

May 2, 2011

VIA ELECTRONIC MAIL

Julie Fitch  
Director, Energy Division  
California Public Utilities Commission  
505 Van Ness Avenue  
San Francisco, CA 94102

Re: Southern California Edison Company's (U 338-E) Annual  
Progress Reports for Low Income Programs for the Period  
January - December 2010

Dear Ms. Fitch:

Southern California Edison Company (SCE) hereby submits its Annual Progress Report for the Energy Savings Assistance (formerly the Low Income Energy Efficiency or LIEE) Program, its Annual Progress Report for the California Alternate Rates for Energy (CARE) Program, its Annual Progress Report for The Family Electric Rate Assistance (FERA) Program, and its Annual Report for Temporary Energy Assistance for Families (TEAF) for the period January through December 2010.

If you have any questions regarding these Reports, please contact SCE's Low-Income Programs Manager, Jack F. Parkhill at (626) 302-0745.

Very truly yours,

/s/ Larry R. Cope  
Larry R. Cope

cc: Administrative Law Judge Kimberly H. Kim, CPUC (via email only)  
Sarita Sarvate, CPUC (via email only)  
Sarvijit Randhawa, CPUC (via email only)  
Tory Francisco, CPUC (via email only)  
Ava Tran, CPUC (via email only)  
Syreeta Gibbs, CPUC (via email only)  
Megha Lakhchaura, CPUC (via email only)  
Camille Watts-Zagha, DRA (via email only)  
Rashid Rashid, DRA (via email only)

#1720773

Enclosure(s)

**Attachment A**  
**FERA Annual Report**

**Attachment B**

**LIEE/CARE Annual Report**

**Appendix C**  
**LIEE/CARE Tables**

**Appendix D**

**Temporary Energy Assistance for Families (TEAF)**

**Attachment A**  
**FERA Annual Report**



SOUTHERN CALIFORNIA  
**EDISON**

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**SOUTHERN CALIFORNIA EDISON COMPANY'S (U-338 E)  
REPORT FOR THE FAMILY ELECTRIC RATE ASSISTANCE (FERA) PROGRAM FOR  
THE PERIOD JANUARY - DECEMBER 2010**

**May 2, 2011**

**SOUTHERN CALIFORNIA EDISON COMPANY'S REPORT FOR THE  
FAMILY ELECTRIC RATE ASSISTANCE (FERA) PROGRAM**

**January 1, 2010 through December 31, 2010**

**I. Participant Information**

- A. Provide the total number of FERA customers by month, for the reporting period.**

See Table 1.

<b>Table 1</b>		
<b>2010<sup>1</sup></b>	<b>FERA Enrolled</b>	<b>FERA Receiving Tier 3 Benefit</b>
<b>January</b>	23,962	15,714
<b>February</b>	24,226	14,014
<b>March</b>	24,410	15,281
<b>April</b>	24,764	14,230
<b>May</b>	24,969	13,323
<b>June</b>	24,795	16,193
<b>July</b>	24,834	14,588
<b>August</b>	24,504	16,326
<b>September</b>	24,265	16,314
<b>October</b>	24,308	16,643
<b>November</b>	24,600	15,140
<b>December</b>	24,646	17,549

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<sup>1</sup> FERA was implemented in June 2004.



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

See Table 2.

<b>Table 2</b>			
<b>FERA Penetration Rate</b>			
<b>2010 Quarter Ending</b>	<b>FERA-Eligible Households</b>	<b>FERA- Participating Households</b>	<b>FERA Household Penetration Rate<sup>2</sup></b>
March 31	224,166	24,103	11%
June 30	224,562	24,305	11%
September 30	224,803	23,844	11%
December 31	224,654	24,219	11%

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

SCE used the joint energy utility methodology for the CARE program that was adopted by the California Public Utilities Commission (Commission) in Decision (D.)01-03-028 for developing quarterly penetration estimates for March, June, September, and December 2010. 2009 vendor data and a variety of additional sources described in the CARE Annual Report were used to provide household size and income distributions as a basis for the eligibility estimates used in 2010. This CARE methodology, which incorporates recent labor market changes as influences upon household income, estimates a demographic eligibility rate by county (and various smaller geographies) for customers, based on an income limitation of 200% of the federal poverty guideline. The demographic eligibility rate is applied to (multiplied by) the total number of technically eligible customers (those having an eligible meter or sub-meter) to determine the total number of eligible households. The total number of participating households is divided by the number of eligible households to estimate the CARE penetration rate. The CARE methodology can be extended to cover other programs with guidelines involving household size and

<sup>2</sup> FERA Household Penetration Rate is calculated by dividing FERA Participating Households by FERA-Eligible Households.

income, and the Joint Utilities have done this in the case of FERA income and size guidelines.

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

As of December 31, 2010, there were 132 sub-metered tenants participating in FERA.

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

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

**II. Program Costs**

**A. Discount Cost**

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

The average monthly FERA discount received, in dollars per FERA customer was \$14.16.<sup>3</sup>

**2. State the cumulative annual discount for all FERA customers.**

The cumulative annual discount for all FERA customers was \$2,946,957.57.<sup>4</sup>

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<sup>3</sup> Does include all enrolled customers who received a discount in any month.

<sup>4</sup> Does include all enrolled customers who received a discount in any month.

**B. Administrative Cost**

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

See Table 4.

<b>Table 4</b>	
<b>FERA Program Administrative Costs by Category and Benefits</b>	
<b>Category</b>	<b>Cost</b>
<b>Outreach/Marketing</b>	62,865.32
<b>Processing, Certification, and Verification <sup>[1]</sup></b>	
<b>General Administration <sup>[1]</sup></b>	
<b>Information Technology</b>	50,063.88
<b>Capitation</b>	20,293.22
<b>TOTAL PROGRAM COSTS</b>	<b>133,213.42</b>
<b>CUSTOMER BENEFITS</b>	<b>2,946,957.57</b>
<b>TOTAL PROGRAM COSTS &amp; CUSTOMER BENEFITS</b>	<b>3,080,170.99</b>

[1] Costs are not tracked separately from CARE, therefore, costs in these categories have been charged to the CARE program.

2. Explain what is included in each administrative cost category.

See table below.

Category	Description
<b>Outreach</b>	Includes: Bill inserts, advertising, applications (printing and mailing), posters, brochures, flyers, postage, and other outreach, information technology (technical support and software licensing), staff labor, out bound dialing, 800#, outreach pilots, and Capitation Fee Project.
<b>Processing, Certification, and Verification</b>	Includes: Staff labor, information technology (technical support and software licensing), application processing, training, programming labor, and sub-meter certification.
<b>General Administration</b>	Includes: <b>Information Technology/Programming</b> Programming and labor costs associated with system enhancements and maintenance of existing processes.  <b>Regulatory Compliance</b> Applications, advice filings, comments and reply comments, hearings, reports and studies, working group meetings, public input meetings, and tariff revisions.  <b>Other</b> Office supplies, market research, program management labor (including pensions and benefits), and information technology (technical support and software licensing).
<b>Startup</b>	Includes: Labor and system programming to implement the program.
<b>Benefits</b>	Includes: Rate discounts.

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

Capitation and Customer Benefits are actual costs incurred by the FERA program. Outreach/Marketing and Information Technology costs are charged 95% to CARE and 5% to FERA. Processing, Certification, and Verification, and General Administration costs are charged entirely to CARE.

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

SCE's FERA Balancing Account was closed prior to December 31, 2009. In A.08-05-026, SCE proposed to include the FERA-related O&M Administrative funding in the authorized CARE administrative revenue requirement, record actual FERA-related expenses in the CARE Balancing Account (CBA), transfer the December 31, 2008 Family Electric Rate Assistance Balancing Account (FERABA) balance to the Public Purpose Programs Adjustment Mechanism (PPPAM) balancing account and eliminate Preliminary Statement, Part Z, FERABA. The Commission approved SCE's proposal in D.08-11-031.

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

**III. Outreach**

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

FERA outreach was conducted as an adjunct to CARE outreach from January through December 2010 as follows:

SCE's goal is to enroll as many eligible customers who are willing to participate on FERA. FERA enrollment increased from 23,532 on December 31, 2009 to 24,646 on December 31, 2010 which represents a net increase of 1,114.

The following provides an overview of SCE's 2010 outreach initiatives:

CARE and FERA programs' outreach efforts and communications to SCE's in-language and under-penetrated areas continued to be a priority. SCE's CARE and FERA Programs partnered with internal SCE departments such as Equal Opportunity, Local Public Affairs, Consumer Affairs, Customer Experience Management, Corporate Communications, Community Involvement, Speakers Bureau, employee volunteer-based Resource Groups, as well as external organizations and various chambers, foundations, faith-based and community-based organizations in outreach activities that target SCE's hard-to-reach customer base.

Since November 2007, customers have been able to enroll in the CARE or FERA Programs via the real time online enrollment and recertification form at [www.sce.com/care](http://www.sce.com/care). In January 2010, SCE's Customer Communications Organization extended the ability for all customer communication representatives to enroll eligible customers in the CARE and FERA Programs via the online web enrollment.

SCE participated in 11 Strategic Collaboration Conferences designed to provide a platform for sharing critical information on sector-specific strategies to meet the needs of the customer base shared between SCE and the ethnic communities: Latino, African American and Asian American Pacific Islander Nonprofit organizations. The objectives of these forums were to educate and inform ethnic communities about valuable SCE programs and services; create, renew and strengthen strategic relations within these communities; explore ways SCE can leverage opportunities to assist and better serve these communities and those customers experiencing tough economic challenges. These objectives were met by promoting CARE, FERA and LIEE Programs, as well as promoting potential contracting opportunities for these organizations through the Capitation Fee Project. The forum dates, locations and ethnic communities are as follows:

- |                       |                 |                        |
|-----------------------|-----------------|------------------------|
| 1. February 10, 2010  | Irwindale       | Asian Pacific Islander |
| 2. April 16, 2010     | Carson          | African American       |
| 3. June 30, 2010      | Oxnard          | Latino                 |
| 4. July 14, 2010      | San Bernardino  | Asian Pacific Islander |
| 5. July 30, 2010      | Visalia         | Latino                 |
| 6. August 6, 2010     | Huntington Park | Latino                 |
| 7. August 13, 2010    | Long Beach      | Asian Pacific Islander |
| 8. August 27, 2010    | San Bernardino  | Latino                 |
| 9. September 24, 2010 | San Bernardino  | African American       |
| 10. November 4, 2010  | Inglewood       | African American       |
| 11. November 17, 2010 | Santa Ana       | Latino                 |

As part of a faith-based initiative, SCE's Income-Qualified Programs

**SCE's FERA Report**  
**January 1, 2010– December 31, 2010**

signed a purchase order with WBC Enterprises led by Pastor Mark Whitlock, a key leader in the African American community. The purchase order funded three outreach events in 2010 seeking to increase program awareness and to enroll eligible customers in the CARE, FERA and LIEE Programs and to issue capitation contracts to faith-based organizations. These events also provided participants with supplier diversity opportunities within SCE, as well as free workshops on resume/interview tips to assist with employment opportunities.

- The first event was held on January 30, 2010 at the City of Refuge in Gardena, CA where over 4,000 people turned out for this day of opportunity.
- The second event was held on June 12, 2010 at Life Church in Rubidoux, CA and more than 100 people attended this day of opportunity.
- The third event was held on September 25, 2010 at Christ Our Redeemer Church in Irvine and more than 100 people participated in this event.

The first event marked the joining of three major religious dominations within the African American community:

- Bishop Noel Jones, City of Refuge
- Bishop Charles Blake, Church of God in Christ
- Bishop T. Larry Kirkland, Western Region of the African American Methodist Episcopal Church

Together these three Bishops represent over 13 million parishioners.

In an effort to sustain and expand partnerships within internal departments, SCE's Income-Qualified Programs held an "Internal Outreach Summit" in April 2010. Several SCE departments who engage in customer outreach, i.e. volunteer-based SCE Resource Groups, Energy Efficiency, Local Public Affairs, the Customer Communication Organization, Consumer Affairs, Customer Experience Management, Community Involvement, Speakers Bureau, and Business Solutions. The purpose of this summit was to leverage resources and integrate low income outreach opportunities within SCE.

Each quarter in 2010, SCE partnered with The Gas Company to leverage an opportunity with Univision's "A Su Lado" ("By Your Side"). This segment runs with Univision's KMEX live morning news (5:00 AM to 8:00 AM) and provides community based information to the Spanish-speaking community. SCE promoted CARE, FERA and Low Income Energy Efficiency (LIEE) Programs as well as providing energy efficiency conservation tips to consumers. Additionally, SCE and The Gas Company

representatives answered questions and assisted customers with program enrollment over the phone.

Throughout 2010, CARE Management contracted with a third-party vendor to conduct outbound phone enrollment campaigns. These campaigns were used for new enrollment efforts and as a follow up for customers not responding to previous communications. These campaigns resulted in increased campaign response rates.

As part of an educational initiative, SCE funded 25 theatrical performances by East West Players' touring production, Dawn's Light: The journey of Gordon Hirabayashi. These performances were held in schools, churches, libraries and community centers within income-qualified areas during February and March 2010. The theatrical performances supported SCE's education and community initiatives, as well as increased customer awareness of CARE, FERA, LIEE, Medical Baseline, Level Pay Plan, payment arrangements and extensions, and Energy Efficiency Programs.

In June 2010, SCE launched the Authorized Payment Agency (APA) Summer Intern Partnership in which interns enrolled eligible customers in CARE and FERA at SCE's APAs. A total of 9 customers were enrolled in FERA due to this effort.

In July 2010, SCE's Home Energy Efficiency Survey (HEES) launched a new pilot where customers were informed about income qualified programs and referred to SCE's website for more information at the end of the HEES survey.

In October 2010, SCE participated in Maria Shriver's "We Connect" and the Women's Conference. This event was a health fair providing free dental, vision, medical and financial services (such as food stamps, foreclosure counseling, legal referrals, employment and resume assistance) to women in need. SCE hosted a booth promoting CARE, FERA and EMA Programs.

- SCE's CARE and FERA Programs participated in 335 customer outreach events through partnerships with internal and external organizations wherein thousands of CARE/FERA applications were distributed to low-income customers as part of the sustained efforts related to SCE's first quarter Economic Assistance Campaign.
  - The Economic Assistance campaign launched in mid-February 2010 focused efforts on educating income-



qualified and newly eligible customers due to the economic crisis to enroll in SCE's income-qualified programs. Customers responded to various tactics, including targeted direct mail efforts, ethnic and community advertising (print, radio, and posters), media outreach and community events.

- At many of these events, eligible customers had the opportunity to enroll or recertify for CARE or FERA via the real time online enrollment form at [www.sce.com](http://www.sce.com) and learn about the programs directly from a CARE/FERA subject matter expert. Such events provide SCE with the opportunity to uphold a presence in the community, continue to educate the public about the programs, and enroll eligible customers. Upholding this presence in the community is hugely important as the economic climate continues to impact SCE's customers—bringing a newly eligible customer base.
  - New CARE/FERA brochures were developed in ethnic languages and were distributed.
- SCE's Credit and Collections organization referred customers with a "senior" or "disabled" profile to our Consumer Affairs organization prior to disconnection for nonpayment. Consumer Affairs, a specialized team of customer service representatives within SCE, handles informal/formal complaints from SCE customers, as well as other escalated issues. As a part of this follow-up, Consumer Affairs provided these customers information on enrolling in CARE or FERA as part of a plan to reduce electric bills. In 2010, Consumer Affairs began utilizing SCE's CARE/FERA real time online enrollment and recertification form to enroll eligible customers on the CARE or FERA Program.
    - SCE's CARE Capitation Fee Project, established under SBX1 5 Rapid Deployment, continued using outside organizations to inform customers about the CARE/FERA Programs and assist eligible customers in completing a CARE/FERA application.
    - SCE significantly increased outreach efforts within the Capitation Fee Project by aggressively recruiting new agencies, and continuing its efforts to re-engage existing Capitation Partners while strategically registering additional contractors to overcome enrollment barriers, including language, culture, and special needs, as a means of enrolling the hardest to reach customers. Due to these efforts, the Capitation Fee Project continued to show

increased enrollments from agencies that had been previously inactive.

