to move on to the next steps involving retrofit decision making, sourcing, and obtaining incentives or rebates. The

mail-in and over-the-phone energy audits are questionnaire-driven, with printed energy savings information and recommendations mailed to the customer. Program outreach and lead generation will be accomplished primarily through the utility phone center, direct mail, email, on-line audit access, and coordination with business organizations, trade groups, local governments, and CBOs with business customer contacts. The remote energy audit staff will send audit activity results on a weekly basis to the program manager. The program manager will track the all audit activity, budget, marketing efforts, required materials, and provide biweekly and monthly reports to management.

MEU – Various groups may request the MEU for events throughout SCE service territory through an online application process. Internal SCE departments, partnerships and local government programs, and third-party contractors will have first priority for scheduling; however, the general public may also request and receive scheduling dates. There will be guidelines to assist with application evaluation.

BOC – The building operator certification training strategy will be responsible for development of the training curricula, marketing of the program, organization of participant enrollment, training site logistics, tuition fee collection (fees are used to reimburse the program to offset other expenses), preparation of course content, conducting recruiting informational meetings, and provision of course delivery and participant certification. The program implementer and program manager will work closely with representatives of the Building Owners & Management Association (BOMA), L.A. Chapter, and the Consortium for Energy Efficiency (CEE) to coordinate training class development.

Statewide IOU collaboration continues through the use of consistent course materials, program marketing collateral materials, and sharing of best practices.

CLEO – In 2006 through 2008, CLEO will closely coordinate with other information program strategies and incentive programs to develop an effective print media outreach campaign. Workshops will be offered at selected locations to cover the Chinese, Vietnamese, Korean and Indian language customer segments in different geographic locations including the popular adult daycare centers. Customers will gain increased energy efficiency knowledge through workshops, energy audit feedback sessions and other activities designed to drive customer participation in SCE's resource programs. Awareness and outreach in schools will be created with a dedicated Schools Program element. The strategy also works toward a sustainable community presence by nominating volunteer "Green Community Ambassadors" at seminars and schools. These ambassadors work with local government representatives and business association leaders to help get out the message about the CLEO program strategy.

11. Customer Description

CTAC/ AGTAC – The energy centers' outreach promotes energy efficiency to virtually all market segments and customer types. Additionally, the energy centers provide services to a variety of market actors including architects, engineers, distributors and

contractors who use information and tools to design more efficient buildings and conduct energy efficiency retrofits and renovations.

TTC – The Test Centers will target all of SCE’s market segments including residential and very small nonresidential customers.

EDR – Energy Design Resources has, in the past, targeted the primary decision makers in new construction projects, the building owners, architects, engineers, contractors, builders, developers, and energy consultants and designers. Efforts in 2006/08 will focus on expanding the target market to similar decision makers in the industrial, agricultural, and residential segments, as well as building operators and developers focused on improving energy use in existing commercial buildings.

NRREA – Remote Energy Audits are best suited for very small-, to medium- sized nonresidential customers with an aggregate annual demand of less than 500 kW. These customers are further defined as very small (<20 kW), small (20 kW to 100 kW), and Medium (>100 kW to 499 kW) customers. Following are common business types addressed by the remote energy audit tools:

- | | | |
|-------------------------------|----------------------|------------------------------|
| ■ Auto Sales/ Repair Facility | ■ Bakery | ■ Barber/ Beauty Shop |
| ■ Funeral Home | ■ Gasoline Station | ■ Grocery/ Convenience Store |
| ■ Health Club | ■ Hotel/ Motel | ■ Laundry/ Dry Cleaner |
| ■ Medical/ Dental Office | ■ Nursing Home | ■ Office Building |
| ■ Printing/ Copying | ■ Religious Facility | ■ Restaurant/ Bar |
| ■ Retail Store | ■ School | ■ Small Warehouse |

MEU – Target audiences include homeowners and renters, multi-family property owners and property management companies, and very small-, to medium- sized business owners. The MEU will service the entire SCE territory, with remote locations (generally defined as the area outside of the Los Angeles and Orange County metropolitan areas) taking priority. The approach, which focuses on economically-disadvantaged communities with large numbers of customers that speak English as a second language or have a large first generation immigrant population will benefit from the hands-on experience since this may be the first time they have been exposed to the concept of energy efficiency. The MEU provides an opportunity for these communities to understand that there are opportunities for energy conservation and efficiency both at home and in their businesses, and by saving energy they lower operating expenses and save money.