- CARE/FERA Management worked with agencies to develop creative outreach approaches. Capitation agencies were provided information and support to pursue alternative outreach activities that leverage their existing business strengths, including partnering with businesses and organizations in key locations, developing public forums in which to conduct outreach, and conducting outreach in conjunction with community events that have a high probability of attracting new eligible customer populations.
- Campaign strategies and efforts included the following:
  - Leveraged events sponsored by communities, such as food distributions and cultural celebrations, to reach eligible populations that may enroll in the CARE or FERA program.
  - Partnered with SCE personnel to leverage existing SCE partnerships with FBOs, CBOs, and local governments.
  - Partnered with public entities to leverage existing relationships with businesses, FBOs, and CBOs to reach eligible customers through existing municipal channels.
  - Leveraged existing channels to develop creative approaches for contractors to conduct CARE/FERA outreach.
  - In conjunction with an Energy Efficiency integrated project, CARE/FERA Program Management completed implementation of CARE/FERA program outreach at six retail stores through which CARE/FERA program information is being provided to customers by the sales associates.
- The CARE/FERA Program continuously integrated its efforts and messaging with SCE's (EMA) Program at all outreach events, communications, and marketing campaigns.
- SCE's Local Public Affairs (LPA) continued to provide information and materials to CBOs, city councils and staff, chambers of commerce, small businesses, senior centers, local governments, and others. LPA continued to promote the CARE/FERA Capitation Fee Project to organizations through community group presentations.
- SCE partnered with East West Bank to display and disseminate CARE/FERA applications to eligible customers in East West Bank and Desert Community Bank branches. CARE/FERA

applications are currently available in 53 branches throughout the counties of San Bernardino, Los Angeles, and Orange.

- SCE's Speakers Bureau continued to promote CARE, FERA and the Capitation Fee Project through community group presentations.
- Customers were made aware of the CARE/FERA Programs when calling in to SCE's phone centers via Voice Response Unit messaging.
- Customers were able to enroll in the CARE or FERA Programs via the real time online enrollment and recertification form at [www.sce.com/care](http://www.sce.com/care). Customers could also obtain CARE/FERA information and download a CARE/FERA application they could mail in from SCE's website [www.sce.com](http://www.sce.com).

SCE conducted marketing to increase awareness and enrollment of the CARE/FERA Programs as described below:

### **Marketing**

- SCE continued to include a CARE enrollment application in the Welcome Kit that is sent to residents requesting new service or transfer of service. In 2010, there were 25,536 customers enrolled in the CARE Program as a result of this effort.
- In January 2010, the LIEE program sent out approximately 150,000 mailers targeting CARE customers within the LA/Orange counties.
- Also, in January 2010, SCE deployed an LIEE email blast to approximately 104,000 CARE My Account customers. Approximately 24,000 customers opened the email and 10% of the customers responded to the "Apply Now" link resulting in over 2,400 leads being generated for the LIEE program.
- Additionally, in February 2010, approximately 45,000 mailers were sent targeting CARE customers for the LIEE program. The strategy was to promote LIEE services and encourage customers to contact their local SCE-approved contractor.

- In March 2010, LIEE deployed 100,000 direct mailers using zip7 data targeting customers in high potential, low penetrated areas and those who are classified as disabled, under the Medical Baseline program.
- In April 2010, SCE conducted a pilot program in partnership with the Call Center to promote CARE, FERA and LIEE. For three months, 12 call center specialists offered two of four designated programs (CARE, LIEE, and two EE programs) to SCE customers at the end of every call. 1,337 customers were enrolled in CARE as a result of this effort.
- As a part of the Economic Assistance campaign, SCE proactively reached out to customers to build awareness that SCE is here to help. Here were some of the tactics leveraged to promote CARE/FERA and LIEE:
  - In March 2010, SCE sent out approximately 280,000 bilingual direct mailers to targeted customers not on the CARE rate. There were 9,224 customers enrolled from this effort.
  - Participated in community events that target customers seeking information on bill payment assistance and energy savings, for example: We Connect, Community Forums, UNCF Walk for Education, California Special Olympics, Los Angeles County Fair.
  - Distributed CARE/FERA take-one brochures with enrollment applications through Best Buy retail stores.
  - In partnership with East West Players, SCE provided information on income-qualified and payment assistance programs to patrons attending performances at schools, churches, libraries and other locations in underserved communities.
  - The Customer Connection Newsletter in June 2010 provided information and resources on CARE, FERA and LIEE.
  - In July 2010, SCE conducted a solicitation for CARE/FERA participation with mention

of LIEE. As a result, 5,057 customers enrolled in CARE.

- As part of the CARE/FERA annual solicitation process in June 2010, SCE included CARE enrollment applications in the bill of non-CARE customers. Due to this effort, SCE received 21,624 new enrollments in CARE.
- Beginning in July 2010, SCE's Home Energy Efficiency Survey launched a new pilot initiative where, at the end of each survey, the customer is informed about the CARE and FERA programs.

### **Earned Media (PR and Outreach):**

#### **General Market**

Through the Economic Assistance Program, General Market placed the following: 40 (30-sheet) posters, 93 transit shelter ads, 332 bus "king" ads, 115 bus "tail" ads and 1,500 bus interior ads. The campaign ran from May 2 to June 27, 2010. Added value equaled \$71,225. The total number of impressions equal 189,707,016. Further breakdown, including reach and frequency are as follows:

- Los Angeles County
  - Bus kings - 153,229,110 impressions, 87.7% average reach and 11x average frequency
  - Posters - 19,320,000 impressions, 21.4% reach and 7.9x frequency
  - Shelters – 25,188,800 impressions, 24.7% reach and 8.0x frequency
  - Interior cards - 49,029,310 impressions, but no reach or frequency data available
- Orange County:
  - Bus kings - 11,945,600 impressions, 75.2% reach and 4.4x frequency
- Long Beach:
  - Bus tails - 10,920,000 impressions , 83.8% reach and 9.3x frequency
- LADOT

- Bus tails - 2,161,600 impressions, 44.6% reach and 1.7% frequency
- San Bernardino/Riverside
  - Posters - 216,435 impressions, 50.3% reach and 4x frequency
- San Bernardino County
  - Shelter ads - 1,054,000 impressions, 91.7% reach and 24.1x frequency
- Palm Springs
  - Posters - 179,271 impressions, 77.8% reach and 18x frequency

Information about the CARE, FERA and LIEE Programs, along with the message to customers that SCE has programs and services that can help them, was conveyed in the online and print versions of the Long Beach Press Telegram, Pasadena Star News, San Gabriel Valley Tribune, Los Angeles Times, WorldJournal.com and Earthtimes.org, HeraldToday.com, InlandValley News, Visalia Times Delta, Tri-County Sentry, American News, California Crusader News, San Bernardino American News, North County Times, Daily Bulletin, Whittier Daily News, The Lake Los Angeles News, Orange County Register, The Compton Bulletin/Carson Bulletin/Wilmington Beacon/The Californian, Long Beach Leader, PasadenaJournal.com, Pasadena/San Gabriel Valley Journal, Daily Breeze, Los Angeles Daily News, Lynwood Press, The Herald American, Kern Valley Sun, Long Beach Times, FOXBusiness.com, California Current, It was also covered on television by KESQ TV.

### **African American**

All 39 earned media placements within the African American community reached an estimated circulation of 1,584,400.

#### **Print**

Information about SCE's money saving programs such as CARE and FERA were conveyed in 12 different publications such as: The Compton Bulletin, Tri-County Sentry, Our Weekly, San Bernardino American News, Inland Valley News, Long Beach Times, Long Beach Leader, Pasadena Journal, California Crusader News, West Side Story Newspaper and Black Voice News.

#### **Online**

PasadenaJournal.com, LongBeachTimes.net, OurWeekly.com, SBAmerican.com, TriCountySentry.com, Compton Bulletin.com, CalCrusNews.com, BlackVoiceNews.com, Inlandvalleynews.com, Wright Place TV Online,

WestSideStoryNewspaper.com conveyed information on SCE's money-saving programs such as CARE and FERA.

#### **Radio**

Radio stations KCAA AM 1050 and KTYM-AM 1460 discussed the CARE and FERA programs and the benefits that it provides for its participants.

#### **Asian**

All earned media placements within the Asian community reached an estimated circulation of 1,654,099.

#### **Print**

Information about the utility companies' money saving programs such as CARE, FERA, and LIEE were conveyed in 21 different Asian market publications including, but not limited to, Viet Bao Daily News, World Journal (formerly known as Chinese Daily News), the Khmer Post, Angkor Borei News, India Journal, India Post, Asian Journal, Balita USA, Siam Media Newspaper, and Hafteh Bazaar.

#### **Online**

14 of the 21 print publications referenced above also posted the information on their websites.

#### **Radio**

KWRM AM 1370 shared information on how SCE teamed up with the Gas Company to provide customers with bill discounts and energy efficiency assistance.

#### **Hispanic**

In 2010, 71 earned media placements covering CARE/FERA and LIEE programs within the Hispanic community totaled 5,710,840 impressions. With the use of added value interviews and sponsorships during SCE's Economic Assistance Campaign, an additional 209,890 impressions were achieved.

#### **Print**

Information about the utility companies' money saving programs such as CARE, FERA and LIEE were conveyed in several different publications including: El Panamericano; Día a Día; El Informador del Valle; La Prensa Hispana LA; 20 de Mayo; La Opinión; El Sol (Visalia); El Clasificado; La Nueva Voz Pomona; Excelsior; Bell Gardens Sun; City Terrace Comet; Commerce Comet; East Los Angeles Brooklyn-Belvedere Comet; Eastside Sun; Mexican American Sun; Montebello Comet; Monterey Park Comet; Northeast Sun; Vernon Sun; and Wyvernwood Chronicle.

**SCE's FERA Report**  
**January 1, 2010– December 31, 2010**

- Total Earned Hits: 29
- Total Circulation: 1,235,975
- Total Impressions: 4,325,912.5

**TV**

KMEX-TV, KTFR-TV, KPMR-TV, KRCA-TV, KUNA-TV and KVER-TV covered SCE and The Gas Company's economic assistance programs such as CARE, FERA and LIEE. The most coverage earned on the CARE program was through SCE's and The Gas Company's year-round participation in Univision "A Su Lado," a public-affairs series of segments featured in the Los Angeles station's morning newscast, "Primera Edición," on March 9th, June 8th, September 7th and December 14th, 2010.

- Total Earned Hits: 30
- Total Viewership: 1,202,295

**Online**

Publications that posted information about CARE, FERA and LIEE on their websites include: El Sol (Visalia); Entrefamilia.net; Vida Nueva and La Opinión. In addition, Univision 34 posted CARE information on their Facebook page during two "A su Lado" telethons; June 8th and December 14th, 2010.

- Total Earned Hits: 7
- Online Impressions: 90,632

**Radio**

SCE spokesperson discussed the benefits of the CARE program, as well as other key economic assistance programs, and invited customers to call SCE, or visit the [www.SCEenEspanol.com](http://www.SCEenEspanol.com) site, for more information. Radio stations included Radio Lazer 102.9 FM; W-Radio 690 AM; Éxitos 93.9 FM; and Radio Zion 540 AM.

- Total Earned Hits: 5
- Total Listenership: 92,000

Leveraging media buys with advertising agencies during SCE's Economic Assistance Campaign resulted in (10) added value radio interviews with the following stations:

- Total Hits: 10
- Total Listenership: 184,890

By utilizing part of the 2010 budget for Advertorials, one (1) sponsored radio interview was obtained with W-Radio 690 AM's "Mujeres Ahora," to further highlight the joint efforts of SCE and The Gas Company during the Economic Assistance Campaign.

- Total Hits: 1
- Total Listenership: 25,000



**B. Discuss each of the following:**

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

The CARE/FERA Programs continuously integrate efforts and messaging with the LIEE Program at all outreach events, communications, and marketing campaigns.

- 2. Discuss barriers to participation encountered during the reporting period and steps taken to mitigate them.**

FERA is a program that targets middle income households with high energy usage. SCE believes FERA penetration is unlikely to match CARE due to the smaller level of benefits that are paid to participants.

Although no formal study has been conducted by SCE to identify barriers to participation, it is believed, through anecdotal information and experience that some barriers to participation do exist. These include lack of knowledge about the availability of CARE/FERA, language and cultural barriers, geographical barriers to reach potentially-eligible customers, and a certain segment of the eligible population that does not wish to participate. In 2010, as penetration rates reached higher levels, SCE also found that it became increasingly difficult to reach each new eligible customer.

As described in this report, SCE uses a multifaceted outreach approach to reach its potential CARE/FERA-eligible customers, and in 2010, significantly increased outreach efforts, including, but not limited to, aggressive recruitment of new CARE/FERA Capitation agencies, multilingual outreach, ethnic and general market media, and designing CARE/FERA marketing and correspondence to reach increasing numbers of ethnicities and under-penetrated geographic areas. SCE believes this approach continues to make progress in overcoming barriers to enrollment.

In addition, as described elsewhere in this report, process and program delivery improvements, such as “real-time” internet enrollment and recertification applications, categorical enrollment and verification, outbound phone enrollments via a third party contractor, expanded data sharing with The Gas Company, and

multilingual communications are working toward eliminating barriers.

**IV. Processing FERA Applications**

**A. Processing Self-Certification and Self-Recertification Applications (individual and sub-metered customers)**

- 1. Provide the number of utility and third-party FERA self-certification and self-recertification applications provided, received, approved, denied, pending/never completed, or duplicates for the reporting period.**

See Table 5.

<b>TABLE 5</b>						
<b>FERA Self-Certification and Self-Recertification Applications<sup>5</sup></b>						
	<b>Provided<sup>6</sup></b>	<b>Received</b>	<b>Approved</b>	<b>Denied<sup>7</sup></b>	<b>Pending/Never Completed<sup>8</sup></b>	<b>Duplicates</b>
<b>Utility</b>		18,795	11,298	6,560	344	
<b>Capitation</b>		1,139	1,116			
<b>Other Third-Party</b>		24	24			
<b>Total</b>		19,958	12,438	6,560	344	

**B. Processing Random Post-Enrollment Verification Requests**

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

See Table 6.

<b>TABLE 6<sup>9</sup></b>						
<b>FERA Random Post-Enrollment Verification Requests<sup>10</sup></b>						
	<b>Requested</b>	<b>Received</b>	<b>Approved</b>	<b>Denied<sup>11</sup></b>	<b>Pending/Never Completed<sup>12</sup></b>	<b>Duplicates</b>
<b>Total</b>	526	74	20	476	29	0

<sup>5</sup> Includes sub-metered tenants.

<sup>6</sup> Self-Certification applications are distributed/mailed through a wide variety of fulfillment and outreach methods so it is not possible to determine an actual account. Recertification applications are tracked.

<sup>7</sup> Denied Self-Certification applications are counted to the CARE program due to the dual CARE/FERA application.

<sup>8</sup> Includes cancelled recertification requests and closed accounts.

<sup>9</sup> SCE is investigating its verification system to determine if it is functioning properly based on the small number of verification requests shown in Table 6.

<sup>10</sup> Verification process for FERA is the same as CARE.

<sup>11</sup> Includes customers who were dropped due to non-response.

<sup>12</sup> Includes cancelled requests and closed accounts.

## V. Program Management

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

FERA was implemented in June 2004. Because FERA procedures and processes were designed to mirror the well-established CARE program, there were no major issues and or events that significantly affected program management.

**Attachment B**

**LIEE/CARE Annual Report**

**Southern California Edison Company  
Low Income Energy Efficiency (LIEE)  
AND  
California Alternate Rates for Energy (CARE)  
Programs Annual Report**

**May 2, 2011**

SCE LIEE AND CARE PROGRAMS ANNUAL REPORT – MAY 3, 2010

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## **SCE LIEE AND CARE PROGRAMS ANNUAL REPORT – MAY 2, 2011**

### **1. LIEE Executive Summary**

*Provide an executive summary of the LIEE program year:*

#### **1.1. Alignment of LIEE with Strategic Plan Goals and Strategy**

*The long-term California Strategic Plan vision for the LIEE program is to have 100% of all eligible and willing low income customers receive all cost effective Low Income Energy Efficiency measures by 2020. The Plan lays out two goals in achieving the LIEE vision: 1) By 2020, all eligible customers will be given the opportunity to participate in the LIEE program, and 2) The LIEE programs will be an energy resource by delivering increasingly cost-effective and longer-term savings.*



**SCE LIEE AND CARE PROGRAMS ANNUAL REPORT – MAY 2, 2011**

**1.1.1. Please identify the IOU strategies employed in meeting  
Goal 1: Improve Customer Outreach**

<b>Implementation Plan and Timeline</b>		
<b>Strategies</b>	<b>Near Term 2009 – 2011</b>	<b>IOU strategy employed this program year</b>
<p><b>1.1:</b> Strengthen LIEE outreach using segmentation analysis and social marketing tools.</p>	<ul style="list-style-type: none"> <li>• Identify, implement and evaluate effective marketing, education and outreach methods for targeting low income customer segments.</li> <li>• Use social marketing to effectively engage low income customers in program participation.</li> </ul>	<ul style="list-style-type: none"> <li>• Partnered and integrated with other Income Qualified Programs, joint enrollment with investor owned utilities (IOU) counterparts, leveraged with organizations that service clients with disabilities, and utilized self-certification.</li> <li>• Program services and benefits promoted to Latino community during morning news and on TV station’s Facebook page.</li> <li>• During 2010, SCE and Pacific Gas and Electric (PG&amp;E) initiated a segmentation study in order to better understand and improve the marketing, education and outreach efforts of the LIEE program. The results are expected to assist in identifying priority customer segments characterized by high usage, and other variables that suggest these are in greater “need”. It is anticipated that more concentrated and targeted efforts will guide outreach in PY2011.</li> <li>•</li> </ul>

**SCE LIEE AND CARE PROGRAMS ANNUAL REPORT – MAY 2, 2011**

<b>Implementation Plan and Timeline</b>		
<b>Strategies</b>	<b>Near Term 2009 – 2011</b>	<b>IOU strategy employed this program year</b>
<p><b>1.2:</b> Develop a recognizable and trustworthy Brand/Tagline for the LIEE programs.</p>	<ul style="list-style-type: none"> <li>• Develop a statewide program name and description for LIEE which is coordinated with Marketing, Education and Outreach (ME&amp;O) efforts for energy efficiency, demand response and any other demand-side options.</li> <li>• Implement branding.</li> </ul>	<ul style="list-style-type: none"> <li>• The Overall Statewide ME&amp;O Branding initiative was initiated in program year (PY) 2010. The result was a new LIEE program name, “Energy Savings Assistance” which will replace the IOU specific names for the LIEE program in Q1 2011.</li> </ul>
<p><b>1.3:</b> Improve program delivery.</p>	<ul style="list-style-type: none"> <li>• Use information from segmentation analysis to achieve efficiencies in program delivery.</li> <li>• Leverage with Local, State, and Federal agencies as well as other organizations to increase seamless coordination, efficiency and enrollment.</li> </ul>	<ul style="list-style-type: none"> <li>• In 2010, SCE continued to allocate a minimum number of jobs to a contractor within each community to ensure each neighborhood trip includes sufficient activity for a full-day’s work in order to reduce the carbon footprint.</li> <li>• SCE leveraged with its internal Partnerships group to work with existing and newly established relationships with local city governments.</li> <li>• Partnerships were established with organizations that service clients with limited incomes and/or disabilities.</li> <li>• As noted above, SCE and PG&amp;E initiated a segmentation study during PY 2010. The results are intended to inform and improve program delivery. The final report is expected in Q1 2011. It is anticipated that actions will be taken based on these results during PY 2011.</li> </ul>

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<b>Implementation Plan and Timeline</b>		
<b>Strategies</b>	<b>Near Term 2009 – 2011</b>	<b>IOU strategy employed this program year</b>
<p><b>1.4:</b> Promote the growth of a trained LIEE workforce.</p>	<ul style="list-style-type: none"> <li>• Incorporate LIEE training needs into the Workforce Training needs assessment.</li> <li>• Develop Training Roadmap which includes funding requirements and sources other than IOUs.</li> <li>• Implement LIEE workforce education and training.</li> </ul>	<ul style="list-style-type: none"> <li>• Three types of training were offered in 2010: home assessment training, inspection training and computer-based training. This training was offered to employees from existing and new service providers to improve workforce skills and increase program efficiency.</li> <li>• SCE is co-funding the Commission administered WE&amp;T pilot.</li> <li>• In 2010, the WE&amp;T task force met several times moving towards the California Energy Efficiency Strategic Plan (CEESP) goals. In particular, in 2010 a statewide assessment of workforce, education and training "green jobs" was launched.</li> </ul>

**SCE LIEE AND CARE PROGRAMS ANNUAL REPORT – MAY 2, 2011**

**1.1.2. Please identify the IOU strategies employed in meeting  
Goal 2: LIEE is an Energy Resource**

<b>Implementation Plan and Timeline</b>		
<b>Strategies</b>	<b>Near Term 2009 – 2011</b>	<b>IOU strategy employed this program year</b>
<p><b>2.1:</b> Increase collaboration and leveraging of other low-income programs and services.</p>	<ul style="list-style-type: none"> <li>• Identify key areas where data sharing would be possible and advantageous.</li> <li>• Develop partnerships with community organizations and other agencies to leverage resources available from local governments, federal, state, and private project funding sources.</li> </ul>	<ul style="list-style-type: none"> <li>• Conducted research to deem additional document types as acceptable proof of participation in other low income programs; increased applicant convenience and number of successful enrollments.</li> <li>• Employed joint LIEE/CARE customer outreach via Spanish language television.</li> </ul>
<p><b>2.2:</b> Coordinate and communicate between LIEE, energy efficiency and DSM programs to achieve service offerings that are seamless for the customer.</p>	<ul style="list-style-type: none"> <li>• Ensure LIEE participants are aware of energy efficiency and DSM/EE programs.</li> <li>• Coordinate with CSI programs to provide LIEE program services in qualified low income housing for both single family and multi-family CSI programs.</li> <li>• Coordinate AMI delivery and LIEE Programs.</li> </ul>	<ul style="list-style-type: none"> <li>• SCE refined the process to which the existing Comprehensive Mobile Home Program (CMHP) contractor initiates on-site LIEE inspections and assessments for mobile homes. This enhanced the customer experience by enabling delivery of two programs in a single visit.</li> <li>• Single Family Affordable Homes (SASH) Program: SCE coordinates with the SASH contractor, Grid Alternatives (GA), to provide leads for low income households and to ensure that all homes that sign up for SASH are either previously treated or scheduled to be treated by LIEE.</li> <li>• LIEE staff trained managers of multi-family housing including those who may sign up for CSI, on ho their residents may enroll in LIEE</li> <li>• LIEE staff participated in monthly AMI Marketing status meetings to</li> </ul>

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<b>Implementation Plan and Timeline</b>		
<b>Strategies</b>	<b>Near Term 2009 – 2011</b>	<b>IOU strategy employed this program year</b>
		ensure program alignment including timing of LIEE customer education on the new online Budget Assistant which AMI will enable.
<b>2.3:</b> Provide low income customers with measures that result in the most savings in the LIEE program.	<ul style="list-style-type: none"> <li>Assess design of programs to ensure increasingly cost effective measures, while reducing low-income customers' bills and improving quality of life.</li> <li>Continue to include measures that provide long term energy savings, such as refrigerators.</li> </ul>	<p>SCE continued to install measures with relatively high cost-effectiveness such as:</p> <ul style="list-style-type: none"> <li>CFL Torchieres (TRC = 1.43 approx.)</li> <li>Screw-in CFLs (TRC = 1.08 approx.)</li> <li>Pool pumps (TRC = .78 approx.)</li> <li>Refrigerators (TRC = 0.77 approx.)</li> </ul> <p>SCE is co-funding a study on refrigerator degradation. This study may lead to expanded eligibility of refrigerators in the program.</p>
<b>2.4:</b> Increase delivery of efficiency programs by identifying segmented concentrations of customers.	<ul style="list-style-type: none"> <li>Identify and develop segmented approach to deliver services to households</li> <li>Improve use of community-based organizations (CBOs) in delivering services</li> </ul>	<p>The LIEE program launched a new database enabling more efficient creation of ZIP Code-specific outreach and canvassing lists by the following metrics to target areas with the most eligible and willing households:</p> <ul style="list-style-type: none"> <li>ZIPs with high estimated LIEE income eligibility</li> <li>CARE participants</li> <li>Non-LIEE participants</li> <li>High energy insecurity (disconnects, etc.)</li> <li>High energy users</li> </ul>

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### 1.2. Low Income Energy Efficiency Program Overview

1.2.1. Provide a summary of the LIEE Program elements as approved in Decision 08-11-031:

Program Summary			
	Authorized / Planning Assumptions	Actual	%
Budget <sup>1</sup>	\$61,561,081	\$65,126,881	106%
Homes Treated	104,500	121,868	117%
kWh Saved	29,743,228	34,907,736	117%
kW Demand Reduced	9,676	9,814	101%
Therms Saved			

### 1.3. Whole Neighborhood Approach Evaluation

1.3.1. Provide a summary of the geographic segmentation strategy employed, (i.e. tools and analysis used to segment “neighborhoods,” how neighborhoods are segmented and how this information is communicated to the contractor/CBO).

In 2010, SCE continued to improve its LIEE database to identify neighborhoods with a dense low-income population and low LIEE program penetration. The database tracks the marketing and outreach tactics used in the various neighborhoods to determine the effectiveness and provide guidance to our contractors/community-based organizations (CBOs). Marketing efforts are staggered to address specific neighborhoods (small geographic areas or "ZIP7s") within SCE’s service territory where city partnerships may have been established. For example:

- In 2010, SCE deployed direct mail campaigns where customers were instructed to contact an assigned local contractor. The contractor-specific mailers were deployed in segmented “neighborhood” ZIP code clusters and promoted LIEE services and encouraged customers to contact their local SCE-approved contractors for an immediate appointment. This eliminated the need to contact SCE’s call center but rather expedite the

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<sup>1</sup> Per D.08-11-031, Ordering Paragraph 85, SCE reported a fund shift of \$4.5 million in November 2008 from the “Electric Appliances” subcategory in the 2009-2011 program cycle in order to “carry back” funds into the 2008 program to allow the program to continue seamless operation and meet demand through year-end 2008. The entire \$4.5 million was carried back from the “Electric Appliances” 2009 budget subcategory.

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process by allowing the customers to contact the service providers directly.

- In 2010, SCE deployed several automated outbound calling campaigns deployed in segmented “neighborhood” ZIP code clusters. The campaigns identified those customers who may be eligible to receive LIEE services through various questions regarding their current income.
- SCE expanded its automated outbound calling campaigns by deploying a ‘direct connect’ feature which allows customers the option to directly speak to a live customer service representative from a designated service-provider. Customers from segmented “neighborhood” ZIP code clusters were targeted and gave them the option to schedule an appointment for enrollment.
- In 2010, SCE identified and targeted CARE-customers who registered on SCE.com’s “My Account.” The campaigns were launched utilizing e-mail blasts messaging to promote LIEE and the benefits of the program.
- Self-certification efforts continued throughout 2010 where SCE targeted customers who may enroll in LIEE in areas where 80% of customers are at or below 200% of the federal poverty line. Neighborhoods were identified, targeted and customers were referred out as potential outreach leads to local service providers.
- In June, LIEE, CARE, and SCE’s Payment Services launched a summer pilot program partnering with selected local Authorized Payment Agencies (APA) which offers customers the option of paying their bill in person. The strategy was to utilize four summer interns in high traffic APA’s and promote and enroll customers for the Income Qualified Programs offered by SCE. The four interns rotated on a schedule around various APA’s throughout SCE’s service territory and create leads for LIEE and enroll customers into the CARE program if not previously enrolled.
- In August, SCE, a local-service provider, and the Fair Housing Council of Riverside County partnered with three (3) community Senior Cool Centers by deploying postcard mailers to CARE-enrolled customers. The strategy allowed SCE to deploy mailers to the surrounding neighborhoods informing customers about the events and drive the customers to attend the Cool Centers to benefit from the Center and inquire about LIEE participation.

1.3.2. *Provide a summary of the customer segmentation strategies employed (i.e. tools and analysis used to identify customers based on energy usage, energy burden and energy insecurity)*

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*and how these customer segments are targeted in the Whole Neighborhood Approach to program outreach.*

The LIEE Program focused the majority of its marketing and outreach efforts on CARE customers who have not previously received LIEE services. Through these efforts, customers who have high energy insecurity, kWh / kW, notice and final disconnects on their account were identified and targeted. LIEE strategically scheduled each marketing and outreach campaign to address specific neighborhoods within the service territory. Marketing efforts conform to the WNA by targeting customers in ZIP7 clusters.

The LIEE Program aggregated leads in small geographic areas and then allocated the leads to service providers in a manner that engaged the service provider in a full day's worth of work within a specific neighborhood. This method was used to manage the work throughout the funding cycle in order to "space" LIEE work throughout the year for each LIEE service provider.

Implementing a paperless enrollment process with the use of the Tablet PC technology increases the effectiveness of Outreach by allowing mobility in door-to-door canvassing. Assessors are able to sort leads based on zip-7 clusters to determine the order of customers to be visited. Assessors are able to determine customer's previous participation and eligibility right at the customer's home which eliminates wasted visits.

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

In previous years, the LIEE program restricted its marketing and outreach efforts as limited funding and over-subscription had been the concern. Other components of the LIEE program, in general, had not changed in terms of enrollment, assessment, energy audit, measure installations, and inspections. Specific improvements and system enhancements were developed related to bulk assignment of leads and installation jobs ensuring assessors and work crews maintain a full day's worth of work and minimize the carbon footprint.

In 2010, methods of identifying, marketing and outreaching to specific customer segments were developed where new strategies were implemented to effectively increase program awareness and enrollment throughout SCE's service territory. In 2010, LIEE began its aggressive integration and partnering efforts with various local governments, internal and external organizations who service within the disabled community to increased program penetration and bring



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benefits to a wider range of customers. In addition, categorical, and self-certification enrollment were implemented to ease the enrollment process.

LIEE continued to strategize effective ways to enhance and improve current program deliveries and deploy effective marketing and outreach efforts to bring LIEE services to underserved communities. While deploying the WNA approach, SCE remains cognizant of the need to ensure contractors throughout SCE’s service area have sufficient and balanced demand for services. SCE also ensures that customers receive timely response to LIEE service requests even if they are not within a neighborhood currently being targeted through a WNA strategy.

### 1.4. LIEE Customer Enrollment Evaluation

*1.4.1. Distinguish between customers treated as “go backs” and brand new customers so that the Commission has a clear idea of how many new customers the IOUs are adding to the LIEE program.*

The number of homes treated in 2010 as “go backs” was less than 3%. These customers were identified as having received services between 1999 and 2001.

No. of Homes Treated 2010	No. of Service Accounts Treated in 2010 Previously Treated in 1999-2001	Percentage of Go Back Homes
121,868	3,256	2.67%

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

Efforts to streamline the customer enrollment process included, but were not limited to:

- Supplementing the traditional direct mailers to customers to include the contact information of service providers assigned to the area. By including the service provider’s contact information on the direct mailer, it legitimizes the service provider and reduces the enrollment wait time by allowing the customer to contact the service provider directly.
- Households that have met the income documentation policies and procedures to enroll in either CARE and/or the Energy Assistance Fund (EAF) are referred to the service providers. Since these household’s

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income have been verified by the respective program(s), the household is not required to provide additional income documentation in order to qualify for LIEE enrollment.

- Self-certification targeted customers residing in areas where 80% of the households were at or below 200% of the federal poverty line. These areas were identified using ZIP +7 data. Customers residing in these identified areas are referred to and enrolled by the service providers using the self-certification model identified by the Commission.
- Enrolling customers based on categorical eligibility. Customers who can provide documents proving one or more household members' current participation in one of several state or federal assistance programs do not need to provide additional income documentation in order to qualify for the LIEE Program.
- With the current paper enrollment process, previous participation and eligibility is determined when the assessor brings enrollment paperwork back to the agency office for validation. Implementing a paperless enrollment process with the use of the Tablet PC technology increases the effectiveness of outreach by allowing mobility in door-to-door canvassing. Assessors are able to determine customer's previous participation and eligibility right at the customer's home which minimizes visits to ineligible homes. Furthermore, customers are enrolled in the program faster because they are not required to provide hard copies of income documents. The tabled PC provides immediate validation of customer data at the point of capture, and customer data is immediately transferred to SCE's customer database to determine measure eligibility.

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

In 2010, SCE's LIEE Program was able to exceed the annual target of homes treated, and made up the shortfall from the 2009 target. The LIEE Program was able to develop and implement more aggressive marketing plan to generate leads and help the service providers with enrollment of eligible customers.

### **1.5. Disability Enrollment Efforts**

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

In 2010, SCE sought alternate efforts to target the low-income disabled community and opportunities to work with disability-related community based organizations.

- In April, SCE participated at the 7th Annual Community Assistance Program Resource Fair in the City of Fontana. Representatives from over

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100 local community assistance organizations were present providing free resources, referrals and information all related to the following:

Community Services, Counseling Services, Health Services, Housing / Rental Programs, Legal Services, Day Care, Pre-School & Head Start, Senior Programs, Disabilities Programs, Shelter and Transitional Housing services, and many more. SCE and Another Way, a non-profit local-service provider, were able to provide LIEE information to over 100 customers and organizations to help increase program awareness to the surrounding communities. In addition, SCE had the opportunity to network with other San Bernardino County profit and non-profit organizations along with other community assistant organizations.