BOC – The targeted audience is the building operator, facility manager, and/or director of medium and large commercial buildings in Southern California Edison’s service territory.

CLEO – The program strategy will target low and medium income residential customers, homeowners, and tenants with a language barrier. The program strategy is also to deliver the strategy to Chinese, Vietnamese, Korean, and Indian speaking clients at adult day care centers. The program strategy will service the various language customer segments in locations spread across SCE’s service territory.

12. Customer Interface

CTAC/AGTAC – The energy centers provide individualized information which is provided by knowledgeable instructors in an interactive environment to give customers the impetus to depart from the status quo. Additionally, objective information is provided on-the-spot in the form of technical support to ensure that customers have a good understanding regarding energy efficiency applications that are relevant to their businesses. The energy centers are available to interface with customers on a daily basis, Mondays through Fridays from 8 AM to 5 PM via face-to-face, e-mail or by calling the 1-800 numbers. Also, information is available on a 7-day/24-hour basis utilizing the energy center Webpages. Two examples of the several Webpages and numerous hyperlinks throughout www.sce.com are at <http://www.sce.com/RebatesandSavings/EnergyCenters/>, and <http://www.sce.com/RebatesandSavings/EnergyCenters/workshops.htm>.

TTC – In 2006-08, the Technology Test Centers will strategically target the following key customer interface channels that will most likely expedite customers’ program participation.

Customized Training – In collaboration with SCE’s account management team, the Test Centers will offer customized energy efficiency workshops for major customers. These workshops will address the following topics:

- Energy efficiency opportunities in supermarket refrigeration systems
- Energy efficient applications in food service refrigeration
- Energy efficiency guidelines for design and operation of energy efficient refrigerated supermarket display cases
- Maintenance and energy efficiency opportunities for refrigerated vending machines
- Maintenance and energy efficiency aspects of packaged roof top air conditioners
- Latest lighting technologies for special applications and market segments

SCE Webpages – The Test Centers maintain Webpages which provide updates on all current activities and the projects. Customers may access a Webpage to obtain energy efficiency solutions to reduce their energy use. <http://www.sce.com/RebatesandSavings/DesignandEngineering/SoCalLightingCenter/SoCalLightingCenter.htm> and <http://www.sce.com/RebatesandSavings/DesignandEngineering/RTTC/Default.htm>

Guided Technical Tours – The Test Centers will offer tours for SCE customers. These tours are designed to address customers’ energy efficiency challenges and solution strategies.

Professional Handbook Revisions – The Test Centers will participate in the revisions of professional handbooks such as the *American Society of Heating, Refrigeration and Air Conditioning Engineers (ASHRAE)*, and the *Advanced Lighting Design Handbook*. These professional reference books provide valuable energy efficiency information to the design community.

Professional and Trade Organizations Conferences – The Test Center staff will share the technical information collected at the Centers with customers and professionals at appropriate workshops and conferences.

EDR – The customer interface for architects, engineers, lighting designers, and developers is through a user-centric Website accessed through a hyperlink located at <http://www.sce.com/RebatesandSavings/BuilderandBuyer/> and from the external Savings By Design Program Website at <http://www.savingsbydesign.com/designassist.htm>. Direct access to the statewide Energy Design Resources Website is through <http://www.energydesignresources.com>

NRREA – Customers learn about the remote energy audit availability at the SCE Website at http://www.sce.com/_Tools/SmallMediumBusiness/OnlineBusinessEnergySurvey.htm, by direct mail, outbound telephone contact. In addition, SCE's Business Solutions Account Executives will promote program participation to African American and small business owners who may prefer to communicate in a language other than English. Business Solutions Account Executives are capable of addressing customers in the following languages: Vietnamese, Korean, Chinese and Spanish. The face-to-face outreach will be conducted at education opportunities, on-site visits, and collaboration with various Community-, Ethnic-, and Faith-based organizations.