- In May, Inland Regional Center invited the Income Qualified Programs to present both the CARE and LIEE Programs to roughly residents and care living profit and non-profit owners to speak about the benefits of the programs.
- As part of SCE's 2010 Economic Assistance Campaign, SCE participated as a sponsor at the 2010 Special Olympics Summer Games on Saturday, June 12th and Sunday, June 13th. The annual event attracted over 5,000 attendees to California State Long Beach's campus. SCE took this opportunity to reach out to the friends, families and fans of the Special Olympics to educate them about LIEE, CARE, Medical Baseline and other Energy Efficiency programs and services.
- In August, SCE set up a booth to distribute LIEE information at an event hosted by Eastfield Ming Quong's (EMQ) FamiliesFirst. EMQ represents the merging of two children and family services agencies and is a non-profit organization recognized for innovative mental health treatment, foster care and social services that help families recover from trauma, abuse and addiction, and rebuild their lives.
- In September, SCE added information on the CPUC's Deaf and Disabled Telecommunications Program (DDTP) on the LIEE page of SCE.com and also include a link so customers visiting SCE.com could be routed directly to the DDTP site. The effort was reciprocated on DDTP.org which displays a link to SCE's LIEE programs. The partnership is expected to increase program exposure to better serve the disabled community.
- In October, as part of the Disability Awareness Month, SCE participated in a Community Health Fair hosted by the Inland Regional Center (IRC), Housing Authority of the County of San Bernardino, and The Boys & Girls Club of Redlands by providing LIEE/CARE information to over 2,000 attendees. Another Way, a non-profit local-service provider, setup a booth, enrolled customers and provided information on LIEE/CARE/Medical-Baseline Programs.
- Additionally in October, SCE along with Asian Rehabilitation Services and in partnership with Asians and Pacific Islanders with Disabilities of California (APIDC), attended and supported a statewide disability conference held in Long Beach. SCE promoted the Income Qualified and Medical-Baseline Programs to all participants, primarily consisting of individuals and families living with disabilities. Breakout sessions were

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scheduled during the event where both SCE and SCG presented all the various beneficial programs offered by the utilities to local residents and organizations. The breakout sessions provided the organizations the opportunity to network and leverage the services being offered throughout the surrounding communities and on a statewide level. Assembly member, Mike Eng of the 49th District of California was in attendance to provide valuable information on related issues with the state government and to commend all the various organizations and disabled individuals in attendance.

- On October 2nd, SCE participated in a 7th Annual Wheelchair Wash Event and VIP Pampering hosted by ‘Familia Unida Living with Multiple Sclerosis’. Over 1,000 individuals and families living with disabilities surrounding the City of Los Angeles were in attendance to have their wheelchairs washed, tuned up, waxed, and groomed. In addition, attendees were provided with free haircuts, manicures, massages, food and access to many services providers in participation. Irma Resendez, President and Founder of Familia Unida Living with MS, envisioned this day to bring awareness to the community and provide people living with a disability a day of VIP treatment. Energy Save, a local service provider, setup a booth, enrolled customers and provided information on LIEE/CARE/Medical-Baseline Programs.
- On October 19th, SCE provided information on the LIEE/CARE/Medical Baseline Programs to members that operate 700 senior centers located throughout SCE's service territory and the rest of the state of California. The conference held in Long Beach provided a great opportunity for the elderly community by providing them various helpful resources and information on utility and organizational programs.

### *1.5.2. Describe how the LIEE customer segmentation for ME&O and program delivery takes into account the needs of persons with disabilities.*

In 2010, two distinct segmentation studies were initiated: (1) The Commission managed a statewide Marketing, Education and Outreach (ME&O) segmentation study that includes low income customers, but does not directly address specific issues related to the ME&O needs of low income customers per se. (2) In 2010 SCE and PG&E initiated a LIEE customer segmentation study. While our efforts to specifically target customers with disabilities are constrained by D.08-11-031,<sup>2</sup> the IOUs anticipate that the

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<sup>2</sup> D.08-11-031, page 69 states “The IOUs should not ask customers if they are disabled, but instead allow customers with disabilities to voluntarily self-identify. They may also count as disabled persons who have an observed disability such as a mobility, vision or hearing disability, and persons who use TTY/TDD or request accessible formats of written materials (*i.e.*, large print and/or Braille).”

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segmentation research will result in information that can inform aspects of our communication, marketing, education and training materials in order to better meet the needs of our low income, disabled customers. Hence, once a home has been identified as including a person with a disability, the results of the segmentation research will provide information that will enable assessment and installation contractors to customize service delivery for this household based on its needs.

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

<b>Disability Enrollments</b>			
<b>Source</b>	<b>Total Enrollments</b>	<b>Disability Enrollments</b>	<b>% of Disability Enrollment</b>
SCE Referral	44,961	6,215	14%
Data Sharing	36,549	1,981	5%
Partnership	144	55	38%
Outreach	40,214	3,981	10%
Total	121,858	12,232	10%
Target Enrollment Rate			15%

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

In 2010, SCE implemented new marketing and outreach tactics targeting customers with disabilities in an effort to reach the 15% target. Although the target was not reached, 11% of new enrollments were participants with a disability. SCE believes it is possible that some treated homes were not classified as including a household member with a disability because the challenge posed by Decision 08-11-031, Section 7.1, paragraph 3 (page 68), “*The IOUs should not ask customers if they are disabled, but instead allow customers with disabilities to voluntarily self-identify.*” In the case where the member of the household with a disability is not present during the enrollment, it is difficult for the service provider to observe whether a household member has a disability. SCE will continue to make every effort to achieve the 15% target by implementing new marketing and outreach tactics targeting customers with disability and establishing new alliances with organizations offering services to low-income clients with a disability.

### **1.6. Leveraging Success Evaluation, Including LIHEAP**

*Decision 08-11-031 defines leveraging as “an IOU’s effort to coordinate its LIEE programs with programs outside the IOU that serve low income customers, including programs offered by the public, private, non-profit or for-profit, local, state, and federal government sectors that result in energy efficiency measure installations in*

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*low income households”. Progress will be measured by tracking the following criteria:*

- *Dollars saved.* Leveraging efforts are measurable and quantifiable in terms of dollars saved by the IOU (Shared/contributed/donated resources, elimination of redundant processes, shared/contributed marketing materials, discounts or reductions in the cost of installation, replacement, and repair of measures, among others are just some examples of cost savings to the IOU).
- *Energy savings/benefits.* Leveraging efforts are measurable and quantifiable in terms of home energy benefits/savings to the eligible households.
- *Enrollment increases.* Leveraging efforts are measurable and quantifiable in terms of program enrollment increases and/or customers served.

*1.6.1. Describe the efforts taken to reach out and coordinate the LIEE program with other related low income programs offered outside the IOU that serve low income customers.*

SCE staff from LIEE and Multi-family Affordable Solar Housing (MASH) program managed by SCE, have held a number of meetings with representatives from multi-family & Housing & Urban Development (HUD) housing complexes to explain how LIEE and MASH work, and how to leverage their relationships with their residents to assist them in enrolling in LIEE. Residents then apply for LIEE following the normal enrollment procedures utilizing the most efficient channel for them.

Grid Alternatives, the external company administering the Single-family Affordable Housing (SASH) program, continues to leverage a list of homes SCE’s LIEE program has previously treated, evaluating candidates for PV solar system installation feasibility. Grid Alternatives also provides SCE with a list of homes determined to be eligible for SASH treatment. SCE ensures that the homes on that list are enrolled in LIEE and receive all eligible and feasible measures, if they have not been previously enrolled. This ensures that the energy generated by the solar systems are not being wasted by inefficient consumption.

SCE has contracted with new, and continues to work closely with existing, CBOs which operate multiple programs targeting the low-income, disabled, senior, and/or other hard-to-reach population segments, leveraging the CBOs’ existing and ongoing relationships with their respective client bases to increase customer awareness and overcome potential unwillingness to participate.

SCE has contracted with new CBOs and continues to work closely with existing CBOs that operate multiple programs targeting the low-income, disabled, seniors, and other hard-to-reach population segments leveraging the

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CBOs' existing and ongoing relationships with their respective client bases to increase customer awareness and overcome potential unwillingness to participate.

SCE also maintains contracts with agencies that also contract with other IOU LIEE programs. Contracting with the same service providers allows the IOUs to split the cost of jointly educating the customer on energy efficiency practices and resources. This leveraging has been highly successful in terms of the large number of jointly treated households.

SCE led efforts to work with a Hispanic TV station, Univision, to promote income qualified programs. Viewers called into the telecast and spoke with utility representatives to learn about its money-saving programs. Approximately 900 potential SCE LIEE leads were collected; however, 46% were not in SCE service territory. Of the remaining 481 SCE customers, 68% had not been previously treated by LIEE and were referred to contractors for enrollment appointments.

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

Many, perhaps most, of the benefits from leveraging with other external programs are not directly and/or feasibly quantifiable. For example, working with external programs has likely resulted in increased awareness of LIEE, which in turn results in an eventual increase in enrollments. Perhaps more importantly, leveraging LIEE in combination with multiple external programs also likely enhances the credibility of the marketing for all programs involved, helping to overcome the public perception that receiving “free” measures from LIEE (or any other source) is too good to be true. This same barrier is also overcome to some degree by the fact that the client may already have a trusting relationship with the external agency and thus will be more likely to trust the LIEE program messaging coming from that agency.

SCE employs several contractors that also have contracts with SoCalGas' Direct Assistance Program (DAP). This type of leveraging has multiple benefits, including reducing the number of times that the customer has to be home for an appointment, as compared to being treated by separate contractors for each utility.

*1.6.3. Please provide a status of the leveraging effort with California Department of Community Services and Development (CSD).*

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*What new steps or programs have been implemented for this program year? What was the result in terms of new enrollments?*

A CSD/LIEE project was created to address two closely related problems: LIHEAP contractors are typically unaware of homes previously serviced through LIEE and what services have been installed until they actually do the assessment visit.

Similarly, LIEE contractors are typically unaware of homes previously serviced through LIHEAP and what services have been installed. The result is that resources are wasted by LIEE and LIHEAP contractors pursuing previously treated homes that have no remaining feasible measures to be installed.

The project was divided into two phases. Phase One implements the capability to allow LIHEAP Contractors to enter into SCE's Energy Management Assistance Partnership System (EMAPS) data on homes treated, services installed and whether LIEE services were installed. For example, the contractor will record if a household received a refrigerator, evaporative cooler, clothes washer, etc. Phase One also includes streamlining the way that EMAPS supports the leveraging for any LIEE appliance. Previously, leveraging appliances other than refrigerator replacements required contacting the SCE LIEE Program Manager for approval, outside of EMAPS. Phase One was put on hold due to the LIHEAP contractors' need to focus on new ARRA funded work with specific deadlines for invoicing and completion. The significant increase in the provision of federal funds decreased the contractors' administrative ability to leverage with LIEE Programs.

Phase Two is designed to expand the online EMAPS Duplicate Measure Research Inquiry (DMRI) function to include LIHEAP homes treated and services installed. Phase Two will also define processes and identify issues enabling non-LIEE LIHEAP contractors to DMRI with EMAPS.

### **1.7. Integration Success Evaluation**

*According to Decision 08-11-031, "Integration constitutes an organization's internal efforts among its various departments and programs to identify, develop, and enact cooperative relationships that increase the effectiveness of customer demand side management programs and resources. Integration should result in more economic efficiency and energy savings than would have occurred in the absence of integration efforts."*



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### *1.7.1. Describe the new efforts in program year to integrate and coordinate the LIEE program with the CARE Program.*

SCE continues to use the customers enrolled on CARE as one of the customer segmentation criteria for targeted LIEE marketing. SCE implemented Automated Outbound Calling in 2010 where LIEE targets CARE customers utilizing an automated outbound call that asks the customer a few basic LIEE eligibility questions. The result of this effort is LIEE leads which are batch by ZIP code and automatically routed by EMAPS to LIEE contractors to schedule in-home enrollment appointments.

In addition, the LIEE and CARE marketing plans are now jointly coordinated in advance on an ongoing basis to integrate efforts where feasible. Program Management from both LIEE and CARE participate routinely in each other's marketing and outreach planning activities and share day-to-day operational information. This increased level of communication and activity was enabled by the addition of a dedicated LIEE resource to oversee LIEE marketing and coordination with other SCE DSM and customer assistance efforts.

### *1.7.2. Describe the new efforts in program year to integrate and coordinate the LIEE program with the Energy Efficiency Residential Program.*

SCE continued the integration work initiated by the Program Integration Team consisting of members of LIEE, CARE and other Residential Energy Efficiency program groups. As part of this coordinated effort, LIEE and CARE staff ensure that appropriate low income messaging is included in the redesigned Mobile Education and Assistance Unit (MEU). The MEU is dispatched to major outreach events serving as an anchor for SCE's DSM and customer assistance outreach. Additionally, the Comprehensive Mobile Home Program (CMHP) contractor completed onsite LIEE applications and assessments for potentially qualified mobile home households. Through this integrated program offering, the contractor is able to enroll households in the most appropriate program which anecdotally enhances the perceived value of both programs by potential participants.

SCE also continued the joint review of printed customer materials in order to identify low-cost ways to integrate various program offerings for the target audiences. As a result, enhanced LIEE messaging was incorporated into a number of additional residential EE brochures and flyers.

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

LIEE and Partnerships staff continued to coordinate plans and schedules for outreach events. LIEE staff met with Partnerships multiple times to identify potential opportunities for integrating the respective programs. In addition, LIEE program materials are always available to SCE's local public affairs representatives for distribution and discussion in conjunction with routine meetings with the public and officials.

Examples of these efforts include:

- Santa Ana – IQP staff presented an overview of the LIEE and CARE Program efforts specific to Santa Ana.
- Indian Wells – An SCE-led partnership whereby several funding sources were leveraged to retrofit the dwellings and common area of a senior housing complex. LIEE services were provided to 90 units within the complex.

*1.7.4. Describe the new efforts in program year to integrate and coordinate the LIEE program with any additional Energy Efficiency Programs.*

SCE continues to explore the feasibility of integrating program delivery with the California Advanced Homes Program (formerly the California New Homes Program). For housing units designated by the builder for low-income occupants, LIEE will pay the full incremental cost of installing higher-efficiency equipment, such as 16.0 SEER HVAC systems and refrigerators. Without the incentive, builders are less inclined to increase the energy efficiency of any new housing units. The California Advanced Homes Program will pay the standard calculated incentives for all other measures currently not offered through LIEE that are installed in units designated for low-income occupants. Due to the lack of low-income units in the new housing market, there were no opportunities to integrate the two programs in 2010.

*1.7.5. Describe the new efforts in program year to integrate and coordinate the LIEE program with the Demand Response Programs.*

SCE's Residential Demand Response Program (Summer Discount Plan – SDP) that enables the cycling off of residential central air conditioners during extreme peak usage was oversubscribed; and, therefore, the need for integrated marketing and outreach support from LIEE was negated.

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

The low income portion of the CSI is divided into the SASH and MASH programs. SASH is managed by a company outside of SCE, and therefore coordination with SASH falls under the “leveraging” umbrella. See Section 1.6.1 above.

SCE employed both integration and leveraging activities to coordinate LIEE with the SCE-administered MASH program. The integration activities consisted of a series of planning meetings between the respective program managers, and development and implementation of a process by which LIEE and MASH staff met jointly and separately with over two dozen managers of multi-family housing organizations, including those who may sign up for CSI, who in turn leveraged their resources to explain to their residents how to enroll in LIEE. The housing managers then assist the residents in applying for LIEE via any one of the existing channels they find most convenient.

### **1.8. Workforce Education & Training**

*1.8.1. Please summarize efforts to improve and expand LIEE workforce education and training. Describe steps taken to hire and train low income workers and how such efforts differ from prior program years.*

The LIEE Program provides training covering different aspects of the program to contractors, CBOs and vendors working in the program. Contractors and CBOs are required to maintain a license in good standing with the California State Licensing Board (CSLB).

The training curriculum includes workshops related to the policies and procedures for home enrollment and assessment, service delivery and inspections. The curriculum includes hands-on interactive workshops to LIEE service providers in the use of EMAPS, which is the web-based database used to process and track program activity.

In addition, web seminars (“webinars”) have been implemented due to the low-cost alternative to face-to-face meetings. Since the use of webinars reduces the overhead and travel costs typically associated with face-to-face meetings, and can be scheduled almost immediately, plans are being developed to expand the use of this method to other program components wherever appropriate.

New service providers were brought in to the LIEE Program to help provide services to more homes. Therefore, it was necessary to provide in-depth training that reflected the full scope of the program. Instead of focusing on

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providing updates, this training involved more of a “from-the-ground-up” approach in order to accelerate the learning curve for new service providers.