MEU – Customers see the MEU on location and are curious about the physical displays and exhibits that explain energy efficiency and offer a hands-on customer experience.

BOC – While some customers hear about the certification classes by word-of-mouth, the primary method of creating awareness of the classes is by direct mail marketing. The lists are made up of names of facility managers and building operators at large customer locations. In addition, the energy centers mail/ email prior attendees of energy center training class attendees in a cross selling approach to increase the response rate to the certification class offering. Interested individuals are scheduled for seminar-style Building Operator Certification class introduction meetings which are held at CTAC and at other locations throughout the SCE service territory.

CLEO – The CLEO strategy encourages customers to enroll for the educational seminars. These seminars are conducted in a free flowing, interactive, problem solving platform where customers discuss their concerns and get answers to different low cost/no cost energy efficiency strategies, information on SCE incentives and rebates, and CLEO program support as needed. Customers are also offered free in-home energy audits and toll-free phone support for them to effectively translate the energy knowledge to real

energy savings. Colorful booths at community events provide an easy interaction and information dissemination. For senior citizens the program strategy moves on location at adult day care centers. The School Program also reaches out directly to children and their parents at their neighborhood school. The CLEO strategy vision is to make the program proactive by designating lay persons as “Green Community Ambassadors” to ensure program sustainability.

13. Energy Measures and Program Activities

13.1. Measures Information

The education, training, and outreach services offered by the program continue to have an impact on disseminating energy efficiency information and influencing customers to implement energy savings technologies as well as effectively moving them to participate in other energy efficiency programs.

13.2. Energy Savings and Demand Reduction Level Data

Based upon the California Public Utilities Commission’s (CPUC) approved Energy Efficiency Policy Manual, an information-only program is not reasonably expected to provide an estimate of energy savings. Any deficiency in energy savings, demand reduction, therm savings, resource benefits, or a TRC ratio for any particular program, i.e. information programs, should not imply that a strategy, element, or program does not promote energy efficiency. As a result of the information and services they disseminate, the education, training, and outreach strategies do indeed contribute to the success of SCE’s energy efficiency, self-generation, and demand response programs.

13.3. Non-energy Activities

CTAC/AGTAC – The energy centers will continue to assist with the diffusion of energy efficient technologies and practices into all market segments. Primary venues for this are the AGTAC and CTAC facilities which provide education in the form of seminars and workshops. In addition, information is provided to the hard-to-reach customers by taking specific seminars and presentations to offsite locations. These activities will continue for 2006-2008, complimenting emerging technology and energy efficiency program strategies.

TTC – In 2006 through 2008, in addition to technical support to energy efficiency incentive programs, Test Centers plan to offer market connection training seminars in the following areas:

- Energy efficiency opportunities in supermarkets refrigeration systems
- Energy efficient applications in food service refrigeration
- Energy efficiency guidelines for design and operation of energy efficient refrigerated supermarket display cases
- Maintenance and energy efficiency opportunities for refrigerated vending machines
- Maintenance and energy efficiency aspects of packaged roof top air conditioners
- High efficacy lighting for residential applications
- Marquee signage optimization testing
- Skylight enhancement activities

EDR – Continued development and expansion of existing information and tools will be undertaken in 2006 through 2008, as appropriate to enhance the value and usefulness of the EDR resources. New tool and resource development is undertaken primarily by third-party participants through a competitive bidding process to solicit and select the most promising and innovative resources. EDR tools such as eQUEST, an energy simulation modeling tool that now officially supports compliance with Title 24 Energy Standards, will be maintained and extended to support the advancement of new and emerging technologies as they become commercially viable.