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

Many of the LIEE Program service providers and particularly CBOs, are situated in low-income and disadvantaged communities and provide jobs within these communities. Currently, these organizations provide over 1,100 jobs that support the LIEE Program. This figure includes employees of service providers performing ancillary services (e.g., janitorial and clerical) but may not be a comprehensive list. SCE’s training includes:

- Home Assessment Training – Offered to new employees hired by the LIEE Program service providers and is required prior to employees conducting customer enrollment, income verification, and home assessment activities.
- Inspection Training – Offered to new inspectors being certified to verify that the LIEE service providers work was performed properly and measures installed safely.
- Computer-Based Training (CBT) – Offered to existing and new employees. Workshop includes, but is not limited to, basic computer skills, and utilizing tools such as Microsoft Word, Excel and PowerPoint.

<b>Type of training or recruitment conducted</b>	<b>Employees trained</b>	<b>Employees hired</b>
Home Assessment Training	328	328
Inspection Training	10	10
Computer-Based Training	5	5

### **1.9. Legislative Lighting Requirements Status**

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

The LIEE Program has not experienced any Compact Florescent Light bulb (CFL) supply issues and does not anticipate any future issues. As part of the procurement process, the lighting supplier was evaluated on the availability of product and ability to communicate if shortages should occur. In addition, an agreement with the lighting supplier was set-up with fixed unit prices

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throughout the 2010-2011 program cycle and requires the supplier to have sufficient inventory to supply product to all LIEE service providers for a minimum of 30 days.

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

The LIEE Program has included information in its home energy education program to inform customers about the proper disposal of CFLs. The information includes:

- The energy savings benefits associated with replacing incandescent light bulbs with CFLs.
- Information regarding the CFLs mercury, toxic substance that can be harmful if not adequately handled.
- Instructions for the proper procedures for collecting and disposing of burned-out and broken CFLs, such as placing in a sealed plastic bag and taking them to a local recycling center or contacting a local hazardous waste agency for local recycling options.

*1.9.3. Complete Table 16 (in Appendix). In addition, please briefly summarize the CFL procurement process for the IOU, including manufacturers, distributors, warehousing, and contractor delivery.*

Traditionally, the electric IOUs have procured CFLs and other lighting measures independently of each other. For the 2010-2011 program cycle, the electric IOUs coordinated the procurement of the CFLs in order to obtain the highest quality at the lowest possible price. Each IOU remained responsible for issuing their own agreement with the successful bidder to authorize the purchase of CFLs.

The successful lighting supplier was selected based on product availability, quality, pricing, experience, warranty, location, and warehousing. The LIEE program agreement requires the supplier to maintain at least 30 days of product for all service providers and deliver product to the service providers' facilities within 14 days from the order date.

*1.9.4. Provide a summary of IOU activities in preparation for a draw down of CFL-supporting subsidies at the end of the 2010-2011 cycle, and where, as experienced by the IOU, they feel new lighting technologies could be used in the LIEE program.*

The delivery and installation of CFLs offers significant energy savings by switching low income customers from high energy use incandescent bulbs to CFLs. CFLs are one of the more cost effective measures provided through the LIEE program. To date, there doesn't seem to be any new lighting technology in the market that meets the

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cost effective threshold for inclusion in the LIEE Program. SCE's LIEE Program will continue to coordinate with the energy efficiency lighting programs to seek opportunities to introduce new lighting technologies and help ease the transition when incandescent bulbs are no longer available.

### 1.10. Studies

*1.10.1. For each Study, provide 1) a summary describing the activities undertaken in the study since its inception; 2) the study progress, problems encountered, ideas on solutions; and 3) the activities anticipated in the next quarter and the next year.*

Four statewide studies were planned for the 2009-2011 program cycle. These include an impact evaluation, a process evaluation, a study of non-energy benefits, and a study of refrigerator degradation. In addition to these four statewide studies, two additional studies were planned for 2009-2011: (1) a PG&E/SCE LIEE market segmentation study and (2) an SCE LIEE high usage needs assessment study. Each of these six studies is described below.

#### **2010 Joint Utility<sup>3</sup> LIEE Impact Evaluation**

The Impact Evaluation is a statewide study managed by the Energy Division. The prime research contractor for the 2009 impact evaluation is ECONorthwest. SCE holds the contract with the contractor for the project.

The objective of the impact evaluation is to provide electric and gas savings estimates by measure, utility, household, climate zone, and other relevant dimensions for the 2009 LIEE Program. The results of this evaluation are intended to inform the planning and development of the 2012-14 application.

The results document the relative value of various measures in producing energy savings. It is further expected that analyses of the program impacts on energy savings will be used to update savings forecasts, complete other LIEE analysis, and meet filing and reporting requirements. The impact evaluation conducted during this program cycle focused additional resources on understanding behavioral and/or

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<sup>3</sup> The Joint Utilities are Pacific Gas & Electric (PG&E), Southern California Edison Company (SCE), Southern California Gas Company (SCG), and San Diego Gas & Electric (SDG&E).

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housing-related variables relevant to heating and cooling impacts. In particular, more in-depth data were collected and further analyses were conducted on furnaces and evaporative coolers.

The primary analyses of the data were done via utility billing data. Additional primary data collection included phone surveys with participants and non-participants, as well as in-home audits and interviews with a smaller sample of participants. Engineering analyses of some small and new measures were also conducted.

The statewide impact evaluation commenced with a kickoff meeting for all interested parties in September 2009. To date, all data has been collected and most of the analysis is complete. A draft report is expected to be delivered in March 2011. A workshop is scheduled for March 28, 2011 to discuss the results, after which the report will be finalized.

### **Joint Utility LIEE Process Evaluation**

The prime research contractor for the process evaluation is Research Into Action. Energy Division staff selected the contractor and managed the study. PG&E holds the contract with the contractor for the project.

The purpose of the study is to evaluate the effectiveness of the program delivery strategies and provide recommendations for improvement. The work scope consisted of a combination of telephone surveys of program participants and nonparticipants, telephone interviews of utility program staff and contractors, focus groups with contractors, and ride-alongs with contractors.

The statewide process evaluation commenced with a kickoff meeting for all interested parties in August 2010. To date, all the data and analysis has been completed and a draft report was delivered February 25, 2011. A workshop is scheduled for March 28<sup>th</sup> to discuss the results, after which the report will be finalized.

### **Joint Utility Non-Energy Benefits (NEBs) Study**

The prime research contractor for the process evaluation was Skumatz Economic Research Associates. A statewide advisory group selected the contractor and SDG&E managed the study and held the contract with the contractor for the project.

The purpose of the study was to research the available literature on non-energy benefits and provide a recommended methodology for updating the current non-energy benefit values used for testing the cost effectiveness of the LIEE program. The work scope consisted of an

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extensive literature review and synopsis of relevant ranges of values used in other programs.

The statewide study of non-energy benefits commenced with a kickoff meeting for all interested parties in August 2009. A final report was delivered and vetted in a public workshop on May 25, 2010. Initially, a phase two study was planned to develop the recommendations from this report; however, it was decided by the statewide advisory group that the results of the “phase one” study showed that values had not changed much from what was currently being used, and minor updates could be done by the IOUs with data on hand.

### **Joint Electric Utility Refrigerator Degradation Study**

Typically, appliance replacement is based on the effective useful life (EUL) and degradation of measures, from which is determined at what stage of their lifecycle it becomes cost-effective to replace them to receive the most energy savings benefits. Currently, old refrigerators are eligible for replacement with new energy efficient refrigerators in the LIEE program if they are manufactured before 1993. LIEE program statistics indicate that the pre-1993 refrigerator replacement market is already saturated; however, the Joint Utilities believe energy efficient refrigerators are still one of the most cost-effective, energy-saving measures in the LIEE program. This study was planned to update refrigerator replacement criteria to garner new, significant and cost-effective energy savings for the LIEE program.

The central goal of the refrigerator degradation study is to determine which, if any, alternate refrigerator replacement criteria lead to maximum, cost-effective energy and demand savings for the LIEE program. Specifically, the Joint Utilities are looking for a criterion for refrigerator replacement in the form of either a date at which manufacturer and technological changes in efficiency occurred or a determined age of refrigerators to be replaced.

No activities on this project occurred during 2009. In 2010, an RFP was issued and no proposals were received. Subsequently, KEMA indicated interest and submitted a letter proposal which is still under negotiation. It is planned that KEMA will conduct the research under contract to PG&E, and PG&E will manage the study. The study is expected to be completed in 2011.

### **PG&E/SCE LIEE Market Segmentation Study**

The research contractor for the Segmentation Study is Hiner and Partners. The Customer Market Segmentation Study is a joint study between PG&E and SCE. While the study is jointly funded, because the primary utility data bases are not the same, the research contractor executed parallel projects for the two utilities. The overall objective of



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the study is to provide information that will assist the participating utilities LIEE programs in developing more effective and targeted approaches to marketing, education and outreach.

Specific project activities during 2010 focused on SCE data collection and analyses. The initial use of our CARE customer data required numerous discussions and clarifications of the available data. Following this phase of the work, preliminary analyses of our billing data and other data sources were conducted to determine what variables contribute to defining some initial segments of the Low Income customers.

In February 2010, the second phase of the project was conducted. This involved an initial set of focus groups. Information gathered at these groups was used to inform some preliminary hypotheses as well as the development of the phone survey instrument. Phone surveys were conducted in October 2010. These data, along with relevant census data were analyzed in conjunction with the analyses of the existing utility customer data in providing details on customer segments. Particular attention was paid to examining differences in customer needs based on variables such as high usage, disability, energy burden, bill payment issues and other data-base driven variables that may be relevant to improving program outreach and targeting practices.

For SCE, the research identifies key segments differentiated largely by usage, bill payment problems and some relevant demographic variables. The research includes a recommendation to focus efforts on the segments characterized by relatively high usage and higher energy burden and energy insecurity since these households are especially “in need” and likely to benefit from the program.

A draft report including the SCE results is expected to be delivered in March, 2011. It is anticipated that a public workshop will be scheduled in April, after which time the report will be finalized.

### **SCE LIEE High Usage Needs Assessment Study**

The research contractor for the Segmentation Study is Hiner and Partners. SCE is the only utility participating in The High Usage Needs Assessment Study. The overall purpose of the study is to better understand high-tier energy use among low-income customers in temperate climate zones. It is anticipated that understanding the causes or behaviors that lead to high usage among customers in mild climate zones can assist the program in better serving the unique needs of these customers, including specified approaches to marketing, education and outreach. For the purpose of this study, high usage customers were identified as customers in the top 20% usage for their climate zone.

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This study was conducted simultaneously with the Segmentation Study, and as such is followed roughly the same time frame and schedule.

During 2010, the following activities took place: Initial analyses of the CARE customer billing and usage data. Subsequently, in February, 2010 focus groups gathered qualitative data to inform some preliminary hypotheses as well as the development of the phone survey instrument. Additional data collection included phone surveys conducted in October 2010. These data were analyzed for relevant patterns that could inform high usage customer needs. In-home observations and interviews were conducted to better understand specific findings of the quantitative data, as well as identify additional hypotheses that can further examined via the quantitative findings. This iterative and triangulated approach to data collection and analyses is expected to offer a more comprehensive understanding of the circumstances, behaviors and relevant needs of the low income customers with unusually high usage.

A draft report is expected to be delivered in March, 2011. It is anticipated that a public workshop will be scheduled in April, after which time the report will be finalized.

- 1.10.2. *If applicable, submit Final Study Report describing: 1) Overview of study; 2) Budget spent vs. authorized budget; 3) Final results of study; and 4) Recommendations.*

There were no reports or results to report for 2010. Therefore, there are no recommendations.

### 1.11. Pilots

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

SCE did not conduct any pilots in 2010.

- 1.11.2. *If applicable, submit Final Pilot Report describing: 1) Overview of pilot; 2) Description of Pilot Evaluation Plan (PEP); 3) Budget spent vs. authorized budget; 4) Final results of pilot (including effectiveness of the*

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*program, increased customer enrollments or enhanced program energy savings); and 5) Recommendations.*

Please see answer to Question 1.11.1 above.

### **1.12. “Add Back” Measures**

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

SCE has provided the required reporting on “Add Back” measures in LIEE Table 18. These measures were “added back” by the Commission to Table F4 in D.08-11-031, as modified by D.09-11-009, and noted with an asterisk accordingly.

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

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

**2. CARE Executive Summary**

**2.1. Participant Information**

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

TABLE 1		
Residential CARE Program		
Customers by Month (Electric Usage)		
2010	CARE Customers	Percentage Change
January	1,246,541	1%
February	1,264,975	1%
March	1,281,934	1%
April	1,299,469	1%
May	1,311,824	1%
June	1,324,750	1%
July	1,335,968	1%
August	1,346,971	1%
September	1,354,958	0%
October	1,365,596	1%
November	1,380,670	1%
December	1,381,109	0%

2.1.2. Describe the methodology, sources of data, and key computations used to estimate the utility’s CARE penetration rates by energy source

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

SCE and the other California IOU’s used the joint utility methodology adopted by the CPUC in D.01-03-028 for developing quarterly and monthly penetration estimates in 2009. This method entails annual estimation of eligibility for CARE, LIEE, and other income-by-household size parameters at the small area (block group, census tract, ZIP+2, etc.) for each IOU territory and for the state as a whole.

Sources for this estimation include the CPUC’s current guidelines, current year small area vendor marginal distributions on household

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characteristics, Census PUMS 2000 and PUMS 2005-2009 sample data, utility meter and master meter household counts, Department of Finance CPI series, and various GIS sources.

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

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

In 2009, the method was augmented to better incorporate the impact of labor force changes (unemployment and other forms of job separation, as well as positive changes that are expected to occur in California subsequent to the recession). The method adjusted block group marginal distributions on household income based on sub-state modeling that incorporated Current Population Survey, Integrated Public Use Microdata Survey data, American Community Survey Data, and California Employment Development Department county and MSA level labor force series. This adjustment to block group income marginal is then incorporated into the otherwise “standard” estimation approach to produce small area estimates reflecting small area income changes due to labor market forces.

In November 2007, Athens Research made a refinement to the joint utility method. This method uses available (and legitimately obtainable) Census data (Advance Query, PUMS, and SF3) tabulations to produce block group level estimates of eligibility at 200% of federal poverty guidelines among individually metered, sub-metered, and non-sub-metered master metered households. These estimates may be aggregated in various ways to provide current year estimates of eligibility by “payer status,” i.e., individually metered, sub-metered, and non-sub-metered.

The estimates of eligibility by payer status, from November 2008, are used to disaggregate the overall CARE eligibility rate that has been estimated historically, yielding CARE eligibility and penetration estimates that differ between individually and sub-metered households (and which are consistent with the overall estimate).

*2.1.2.2. Describe how the estimates of current CARE-eligible meters were derived. Explain how total residential*

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*meters were adjusted to reflect CARE-eligible meters (i.e., master meters that are not sub-metered or other residential meter configurations that do not provide residential service).*

See SCE's response above to Question 2.1.2.1 above. CARE eligibility rates by small and large area are developed so that they apply to individually metered and sub-metered households only. Additionally, as the utilities apply these rates in successive quarters, they are applied to individually metered and sub-metered household counts for a given quarter.

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

See SCE's response above to Question 2.1.2.1. Note that the methodology is based on estimating small area (block group) level household (size-by-income-by-household-age) tabulations for the current year, and connecting these estimates with small area counts of households that are individually metered or sub-metered. Block group/utility-specific estimates are then disaggregated/aggregated to various geographic levels within a given utility area: ZIP+2, ZIP, tract, county, territory, etc. Statewide estimates, regardless of utility boundaries, are also provided at small and large area levels.

*2.1.2.4. Describe how current CARE customers were counted.*

At each month's end, individually metered service accounts, or low income tenants at sub-metered residential facilities are counted.

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

CARE-participating residential households were divided by the estimated number of CARE-eligible households to calculate a penetration rate.

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

The estimate of current demographic CARE-eligible rates by energy source at year-end is .328.

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

The estimate of current CARE-eligible sub-metered tenants of master-meter customers by energy source at year-end is 71,033.

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

The current CARE sub-metered tenant count by energy source at year-end is 39,492.

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

The current CARE sub-metered penetration rates by energy source at year-end is 55.6%.

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

SCE continues to directly contact sub-metered tenants to expedite the recertification of CARE and FERA. This approach has proven to be more effective than the previous tactic of solely approaching the mobile home park owners/managers in increasing tenant enrollment/recertification.

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### 2.2. CARE Program Summary

2.2.1. Please provide CARE program summary costs.

CARE Budget Categories	Authorized Budget	Actual Expenses	% of Budget Spent
Outreach (Includes Automatic Enrollment) <sup>[1]</sup>	\$2,230,000	\$2,335,625	105%
Proc., Certification and Verification	\$875,000	\$703,426	80%
Information Tech./Programming <sup>[2]</sup>	\$1,000,000	\$1,043,950	104%
Pilots <sup>[3]</sup>	N/A	N/A	N/A
Measurement and Evaluation	\$56,000	\$127,138	227%
Regulatory Compliance	\$140,000	\$155,359	111%
General Administration	\$905,000	\$515,357	57%
CPUC Energy Division Staff	\$206,000	\$93,289	45%
Cooling Centers <sup>[4]</sup>	N/A	N/A	N/A
<b>Total Expenses</b>	<b>\$5,412,000</b>	<b>\$4,974,144</b>	<b>92%</b>
Subsidies and Benefits <sup>[5]</sup>	<b>\$207,900,000</b>	<b>\$275,431,277</b>	<b>132%</b>
<b>Total Program Costs and Discounts <sup>[6]</sup></b>	<b>\$213,312,000</b>	<b>\$280,405,421</b>	<b>131%</b>

<sup>[1]</sup> Actual 2010 expenses for processing, certification and verification exceeded the budget by \$105,625 (105%) due to increased marketing and outreach efforts related to the continued economic conditions resulting in more customers being eligible and enrolled on the program. <sup>[2]</sup> The final costs of the 2010 IT system technical/programming enhancements came in over budget by \$43,950 because the original estimates were based on high-level requirements which were more clearly defined during program design/implementation.

<sup>[3]</sup> There were no pilots in 2010.

<sup>[4]</sup> SCE's authorized Cool Center budget is not part of the CARE budget.

<sup>[5]</sup> Subsidies and benefits include rate discounts.

<sup>[6]</sup> The CARE discount exceeded the authorized amount by \$67,093,421 in 2010. Per D.02-09-021, SCE can recover the full value of the discount through the CARE 2-way balancing account without a reasonableness review.

2.2.2. Please provide the CARE program penetration rate to date.  
Regulatory

CARE Penetration			
Participants Enrolled	Eligible Participants	Penetration rate	Target Met?
1,381,109	1,426,059	97%	Yes



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2.2.3. *Report the number of customer complaints received (formal or informal, however and wherever received) about their CARE recertification efforts, and the nature of the complaints.*

SCE received 5 recertification complaints in 2010. The complaints and resolutions are as follows:

Recertification Complaints			
Month	Complaints Received	Nature of Complaint	Case Resolved
January	1	Submetered customer stated he repeatedly called SCE but lost 2 months of the discount. SCE did rebill the account; however, the customer disputed the rebill amount.	Yes
April	1	A customer was removed from the CARE rate from August 2009 through February 2010 due to failure to recertify. The customer stated he/she recertified online, however, there was no record of said transaction. The account was re-enrolled in the CARE Program on February 26, 2010, but not retroactively rebilled. Payment arrangements were made and HEAP information was provided to the customer.	Yes
August	1	The CARE customer moved and the CARE discount did not transfer to the new residence. Therefore, SCE put the customer back on the CARE rate and credited the customer for the months he did not receive the discount.	Yes
December	1	The customer failed to return the recertification request prior to the expiration date. The customer returned the recertification request 30 days later and was re-enrolled in the program. The customer requested retroactive credit for the 30 days removed from CARE. SCE denied the request for the retroactive credit.	Yes
December	1	The customer failed to return the recertification request prior to the expiration date. After research, it was determined that the issue was with another utility, not SCE.	Yes

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### 2.3. CARE Program Costs

#### 2.3.1. Discount Cost

2.3.1.1. *State the average monthly CARE discount received, in dollars, per CARE customer by energy source.*

The average discount per CARE customer was \$17.37.

2.3.1.2. *State the annual subsidy (discount) for all CARE customers by energy source.*

The annual subsidy (discount) for all CARE residential program customers was \$275,431,277.

#### 2.3.2. Administrative Cost

2.3.2.1. *Show the CARE Residential Program's administrative cost by category.*

See Section 2.2.1

2.3.2.2. *Explain what is included in each administrative cost category.*

The requested information is provided in the table below.

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<b>CARE Administrative Cost Category</b>	<b>Description</b>
<b>Outreach</b>	Includes: Bill inserts, advertising, applications (printing and mailing), posters, brochures, flyers, postage, sub-meter, non-profit, and agricultural housing outreach, information technology (technical support and software licensing), staff labor, out-bound dialing, 800#, outreach pilot, and Capitation Fee Project.
<b>Processing, Certification, and Verification</b>	Includes: Staff labor, information technology (technical support and software licensing), application processing, training, programming labor, and sub-meter certification.
<b>Information Technology/Programming</b>	Includes: Programming and labor costs associated with system enhancements and maintenance of existing processes.
<b>Measurement &amp; Evaluation</b>	Includes: Needs Assessment Study and Customer Satisfaction Survey.
<b>Regulatory Compliance</b>	Includes: Applications, advice filings, comments and reply comments, hearings, reports and studies, working group meetings, public input meetings, and tariff revisions.
<b>General Administration</b>	Includes: Office supplies, market research, program management labor (including pensions and benefits), and information technology (technical support and software licensing).
<b>CPUC Energy Division Staff</b>	Includes: CPUC Energy Division Staff expenditures.

*2.3.3. Provide the year-end December 31 balance for the CARE balancing account.*

In D.02-09-021, the CPUC required SCE to establish the CARE balancing account (CBA), effective January 1, 2002. The balance in the CBA as of December 31, 2010 was \$55.213 million.

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2.3.4. *Describe which cost categories are recorded to the CARE balancing account and which are included in base rates.*

SCE does not recover CARE-related costs in base rates. In D.97-08-056, the CPUC allocated SCE’s administration costs associated with the CARE Program to SCE’s Public Purpose Programs rate component. D.02-09-021<sup>4</sup> required SCE to establish a CARE balancing account (CBA) to record the following on a monthly basis: (1) the difference between CARE discounts provided to CARE-eligible customers and CARE surcharges billed to non-CARE customers, (2) the difference between the authorized CARE administration amounts and actual incurred CARE administration expenses, (3) costs associated with the CARE automatic enrollment program, and (4) costs associated with the Energy Division’s audit of the CBA.

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

<b>CARE Surcharge and Revenue Collected by Customer Class (2010) <sup>[1]</sup></b>					
<b>Customer Class</b>	<b>Average Monthly CARE Surcharge</b>	<b>Average Monthly Bill</b>	<b>CARE Surcharge As Percent of Bill</b>	<b>Total Annual CARE Surcharge Revenue Collected</b>	<b>Percentage of Total Annual CARE Surcharge Revenue Collected <sup>[2]</sup></b>
Residential	\$5,159,109	\$373,100,055	1.4%	\$61,909,311	28.2%
Agricultural	\$312,436	\$14,164,174	2.2%	\$3,749,231	1.7%
Commercial	\$9,591,423	\$422,070,736	2.3%	\$115,097,074	52.5%
Industrial	\$2,040,530	\$61,082,449	3.3%	\$24,486,536	11.2%
<b>Totals</b>	<b>\$17,103,498</b>	<b>\$870,417,413</b>	<b>2.0%</b>	<b>\$219,405,927</b>	<b>93.5%</b>

<sup>[1]</sup> Public Authority, Railroads, and Inter-department totals represent the remaining 6.5%.

<sup>[2]</sup> Revenue Billed

<sup>4</sup> D.06-12-038 and Advice 2079-E. authorized SCE to eliminate the entry associated with recording CARE balancing account (CBA)-related retail revenue and include an entry to allow for the transfer of the year-end balance recorded in the CBA to the Public Purpose Programs Adjustment Mechanism (PPPAM).

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### 2.4. Outreach

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

CARE and Family Electric Rate Assistance (FERA) programs' outreach efforts and communications to SCE's in-language and under-penetrated areas continued to be a priority. SCE's CARE/FERA programs partner with internal SCE departments such as Equal Opportunity, Public Affairs, Consumer Affairs, Customer Experience Management, Corporate Communications, Community Involvement, Speakers Bureau, employee volunteer-based Resource Groups, as well as external organizations and various chambers, foundations, faith-based and CBOs in outreach activities that target SCE's hard-to-reach customer base.

SCE's goal is to enroll as many eligible customers who are willing to participate in CARE. CARE enrollment increased from 1,235,123 on December 31, 2009 to 1,381,109 on December 31, 2010 which represents a net increase of 145,986.

The following provides an overview of SCE's 2010 outreach initiatives.

In January 2010, SCE's Customer Communications Organization extended the ability for all phone center representatives to enroll eligible customers in the CARE Program via the online web enrollment application. Year to date, 119,340 eligible customers have been enrolled through Call Center outreach efforts.

SCE participated in 11 Strategic Collaborative Conferences designed to provide a platform, for sharing critical information on sector-specific strategies to meet the needs of the shared customer base between SCE and the following ethnic communities: African American, Latino and Asian Pacific Islander Non-profit organizations. The objectives of these forums were to (1) educate and inform ethnic communities about valuable SCE programs and services; (2) create, renew and strengthen strategic relations within these communities; and (3) explore ways SCE can leverage opportunities to assist and better serve these communities during the current economic challenges. The CARE Program was able to serve these objectives by sharing the CARE, FERA and EMA Programs along with potential contracting opportunities for these organizations through the Capitation Fee Project. The forum dates, locations and ethnic communities are as follows:

- |                      |           |               |
|----------------------|-----------|---------------|
| 1. February 12, 2010 | Irwindale | Asian Pacific |
| Islander             |           |               |

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2. April 16, 2010	Carson	African American
3. June 30, 2010	Oxnard	Latino
4. July 14, 2010	San Bernardino	Asian Pacific Islander
5. July 30, 2010	Visalia	Latino
6. August 6, 2010	Huntington Park	Latino
7. August 13, 2010	Long Beach	Asian Pacific Islander
8. August 27, 2010	San Bernardino	Latino
9. September 24, 2010	San Bernardino	African American
10. November 4, 2010	Inglewood	African American
11. November 17, 2010	Santa Ana	Latino

As part of a Faith-Based Initiative, SCE’s Income-Qualified Programs signed a purchase order with **WBC Enterprises**, led by Pastor Mark Whitlock, a key leader in the African-American community. The purchase order funded three outreach events in 2010 and one in 2011 seeking to increase program awareness, enroll eligible customers in the CARE, FERA and EMA Programs, and issue capitation contracts to faith-based organizations (FBOs). These events also provided participants with supplier diversity opportunities within the company as well as free workshops on resume/interview tips to assist with employment opportunities.

- The first of these four events was held on January 30, 2010 at the City of Refuge in Gardena, CA and over 4,000 people turned out for this “Day of Opportunity.”
- The second event was held on June 12, 2010 at Life Church in Rubidoux, CA and over 100 people turned out for this “Day of Opportunity.”
- The third event was held on September 25, 2010 at Christ Our Redeemer Church in Irvine and more than 100 people turned out for this “Day of Opportunity.”

The first event marked the joining of three major religious denominations within the African American community:

- Bishop Noel Jones of City of Refuge Church
- Bishop Charles Blake of Church of God in Christ
- Bishop T. Larry Kirkland of the western region of the African Methodist Episcopal Church.

Together these three Bishops represent over 13 million parishioners.

In an effort to sustain and expand partnerships within internal departments, SCE’s Income Qualified Programs held an “Internal Outreach Summit” in April 2010. Several SCE departments that engage in customer outreach such as employee volunteer groups (Resource Groups), Energy Efficiency, the customer call center, Local Public Affairs, Consumer Affairs, Customer Experience Management, Corporate Communications Community Involvement, Speakers Bureau, and Business Solutions participated. The purpose of the summit was to share resources and integrate low-income outreach opportunities within the company.

Each quarter, SCE partnered with SoCal Gas to leverage an opportunity with **Univision’s** “A Su Lado” (“By Your Side”). This segment runs within Univision’s KMEX live morning news (5:00 AM to 8:00 AM) and provides valuable community-based information to the

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Spanish-speaking Latino community. SCE used this opportunity to promote CARE, FERA and EMA Programs as well as provide energy efficiency and energy conservation tips to consumers. Additionally, SCE and SoCal Gas representatives answered questions over the telephone and assisted customers with program enrollment information.

Throughout 2010, CARE Management contracted with a third-party vendor to conduct outbound phone enrollment campaigns. These campaigns were very successful and were used for new enrollment campaigns as well as secondary campaigns to follow-up with customers that did not respond to initial direct-mail campaigns. These combined efforts resulted in an increase in response rates for enrollment campaigns.

As part of an educational initiative, SCE funded 25 theatrical performances of East West Players' touring production, DAWN'S LIGHT: THE JOURNEY OF GORDON HIRABAYASHI. The funding of the theatrical performances supported SCE's education and community initiatives as well as increased awareness about SCE's customer programs. East West Players performed in schools, churches, libraries and community centers in communities with a high CARE-eligible population. The performances were held in February 2010 and March 2010. A CARE Representative staffed a booth at the adult-based performances and educated the attendees about the CARE, FERA, EMA and Medical Baseline Programs in addition to providing information for payment arrangements and extensions, Level Pay Plan, and Energy Efficiency Programs.

In April 2010, SCE started an Energy Advisor Pilot. For three months, 12 specialists within the Customer Call Center offered two of four designated programs, (CARE, EMA and two EE programs) to every call. By year end 2010, there were 1,364 customers enrolled in the CARE Program as a result of this pilot.

In June 2010, SCE launched the Authorized Payment Agency (APA) Summer Intern Partnership in which summer interns use the online application process to enroll eligible customers in the CARE Program at SCE's APAs. A total of 409 customers were enrolled in CARE in 2010 through this effort.

In July 2010, another effort was initiated to integrate low-income programs with energy efficiency programs. SCE's Home Energy Efficiency Survey (HEES) launched a new initiative where its customers were informed about the CARE Program and referred to SCE's website for more information at the end of their HEES survey.

In October 2010, SCE participated in Maria Shriver's "We Connect" Initiative & the Women's Conference. This event was a health fair providing free dental, vision, medical and financial services (such as food stamps, foreclosure counseling, legal referrals, employment and resume assistance) to women in need. SCE hosted a booth promoting CARE, FERA and EMA Programs. Over the 3-day event, nearly 100 CARE applications were completed by customers on-site.

SCE partnered with **East West Bank** to display and disseminate CARE applications to eligible customers in East West Bank and Desert Community Bank branches. CARE

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applications were available in 53 branches throughout the counties of San Bernardino, Los Angeles, and Orange.

### Marketing

- SCE continued to include a CARE enrollment application in the Welcome Kit that is sent to residents requesting new service or transfer of service. In 2010, there were 25,536 customers enrolled in the CARE Program as a result of this effort.
- In April 2010, SCE conducted a pilot program in partnership with the Call Center to promote CARE, FERA and LIEE. For three months, 12 call center specialists offered two of four designated programs (CARE, LIEE, and two EE programs) to SCE customers at the end of every call. 1,337 customers were enrolled in CARE as a result of this effort.
- As a part of the Economic Assistance campaign, SCE proactively reached out to customers to build awareness that SCE is here to help. Here were some of the tactics leveraged to promote CARE/FERA and LIEE:
  - In March 2010, SCE sent out approximately 280,000 bilingual direct mailers to targeted customers not on the CARE rate. There were 9,224 customers enrolled from this effort.
  - Participated in community events that target customers seeking information on bill payment assistance and energy savings, for example: We Connect, Community Forums, UNCF Walk for Education, California Special Olympics, Los Angeles County Fair.
  - Distributed CARE/FERA take-one brochures with enrollment applications through Best Buy retail stores.
  - In partnership with East West Players, SCE provided information on income qualified and payment assistance programs to patrons attending performances at schools, churches, libraries and other locations in underserved communities.
  - The Customer Connection Newsletter in June 2010 provided information and resources on CARE, FERA and LIEE.
  - In July 2010, SCE conducted a solicitation for CARE/FERA participation with mention of LIEE. As a result, 5,057 customers enrolled in CARE.
- As part of the CARE/FERA annual solicitation process in June 2010, SCE included CARE enrollment applications in the bill of non-CARE customers. Due to this effort, SCE received 21,624 new enrollments in CARE.



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- Beginning in July 2010, SCE’s Home Energy Efficiency Survey launched a new pilot initiative where, at the end of each survey, the customer is informed about the CARE and FERA programs.
- In November 2010, SCE conducted a direct mail campaign to customers who failed to recertify their CARE eligibility. In 2010, there were 1,647 customers enrolled in CARE as a result of this mailer.
- In December 2010, SCE launched its first CARE email blast to 55,000 income-qualified non-CARE customers. As a result of this effort, 30.73% of the targeted customers opened the email, and 3.25% of those clicked on at least one link.