NRREA – A minimum of 1,400 remote nonresidential energy audits will be conducted per program year, or a total of 4,200 remote energy audits conducted over the 2006-2008 program period.

MEU – A minimum of 10 MEU event days per month are planned.

BOC – Annually, 1) Conduct 5 Level-I classes and 1 Level-II class; 2) Enroll 100 students in Level-I and 15 students Level-II classes.

BOC Class Offerings and Student Enrollment

BOC

Program Element	2006	2007	2008	3 Yr. Total
Level I Classes	4	5	5	14
Level II Classes	2	1	1	4
Student Enrollment Level I	80	100	100	280
Student Enrollment Level II	30	15	15	60

CLEO – Overall the program will offer 150 radio spots, 150 television spots, 120 newspaper ads, 45 workshops, 150 energy audits, 150 over-the-phone audits, 9 community event booths, an annual Schools Program, colorful brochures and a dedicated Website. The program reinforces a sustainable shift in energy efficiency knowledge about energy savings. In addition, as part of the free energy audit program, *CLEO* will install 4 CFLs at 150 residences or 600, 20 Watt CFLs. No energy savings results will be reported from the CFL or other energy efficient product distribution.

13.4. Subcontractor Activities

SCE uses a variety of subcontractors for tasks including graphic design, exhibit construction and maintenance, lighting consultations, resource and tool development, program and seminar development, specialized training and staffing needs, facilities support, and other administrative support. The activities will continue to be awarded through the competitive bid process as the need arises.

13.5. Quality Assurance and Evaluation Activities

CTAC/AGTAC – Energy center staff will review class schedules and curricula to assess breadth and appropriate depth of subject coverage. They will drop in on classes informally to observe and will be available to attendees for any questions or concerns. Class sign-in sheets will be requested and retained to document course attendance and to allow for feedback surveys and analysis of attendance patterns. Attendees in all courses will be given brief course and instructor evaluation surveys to complete at the end of the course. SCE employees will attend selected classes to gain first-hand knowledge of the quality of course content and presentation. Instructors and energy center staff will be encouraged to discuss with their course participants how the training can be made more valuable or what additional training would be useful to them, and to share these discussions with the SCE program manager. Process evaluations that will be undertaken in the EM&V process are the formal method of gathering such information, but ongoing informal feedback is also very helpful.

TTC – Test center managers will monitor the number and types of tests being done and for whom they are being done. They will review articles written by test center personnel for publication. Test center personnel will meet periodically with their manager to discuss issues that have arisen with some tests and to share approaches and solutions that they have developed.

EDR – The website will be redesigned in 2006, with supervision and beta-testing by SCE personnel. Each new tool is evaluated prior to its general availability. Page hits and downloads will be counted and reviewed. The pattern of activity will be compared before and after changes. Website users will be given the opportunity to identify any problems they have experienced and to ask for assistance. This will provide feedback to the program staff about needs for change in the software or the website.

NRREA – The audit data are uploaded to a server and maintained. The program manager will monitor the number of audits completed, the types of businesses that are participating, any patterns of non-response to questions, and other issues that would help

them to target program outreach and identify any problems with the survey forms. The program manager will contact customers informally to obtain feedback on ease of use of the survey, whether it met their expectations, and how useful it was in identifying ways to save energy. Software will be developed to automatically monitor whether customers follow up on survey recommendations by participating in incentive programs.

MEU – The MEU will provide visitors with a brief survey on their energy use and the usefulness of the MEU in identifying energy savings solutions. The program manager will follow up on the MEU survey with a telephone call to some of the customers to find out if they have installed the CFL they were given, if they are planning to buy another, and if they found the MEU helpful in leading them to efficient products and practices. The SCE program manager drops in at customer events and observes activity at the MEU. The program manager identifies the largest and most promising events in SCE's service territory and monitors the pattern of use of the MEU.