### **Earned Media (PR and Outreach):**

#### **General Market**

Through the Economic Assistance Program, General Market placed the following: 40 (30-sheet) posters, 93 transit shelter ads, 332 bus “king” ads, 115 bus “tail” ads and 1,500 bus interior ads. The campaign ran from May 2 to June 27, 2010. Added value equaled \$71,225. The total number of impressions equal 189,707,016. Further breakdown, including reach and frequency are as follows:

- Los Angeles County
  - Bus kings - 153,229,110 impressions, 87.7% average reach and 11x average frequency
  - Posters - 19,320,000 impressions, 21.4% reach and 7.9x frequency
  - Shelters – 25,188,800 impressions, 24.7% reach and 8.0x frequency
  - Interior cards - 49,029,310 impressions, but no reach or frequency data available
- Orange County:
  - Bus kings - 11,945,600 impressions, 75.2% reach and 4.4x frequency
- Long Beach:
  - Bus tails - 10,920,000 impressions , 83.8% reach and 9.3x frequency
- LADOT
  - Bus tails - 2,161,600 impressions, 44.6% reach and 1.7% frequency
- San Bernardino/Riverside
  - Posters - 216,435 impressions, 50.3% reach and 4x frequency
- San Bernardino County
  - Shelter ads - 1,054,000 impressions, 91.7% reach and 24.1x frequency
- Palm Springs
  - Posters - 179,271 impressions, 77.8% reach and 18x frequency

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SCE was also able to coordinate placement timing with three of its added value TV ads on economic assistance. These were one 10-second and two 15-second “Tips” TV ads featuring SCE employees giving advice on assistance programs (CARE) for customers who were having difficulties paying their electric utility bills. The ads ran from April 25, 2010 to June 30, 2010.

Information about the CARE, FERA and LIEE Programs, along with the message to customers that SCE has programs and services that can help them, was conveyed in the online and print versions of the Long Beach Press Telegram, Pasadena Star News, San Gabriel Valley Tribune, LA Times, WorldJournal.com and Earthtimes.org, HeraldToday.com, InlandValley News, Visalia Times Delta, Tri-County Sentry, American News, California Crusader News, San Bernardino American News, North County Times, Daily Bulletin, Whittier Daily News, The Lake Los Angeles News, Pasadena Star News, Orange County Register, The Compton Bulletin/Carson Bulletin/Wilmington Beacon/The Californian, Long Beach Leader, PasadenaJournal.com, Pasadena/San Gabriel Valley Journal, Daily Breeze, Los Angeles Daily News, Lynwood Press, The Herald American, Kern Valley Sun, Long Beach Times, FOXBusiness.com, California Current, It was also covered on television by KESQ TV.

### **African American**

All 39 earned media placements within the African American community reached an estimated circulation of 1,584,400.

#### **Print**

Information about SCE’s money saving programs such as CARE and FERA were conveyed in 12 different publications such as: The Compton Bulletin, Tri-County Sentry, Our Weekly, San Bernardino American News, Inland Valley News, Long Beach Times, Long Beach Leader, Pasadena Journal, California Crusader News, West Side Story Newspaper and Black Voice News.

#### **Online**

PasadenaJournal.com, LongBeachTimes.net, OurWeekly.com, SBAmerican.com, TriCountySentry.com, Compton Bulletin.com, CalCrusNews.com, BlackVoiceNews.com, Inlandvalleynews.com, Wright Place TV Online, WestSideStoryNewspaper.com conveyed information on SCE’s money-saving programs such as CARE and FERA.

#### **Radio**

Radio stations KCAA AM 1050 and KTYM-AM 1460 discussed the CARE and FERA programs and the benefits that it provides for its participants.

### **Asian**

All earned media placements within the Asian community reached an estimated circulation of 1,654,099.

#### **Print**

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Information about the utility companies' money saving programs such as CARE, FERA, and LIEE were conveyed in 21 different Asian market publications including, but not limited to, Viet Bao Daily News, World Journal (formerly known as Chinese Daily News), the Khmer Post, Angkor Borei News, India Journal, India Post, Asian Journal, Balita USA, Siam Media Newspaper, and Hafteh Bazaar.

### Online

14 of the 21 print publications referenced above also posted the information on their websites.

### Radio

KWRM AM 1370 shared information on how SCE teamed up with the Gas Company to provide customers with bill discounts and energy efficiency assistance.

### Hispanic

In 2010, 71 earned media placements covering CARE/FERA and LIEE programs within the Hispanic community totaled 5,710,839.5 impressions. With the use of added value interviews and sponsorships during SCE's Economic Assistance Campaign, an additional 209,890 impressions were achieved.

### Print

Information about the utility companies' money saving programs such as CARE, FERA and EMA were conveyed in several different publications including: El Panamericano; Día a Día; El Informador del Valle; La Prensa Hispana LA; 20 de Mayo; La Opinión; El Sol (Visalia); El Clasificado; La Nueva Voz Pomona; Excelsior; Bell Gardens Sun; City Terrace Comet; Commerce Comet; East Los Angeles Brooklyn-Belvedere Comet; Eastside Sun; Mexican American Sun; Montebello Comet; Monterey Park Comet; Northeast Sun; Vernon Sun; and Wyvernwood Chronicle.

- Total Earned Hits: 29
- Total Circulation: 1,235,975
- Total Impressions: 4,325,912.5

### TV

KMEX-TV, KTFR-TV, KPMR-TV, KRCA-TV, KUNA-TV and KVER-TV covered SCE and The Gas Co.'s economic assistance programs such as CARE, FERA and LIEE. The most coverage earned on the CARE program was through SCE's and The Gas Co.'s year-round participation in Univision "A Su Lado," a public-affairs series of segments featured in the Los Angeles station's morning newscast, "Primera Edición," on March 9th, June 8th, September 7th and December 14th, 2010.

- Total Earned Hits: 30
- Total Viewership: 1,202,295

### Online

Publications that posted information about CARE, FERA and LIEE on their websites include: El Sol (Visalia); Entrefamilia.net; Vida Nueva and La Opinión. In addition, Univision 34 posted

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CARE information on their Facebook page during two “A su Lado” telethons; June 8th and December 14th, 2010.

- Total Earned Hits: 7
- Online Impressions: 90,632

### Radio

SCE spokesperson discussed the benefits of the CARE program, as well as other key economic assistance programs, and invited customers to call SCE, or visit the [www.SCEenEspanol.com](http://www.SCEenEspanol.com) site, for more information. Radio stations included Radio Lazer 102.9 FM; W-Radio 690 AM; Éxitos 93.9 FM; and Radio Zion 540 AM.

- Total Earned Hits: 5
- Total Listenership: 92,000

Leveraging media buys with advertising agencies during SCE’s Economic Assistance Campaign resulted in (10) added value radio interviews with the following stations:

- Total Hits: 10
- Total Listenership: 184,890

By utilizing part of the 2010 budget for Advertorials, one (1) sponsored radio interview was obtained with W-Radio 690 AM’s “Mujeres Ahora,” to further highlight the joint efforts of SCE and The Gas Co. during the Economic Assistance Campaign.

- Total Hits: 1
- Total Listenership: 25,000

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

Using the percentage of approved applications by volume from various outreach methods, SCE’s three most effective outreach methods in 2010 were:

1. Call Center enrollment efforts which generated 30% of all enrollments;
2. Internal and external data sharing efforts which generated 20% of enrollments; and
3. General enrollment efforts which generated 18% of enrollments. General outreach efforts include the Capitation Fee Project and enrollments through third-party interactive voice response campaigns.

### *2.4.3. Discuss barriers to participation encountered during the reporting period and steps taken to mitigate them.*

Although no formal study has been conducted by SCE to identify barriers to participation, SCE believes through anecdotal information and experience that some barriers to participation do exist. These include lack of knowledge about the availability of CARE, language and cultural barriers, geographical barriers to reach potentially-eligible customers, and a certain segment of the eligible population that does not wish to participate. In 2010, as penetration rates reached higher levels, SCE also found that it became increasingly difficult to reach each new customer.

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As described in this report, SCE uses a multifaceted outreach approach to reach its potentially CARE-eligible customers, and in 2010, significantly increased outreach efforts, including, but not limited to, aggressive recruitment of new CARE Capitation agencies, multilingual outreach, ethnic and general market media, and designing CARE marketing and correspondence to reach increasing numbers of ethnicities and under-penetrated geographic areas. SCE believes this approach continues to make progress in overcoming barriers to enrollment.

In addition, process and program delivery improvements, such as “real-time” internet enrollment and recertification applications, categorical enrollment and verification, outbound phone enrollments via a third party contractor, the probability model, expanded data sharing with SoCalGas, and multilingual communications are working toward eliminating barriers.

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

SCE continued collaborating with SoCalGas, Southwest Gas, and PG&E to share CARE participant data electronically to assist customers to enroll in each utility’s program. In 2010, nearly 65,000 customers were enrolled in SCE’s CARE rate through sharing data with the three above utilities. SCE also began sharing recertification records with SoCalGas in 2010.

- 2.4.5. *Discuss how CARE customer data and other relevant program information is shared within the utility, for example, between its LIEE and other appropriate low-income programs.*

Contractors who performed LIEE assessment services complete an application that includes enrollment in the CARE Program, if qualified. In 2010, there were 4,209 customers enrolled through this effort. The CARE Program continuously integrates its efforts and messaging with the EMA program at all outreach events, communications, and marketing campaigns. SCE also enrolled new CARE customers through the Energy Assistance Fund (EAF) program, a program which provides utility payment assistance through voluntary customer and employee donations. There were 604 new customers enrolled through EAF.

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

SCE utilizes the Capitation Fee Project as a channel to coordinate with service providers of related low income programs to reach out and provide one-on-one assistance to SCE’s hardest-to-reach customer base. In 2010, SCE partnered with food banks, clothing distribution centers, and

## SCE LIEE AND CARE PROGRAMS ANNUAL REPORT – MAY 2, 2011

Goodwill industries to coordinate the CARE Program with their related services.

Each quarter, LIHEAP payment recipients were automatically enrolled in CARE which generated 3,652 enrollments.

SCE's Cool Center Program, which offers low-income, senior and disabled residents in hot climates, safe and air-conditioned facilities to visit during peak hours of the summer months in lieu of running their own cooling devices at home, potentially saving energy and money. These Cool Centers operated from June 1<sup>st</sup> through October 15<sup>th</sup>, and offered the CARE Program to customers who visited the Center.

- 2.4.7. *Describe the process for cross-referral of low-income customers between the utility and CSD. Describe how the utility's CARE customer discount information is provided to CSD for inclusion in its federal funds leveraging application. (Note: These agreements are limited to sharing 1-800 phone numbers with customers and providing CARE benefit information for the federal fiscal year, October 1 of the current year through September 30 of the subsequent year. There are no tracking mechanisms in place to determine how many customers contact the other programs or actually become enrolled in other program(s) as a result of these agreements).*

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

“Other Programs and Services You May Qualify For: LIHEAP (Low Income Home Energy Assistance Program) provides bill payment assistance, emergency bill assistance, and weatherization services. Call the Department of Community Services and Development at 1-800-433-4327 for more information. For other Edison assistance programs, call 1-800-736-4777.”

SCE's agreement with CSD provides that, upon request by CSD, SCE will provide CSD (1) the total number of households receiving CARE and Energy Assistance Fund (EAF) assistance and (2) the total dollar amount of CARE and EAF assistance received by all participating households from October of the previous year through September of the current year. This information is to be provided to CSD for inclusion in its federal funds leveraging application.

## SCE LIEE AND CARE PROGRAMS ANNUAL REPORT – MAY 2, 2011

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

SCE implemented the following improvements in 2010:

One effort that SCE implemented in 2010 was to initiate a follow up process for non-responding customers after direct marketing campaigns to increase responses. For example, following the launch of a paper direct marketing campaign, SCE followed up with an automated interactive-voice response campaign attempting to reach and enroll eligible customers on CARE. This approach resulted in nearly a double-response rate for responses to marketing campaigns from the previous year's efforts.

Additionally, in December 2010 SCE implemented the following improvements in an effort to improve program delivery to consumers:

- Launched new interactive -voice response alerts in English and Spanish to increase response rates for both Verification and Recertification requests. These alerts are in addition to the current notifications mailed to customers to advise of their need to verify or recertify program eligibility.
- Ability for DMS customers to enroll on the CARE and FERA programs directly via the web enrollment application.
- Ability for eligible customers to enroll in the CARE and FERA Programs via SCE's interactive-phone response system.
- Increased response time from 60 to 90 days for Verifications and Recertifications customer requests to align with other utility response times.

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### 2.5. Processing Care Applications

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

Every two years, SCE mails a package of sub-meter tenant CARE applications to master-meter customers and the individual sub-metered tenants to complete and return the applications to SCE. In December 2010, SCE made enhancements to this process. SCE now communicates directly with the sub-metered tenants based upon their initial enrollment date when it is time for recertification of program eligibility.

#### 2.5.2. *Describe any contracts the utility has with third parties to conduct certification, recertification and/or verification on the utility's behalf. Describe how these third-party efforts compare to the utility's efforts in comparable customer segments, such as hard-to-reach or under-served. Include comparisons of effectiveness and cost-effectiveness of comparable customer segments, if available.*

SCE has agreements under the CARE Capitation Fee Project (Project) to conduct certification of new applicants for CARE. SCE did not have any contracts with third parties to conduct recertification and/or verification on its behalf.

The Capitation Project was authorized by the CPUC in Decision 01-05-033, dated May 7, 2001. Its purpose is to take advantage of the opportunity to enroll eligible customers in CARE while they are receiving other services from entities that assist low-income clients. This project is centered on providing outreach and enrollment services, not recertification or verification services.

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

Third-party outreach and enrollments for SCE occurred primarily through organizations participating in the Capitation Fee Project and Energy Management Assistance (EMA) contractors. The Project was intended to provide valuable outreach services for the CARE Program by assisting clients with filling out CARE applications as an adjunct to the organization's other daily activities.

Through an internal data extract, SCE enrolled customers who had received an EMA service or HEAP payment assistance in the CARE Program.



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SCE can make a comparison of outreach cost per enrollment. The following table shows that SCE’s enrollment cost is about 25% of that for the Capitation Fee Project.

Comparison of Cost per Enrollment between SCE and Third Parties			
	Enrolled	Outreach Cost	Cost per Enrollment
SCE	378,867	\$1,746,498.92	\$4.61
Capitation Fee Project <sup>[1]</sup>	25,755	\$475,283.97	\$18.45
<sup>[1]</sup> Includes all costs including capitation fees. Does not include enrollments from EMA contractors as they do not have an unbundled fee for a CARE enrollment.			

In addition, SCE can make a comparison to effectiveness. The following table compares the approval percentages among SCE enrollment activities and the third-party Capitation Fee Project/EMA contractors.

Comparison of Enrollment Percent between SCE and Third Parties			
Enrollment Activity	Received <sup>5</sup>	Approved	Percent
<b>SCE</b>			
SCE Call Center Requests	135,647	119,340	88%
SCE Direct Mail	105,032	64,905	62%
Special Projects/Events	43,724	34,931	80%
Internet Enrollments	55,467	55,467	100%
PG&E Data Exchange	528	474	90%
SWG Data Exchange	1,253	896	72%
SoCalGas Data Exchange	64,584	63,896	99%
DCSD Automatic Enrollment <sup>6</sup>	0	0	0
Other Miscellaneous Sources	45,723	17,619	39%
<b>Third Parties</b>			
Capitation Fee Project	29,200	25,755	88%

<sup>5</sup> For PG&E, SWG and DCSD "Received" counts are those records that were active customer account matches with SCE's database after scrubbing" all records received for non-matches, closed accounts, ineligible rates and existing accounts on CARE.

<sup>6</sup> For SoCalGas, "Received" counts are those records that were active customer account matches with SCE's database after "scrubbing" all records received for non-matches, closed accounts, and ineligible rates. However, existing accounts on CARE are included in order to use these to automatically recertify these accounts for participation.

## SCE LIEE AND CARE PROGRAMS ANNUAL REPORT – MAY 2, 2011

EMA Contractors	5,930	4,209	71%
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### 2.6. Program Management

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

During the 2010 program cycle, the declining economic conditions that initiated in 2008 continued to impact SCE customers, and newly in-need customers that had not traditionally requested nor needed assistance were a new customer segment for potential CARE enrollment. Additionally, these newly in-need customers were likely not aware of SCE programs that could help reduce their monthly energy bill.

In response to this newly in-need customer segment, SCE launched an Economic Assistance campaign during the first quarter to expand outreach/awareness and enrollment to the CARE program, and utilize a multi-channel approach to reach new customers.

SCE increased its outreach efforts by utilizing all outreach avenues, increasing ethnic communication channels, increasing awareness of SCE's real-time web enrollment, and maximizing internal partnerships (i.e. Community Involvement and SCE employee resource groups) to reach new potential customers.