BOC – Class sign-in sheets will be requested and retained to document course attendance and to allow for feedback surveys. Attendees in all courses will be given brief course and instructor evaluation surveys to complete at the end of the course. Instructors will be encouraged to discuss with their course participants how the training can be made more valuable or what additional training would be useful to them, and to share these discussions with the SCE program manager. Process evaluations that will be undertaken in the EM&V process are the formal method of gathering such information, but ongoing informal feedback is also very helpful. The utility evaluation staff and the program manager will also review evaluations of the BOC program done in other states in order to gather information that could be applied to enhancing the California BOC.

CLEO – The SCE program manager will review the contractor's monthly activity reports and discuss issues with them. They will follow up with school principals on the school's experience with the school portion of the program. Chinese, Vietnamese, Korean and Indian-speaking SCE staff members will drop in on some events, such as CTAC tours and in-home audit follow-up sessions, to observe the contractor's performance. SCE will review the contractor's brochures and printed materials for accuracy and applicability.

13.5.1. Expected Number/Percent of Inspections

CTAC/AGTAC – Drop in on 10% of classes. Sign-in sheets and evaluation surveys will be collected from 100% of classes.

TTC – Program personnel will record all projects and provide the logs to the program manager for review.

EDR – Reports of the hits and downloads will be provided to the program manager at least monthly. A log of problems and assistance requests will be maintained.

NREEA – The program manager will contact a minimum of 100 customers during the year. Logs of customer contacts will be maintained.

MEU – SCE personnel will attend at least 10% of all events at which the MEU is operated. They will follow up on the MEU survey with a telephone call to at least 100 customers per year. Logs of customer contacts will be maintained.

BOC – Drop in on 10% of classes. Sign-in sheets and evaluation surveys will be collected from 100% of classes.

CLEO – Chinese, Vietnamese, Korean and Indian-speaking SCE staff members will make at least 50 telephone calls per year to program participants to check on their participation and their satisfaction with the service provided.

13.6. Marketing Activities

CTAC/AGTAC – Marketing Activities

ACTIVITY	DESCRIPTION
Quarterly Mailings	Four mailers sent each year. Each mailing is sent to approximately 9,000 AGTAC and 39,000 CTAC customers, most located within a 50-mile radius of the energy centers. The mailers consist of a list of the classes offered, dates and times for each and a brief description of what material is covered. Cost for each quarterly mailer is approximately \$6,000-\$13,000 for AGTAC and CTAC respectively. Field representatives also share the schedule of classes with their customer contacts, and discuss applications or possible technologies those individuals may be considering.
Joint Utility Promotion	In cooperation with SDG&E, PG&E and The Gas Company, all energy efficiency classes offered at the energy centers are promoted at the other utilities' energy centers.
EnergyEfficiencyCenter.com	This joint utility Website features class listings for each of the State's energy centers. Class schedules are updated throughout the year and provide customers a one-stop shopping location to find what workshops are available to help solve their energy efficiency needs.

www.sce.com

SCE's Website which contains all the various programs and services offered by SCE, including a schedule of classes offered at both the energy centers. Customers will find a comprehensive list of programs and services detailed throughout the Website and are able to make clear choices for those that could potentially meet their energy needs.

AGTAC Highway Sign Board

Energy efficiency workshops are advertised on this sign board located on the facility grounds adjacent to Highway 99. Thousands pass the facility on a daily basis.

Targeted Seminar Mailings

Workshops and seminars may require a separate mailer to reach certain customer segments or customer types. These mailings may be sent to a limited number of customers, segment support groups and product-related vendors.

TTC – Technology Test Center services and activities are marketed through Websites, SCE's Business Customer Division representatives, energy centers, and brochures.

EDR – Energy Design Resources is the outreach and education component of, and is marketed hand-in-hand with, the Savings By Design program, focused on nonresidential new construction market players. Events include an annual Integrated Energy Efficiency Design Awards program, co-sponsored with the AIA, California Council; periodic training events that support the use of resources such as eQUEST; as well as direct in-person promotion at appropriate industry organization events throughout the year. Similar activities in other target segments will be included as appropriate within each industry.

NRREA – SCE Business Solutions group will promote the remote energy audit availability, and distribute CD-Rom audits at business organization and trade group meetings. In addition, program planners have identified the following promotional methods to be utilized:

- Regional/National trade shows and conferences, focusing on all nonresidential audits, with emphasis on CD-Rom energy audits
- Direct mail for mail-in energy audits
- On-line (www.sce.com) remote energy audit campaign for on-line energy audits
- Email blast for on-line energy audits
- Distribution of brochures and flyers for all remote energy audit tools

- Bill insert for on-line energy audits

MEU – The following marketing activities will be accomplished during 2006-08:
 (1) SCE’s Business Solutions group and SCE’s Public Affairs organization will promote MEU scheduling through the event coordinator, however the program benefits from various organizations requesting its use at events in which SCE is a sponsor or major participant. Examples of these kinds of events are as follows: Cambodian Festival in Long Beach, Lancaster Poppy Festival (40,000 attendees), Tet Festival in Whittier (150,000), Route 66 Rendezvous in San Bernardino (500,000), and the Jalisco Federation in Lynwood. There will be an application which can be downloaded from a designated Website; and

(2) Once at an event, the MEU will be prominently located. It will be tastefully painted with SCE and other energy efficiency logos and pictures, as a customer attraction. Visitors will also be attracted to the MEU through the use of “wind dancers” and outside displays. The event management will be requested to announce the MEU in event literature, including mention of the free CFL distribution and customer feedback survey components.

BOC – Program outreach and lead generation is done through direct mail, email, and one-on-one follow-up contacts that lead customer prospects to attend one of the scheduled information meetings. These recruitment strategies lead to student enrollment. The program contractor sends a BOC newsletter to prospective clients with program schedule and enrollment form, outreach at selected customer conferences to potential BOC participants and coordination with statewide IOUs with information meetings and in class IOU presentation of incentive programs.

CLEO –

Deliverables	CLEO Program Strategy Goals
1. Design and Air Radio Spots	50
2. Design & Publish News Ads	40
3. Design and Air TV Spots	50
4. Phone Audits	50
5. Seminars	15
6. Energy Audits	50
7. Community Events	3

The media blitz will be designed for maximum campaign effectiveness. The different media will reflect a uniform message with focused goals. Each year, the campaign will commence in April and will continue until the second week of September. After the initial blitz the campaign will be active on alternate weeks with a pause during the Thanksgiving and Christmas seasons. The planned frequencies and the number of campaigns are as indicated below.

Radio – Fifty (50) spots broadcast during prime time, will air over the course of the program strategy. The radio station hosting these spots will be Networks Asia, the dominate Chinese language radio network in southern California and other targeted broadcasting networks. The spots will be planned around the efficiency workshops. In addition to providing program benefits, the content of these spots will extol the benefits of saving energy. The messaging includes reference to the state of California’s “Flex Your Power” program and other programs. The toll free number staff will answer questions in Chinese, Vietnamese, Korean, and Indian and enroll customers for seminars and subsequent energy audits. SCE incentive and rebate program information and simple over-the-phone energy audits will be provided in various languages to customers who call the program toll free number.

Newspapers – During the course of the program strategy, forty (40) advertisements will run in the “Chinese Daily News” a popular daily newspaper in southern California and other targeted periodicals. The newspaper ad campaign will coincide with the other media advertisements. The ad content will be designed in consultation with SCE’s marketing department and will incorporate messages from Flex Your Power, CEC, and will follow recommended guidelines.

Television – In keeping with the findings of a recent EM&V study report and the CLEO program planners’ experience from the recently concluded CLEO third-party program, the television broadcast campaign has been revised to complement the other media campaigns. Fifty (50) spots will air for a period of six months in each 2006, 2007, & 2008. These spots will air on Channel 18, KSCI-TV the leading Chinese language television station in southern California and other media stations. High recognition news program anchorpersons will perform these advertisement/ announcements. The CLEO program strategy will also provide information on key person interviews and provide informative banner ads. These television ads will also cover upcoming seminars and information on SCE’s energy efficiency programs.

Special Events and Trade Shows – In addition to the media blitz the contractor will also participate in special Chinese events such as the Chinese New Year, and Lunar festivals and other targeted cultural holidays. Program planners estimate three such events every year in SCE’s service territory with a CLEO booth for information dissemination, seminars and energy audit enrollments. These booths will also provide efficiency quiz contests and raffles for CFLs as incentives to drop by the program booth and hear the energy efficiency message.

Seminars – The CLEO program strategy will conduct 15 targeted seminars in a classroom setting at locations in the SCE service territory. A focused effort will be made to register as many participants for each seminar. However, to ensure effectiveness, CLEO will limit participation to a maximum of 40 customers (SCE service account numbers) for each session. The seminars are designed to increase energy efficiency awareness and will focus on simple strategies for energy savings. SCE rebate program information will be provided and attendees will be encouraged to embrace efficiency projects and spread the

word about the advantages of energy efficiency in their communities. The seminars will target the moderate income residential customers and small commercial customers. Volunteer “Green Community Ambassadors” that are selected at the seminars will carry the program strategy message to the community. CLEO staff will then work with local city officials to leverage their outreach and marketing efforts to deliver the program strategy to the local various communities.

Local Community-Based Organizations (CBOs) – CBOs will help organize seminars and also enroll participants from communities they serve. Seminar registration will be on going and consists of direct phone registration from the media blitz, special events registration, on-site registration and registration by various CBOs. CLEO will offer special incentives such as energy efficient product door prizes and drawings to encourage participation. All seminar registrants will be enrolled and tracked using their address and telephone number for future program verification work. Seminars will also allow for a qualitative self-assessment of the CLEO program strategy. A direct feedback focus group approach will help incorporate customer inputs into the current and future program design. The seminars will also provide first person feedback and evaluation of the various aspects of the program.

Energy Audits – The CLEO program strategy has budgeted to enroll 50 customers for free energy audits. These energy audits will highlight energy usage and energy saving opportunities. A simple audit report in either Chinese, Vietnamese, Korean, or Indian will be provided to these customers with a one-on-one discussion of energy efficiency implementation strategies. A majority of these customers will be enrolled from seminar attendance. This allows these customers the opportunity to actually use the information received and will increase the odds of the customers following up on the audit report recommendations. These reports will also be used as case studies for workshop participants. Simple audit forms will be used to aid in the explanation of results and recommendations during the customer consultation.

Phone Audits and Support - CLEO will establish a toll free number for over-the-phone energy audits, enrollment in the seminars, on-site energy audits, and for general questions arising from the media campaign. CLEO program planners have budgeted for 50 over-the-phone audits.

School Program – CLEO will also introduce a “School Program.” Various Chinese, Vietnamese, Korean and Indian Sunday schools and schools in demographic areas with a high presence of represented persons will be contacted for coordination of the in-language School Program. Students will be provided with simple quizzes which they have to bring back after review with their parents. Students will be rewarded for their participation with home energy and water use efficiency kits. Parents of these students will also be encouraged to attend the CLEO workshops. Attending parents will be given small educational gifts for their children. A number of the students will be selected as volunteer “Green Student Ambassadors” to help sustain the strategy at the schools. A guided tour of SCE’s energy center is also included in the program strategy.

14. Program Changes

SCE has continued to look for ways to integrate other demand-side management options with energy efficiency. To this end, SCE will co-promote self generation and demand response program in conjunction with the promotion of energy efficiency programs. However, SCE will fund these other demand-side promotions from funding sources other than energy efficiency.

SCE has also increased the number of CTAC/ AGTAC outreach it plans to conduct.

In addition, the scope of work for the Chinese Language Efficiency Outreach (CLEO) strategy was enhanced to embrace additional languages including Vietnamese, Korean, and Indian in addition to Chinese. The CLEO program strategy name was changed to Custom Language Efficiency Outreach (CLEO).