**SCE LIEE AND CARE PROGRAMS ANNUAL REPORT – MAY 2, 2011**

**3. CARE Expansion Program**

**3.1. Participant Information**

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

CARE Expansion Program Participating Facilities by Month			
2010	CARE Residential Facilities	CARE Commercial Facilities	Total
January	357	157	514
February	355	160	515
March	354	162	516
April	361	163	524
May	360	163	523
June	360	163	523
July	358	163	521
August	343	140	483
September	353	155	508
October	358	163	521
November	359	168	527
December	376	173	549

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

ESTABLISH IN 2010			RECERT IN 2010		CLOSED IN 2010	
Commercial/ Residential	Service Accounts	No. of Beds	Service Accounts	No. of Beds	Service Accounts	No. of Beds
Commercial	179	10,619	166	9,803	13	816
Residential	401	6,272	371	5,930	30	342
<b>TOTAL</b>	<b>580</b>	<b>16,891</b>	<b>537</b>	<b>15,733</b>	<b>43</b>	<b>1,158</b>

## SCE LIEE AND CARE PROGRAMS ANNUAL REPORT – MAY 2, 2011

### 3.2. Usage Information

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

CARE Expansion Program Average Monthly Gas / Electric Usage <sup>1</sup>		
Customer	Gas Therms	Electric KWh
Residential Facilities	N/A	797
Commercial Facilities	N/A	13,559

### 3.3. Program Costs

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

3.3.1.1. *Discount Information*

See CARE Table 1

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

The average annual CARE discount received per residential facility by energy source is (\$508.97).

3.3.1.3. *State the average annual CARE discount received per commercial facility by energy source.*

The average annual CARE discount received per commercial facility by energy source is (\$5,382.46).

### 3.4. Outreach

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

Potentially-eligible customers may become aware of the CARE Expansion Program through SCE's customer call centers. SCE also conducts consumer outreach public awareness initiatives which include presentations to community groups and contacts with community agencies through which customers may become aware of the Program. Organizations participating in the CARE Capitation Fee Project may assist a customer who is eligible to complete a CARE application for the Expansion Program.

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### 3.4.2. *Discuss each of the following:*

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

Customers who would qualify under the Expansion Program, primarily group living facilities, which can be residential or commercial customers, cannot be identified using SCE's customer database to enable SCE to selectively contact them. SCE's most effective outreach method to domestic customers is direct mailing based on demographic data. This would probably be the best method for the Expansion Program if potentially-eligible customers could be identified. Domestic customers receive information throughout the year about CARE. Therefore, if a group living facility is on a domestic rate, they would at least receive information and could inquire to enroll. If a customer operating a group living facility is a corporation, the rate would typically be commercial. To most effectively reach commercial customers, SCE would probably use a bill message or bill insert to provide information about CARE.

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

SCE collaborates with SoCalGas, Southwest Gas, and PG&E to share CARE participant data electronically to enroll qualified customers in each utility's program. These exchanges have only matched individually-metered customers.

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

See SCE's response to question 2.4.3

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

See SCE's response to question 2.4.8

**3.5. Program Management**

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

During the 2010 program cycle, the state's economic climate continued to impact SCE customers, and a new customer segment ("newly in-need") of customers required assistance. This new population of customers had generally never needed assistance in the past and may not be aware of SCE's program offerings. In order to respond to this need, SCE increased its outreach efforts by utilizing all outreach avenues, i.e., multi-lingual events, CBOs, FBOs, joint-utility best practices, joint-utility data-sharing, and "real-time" internet enrollment and recertification applications to expand awareness and provide greater visibility to this new population of customers.

Program management participated in the Corporate Strategic Collaboration Conferences throughout the service territory to increase program awareness and enrollments. These efforts are highlighted further under the Outreach section of this annual report.

## SCE LIEE AND CARE PROGRAMS ANNUAL REPORT – MAY 2, 2011

### 4. Fund Shifting

#### 4.1.1. *Report LIEE fund shifting activity that falls within rules laid out in Section 20.1 of D. 08-11-031*

SCE's 2010 expenditures exceeded the projected 2010 expenditures as authorized in D.08-11-031. SCE is not shifting funds between categories. SCE is authorized to carryover or carryback funds within categories and subcategories in the 2009-2011 program cycle. Over expenditures and underexpenditures in 2009 and 2010 will affect the available funds for ESA in 2011 in all categories and subcategories.

#### 4.1.2. *Report CARE fund shifting activity that falls within rules laid out in Section 20.1 of D. 08-11-031*

Funds were shifted from the General Administration budget category to Outreach, Information Technology/Programming, Measurement and Evaluation and Regulatory Compliance budget categories. Additional information is provided in CARE Table 13.

#### 4.1.3. *Was there any LIEE or CARE fund shifting activity that occurred that falls OUTSIDE the rules laid out in Section 20.1 of D. 08-11-031?*

There was no LIEE or CARE fundshifting activity that occurred that falls outside the rules laid out in Section 20.1 of D.08-11-031.

## SCE LIEE AND CARE PROGRAMS ANNUAL REPORT – MAY 2, 2011

### **5. Appendix: LIEE Tables and CARE Tables**

LIEE- Table 1- LIEE Overall Program Expenses

LIEE- Table 2- LIEE Expenses & Energy Savings by Measures Installed

LIEE- Table 3- LIEE Cost Effectiveness

LIEE- Table 4- LIEE Penetration

LIEE- Table 5- LIEE Direct Purchases & Installation Contractors

LIEE- Table 6- LIEE Installation Cost of Program Installation Contractors

LIEE- Table 7- Expenditures by Cost Elements

LIEE- Table 8- Detail by Housing Type and Source

LIEE- Table 9- Life Cycle Bill Savings by Measure

LIEE- Table 10- Energy Rate Used for Bill Savings Calculations

LIEE- Table 11- Bill Savings Calculations by Program Year

LIEE- Table 12- Whole Neighborhood Approach

LIEE- Table 13- Categorical Enrollment

LIEE- Table 14- Leveraging

LIEE- Table 15- Integration

LIEE- Table 16- Lighting

LIEE- Table 17- Studies & Pilots

LIEE- Table 18- “Add Back” Measures

LIEE- Table 19- LIEE Fund Shifting

CARE- Table 1- CARE Overall Program Expenses

CARE- Table 2- CARE Enrollment, Recertification, Attrition, and Penetration

CARE- Table 3- CARE Verification

CARE- Table 4- Self Certification and Re-Certification

CARE- Table 5- Enrollment by County

CARE- Table 5- Capitation Contractors

CARE- Table 6- Recertification Results

CARE- Table 7- Capitation Contractors

CARE- Table 8- Participants per Month Fund Shifting

CARE- Table 9- Average Monthly Usage & Bill

CARE- Table 10- CARE Surcharge & Revenue



**SCE LIEE AND CARE PROGRAMS ANNUAL REPORT – MAY 2, 2011**

CARE- Table 11- CARE Capitation Applications

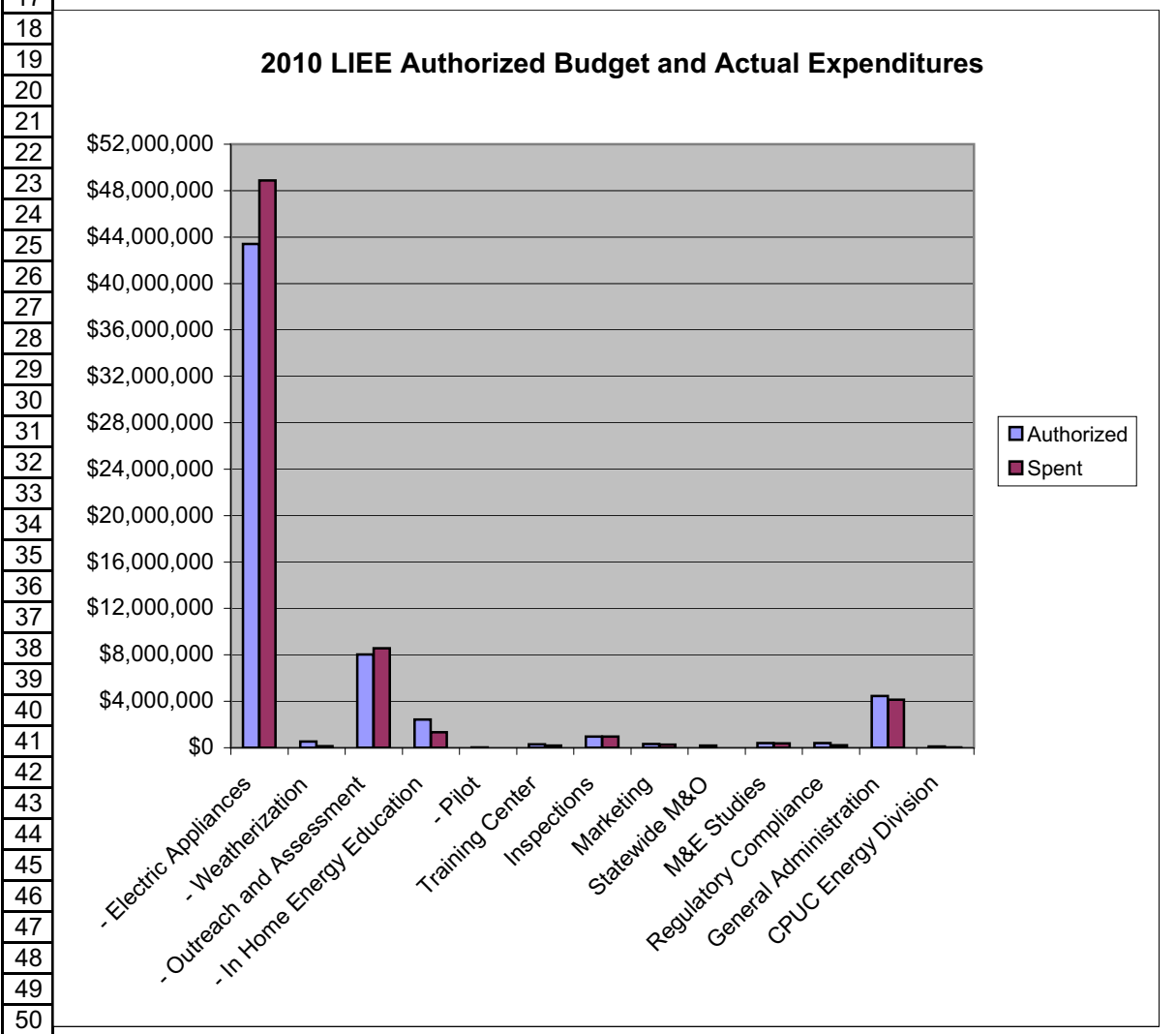
CARE- Table 12- CARE Expansion Program

CARE- Table 13- CARE Fund Shifting

**Appendix C**  
**LIEE/CARE Tables**

	A	B	C	D	E	F	G	H	I	J
1	<b>PY2010 LIEE and CARE Annual Report LIEE Table 1 LIEE Overall Program Expenses Southern California Edison</b>									
2		<b>2010 Authorized Budget</b>			<b>2010 Annual Expenses</b>			<b>% of 2010 Budget Spent</b>		
3	<b>LIEE Program:</b>	<b>Electric</b>	<b>Gas</b>	<b>Electric &amp; Gas</b>	<b>Electric</b>	<b>Gas</b>	<b>Electric &amp; Gas</b>	<b>Electric</b>	<b>Gas</b>	<b>Electric &amp; Gas</b>
4	Energy Efficiency									
5	- Gas Appliances			\$ -			\$ -			
6	- Electric Appliances <sup>(1)</sup>	\$ 43,404,807		\$ 43,404,807	\$ 48,874,734		\$ 48,874,734	113%		113%
7	- Weatherization	\$ 534,541		\$ 534,541	\$ 130,724		\$ 130,724	24%		24%
8	- Outreach and Assessment	\$ 8,039,190		\$ 8,039,190	\$ 8,579,681		\$ 8,579,681	107%		107%
9	- In Home Energy Education	\$ 2,419,853		\$ 2,419,853	\$ 1,341,840		\$ 1,341,840	55%		55%
10	- Education Workshops			\$ -			\$ -			
11	- Pilot	\$ 21,796		\$ 21,796			\$ -	0%		0%
12	<b>Energy Efficiency TOTAL</b>	<b>\$ 54,420,187</b>		<b>\$ 54,420,187</b>	<b>\$ 58,926,979</b>		<b>\$ 58,926,979</b>	<b>108%</b>		<b>108%</b>
13										
14	Training Center	\$ 293,887		\$ 293,887	\$ 198,966		\$ 198,966	68%		68%
15	Inspections	\$ 967,054		\$ 967,054	\$ 966,934		\$ 966,934	100%		100%
16	Marketing	\$ 326,778		\$ 326,778	\$ 267,846		\$ 267,846	82%		82%
17	Statewide M&O	\$ 200,000		\$ 200,000				0%		
18	M&E Studies	\$ 404,787		\$ 404,787	\$ 378,525		\$ 378,525	94%		94%
19	Regulatory Compliance	\$ 388,152		\$ 388,152	\$ 212,325		\$ 212,325	55%		55%
20	General Administration	\$ 4,462,643		\$ 4,462,643	\$ 4,135,326		\$ 4,135,326	93%		93%
21	CPUC Energy Division	\$ 97,593		\$ 97,593	\$ 39,981		\$ 39,981	41%		41%
22										
23	<b>TOTAL PROGRAM COSTS</b>	<b>\$ 61,561,081</b>		<b>\$ 61,561,081</b>	<b>\$ 65,126,882</b>		<b>\$ 65,126,882</b>	<b>106%</b>		<b>106%</b>
24	<b>Funded Outside of LIEE Program Budget</b>									
25	Indirect Costs				\$ 707,701		\$ 707,701			
26										
27	NGAT Costs									
28										
29	<sup>(1)</sup> Per D.08-11-031, Ordering Paragraph 85, SCE reported a fund shift of \$4.5 million in November 2008 from the "Electric Appliances" subcategory in the 2009-2011 program cycle in order to "carry back" funds into the 2008 program to allow the program to continue seamless operation and meet demand through year-end 2008. The entire \$4.5 million was carried back from the "Electric Appliances" 2009 budget subcategory. The authorized funding reflects available funding for 2009 after the fund shift.									

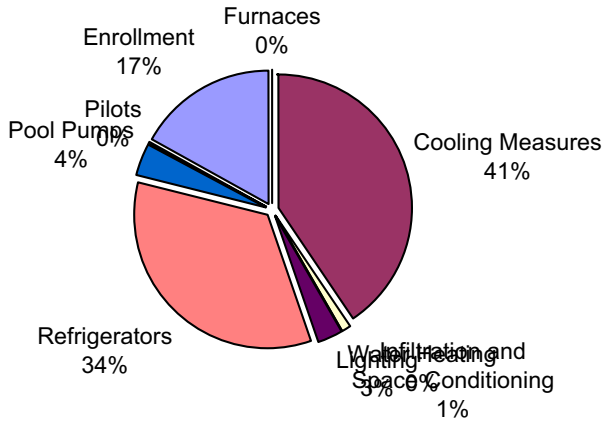
	A	B	C	D	E	F
1		<b>Budget Category</b>	<b>Authorized</b>	<b>Spent</b>		
2		- Electric Appliances	\$43,404,807	\$48,874,734		
3		- Weatherization	\$534,541	\$130,724		
4		- Outreach and Assessment	\$8,039,190	\$8,579,681		
5		- In Home Energy Education	\$2,419,853	\$1,341,840		
6		- Pilot	\$21,796	\$0		
7		Training Center	\$293,887	\$198,966		
8		Inspections	\$967,054	\$966,934		
9		Marketing	\$326,778	\$267,846		
10		Statewide M&O	\$200,000	\$0		
11		M&E Studies	\$404,787	\$378,525		
12		Regulatory Compliance	\$388,152	\$212,325		
13		General Administration	\$4,462,643	\$4,135,326		
14		CPUC Energy Division	\$97,593	\$39,981		
15						
16		<b>TOTAL</b>	<b>\$ 61,561,081</b>	<b>\$ 65,126,882</b>		



	A	B	C	D	E	F	G	H
1	<b>PY2010 LIEE and CARE Annual Report</b>							
	<b>LIEE Table 2</b>							
	<b>LIEE Expenses and Energy Savings by Measures Installed</b>							
	<b>Southern California Edison</b>							
2			<b>PY Completed &amp; Expensed Installations</b>					
3	<b>Measures</b>	<b>Units</b>	<b>Quantity Installed</b>	<b>kWh<sup>[5]</sup> (Annual)</b>	<b>kW<sup>[5]</sup> (Annual)</b>	<b>Therms (Annual)</b>	<b>Expenses</b>	<b>% of Expenditure</b>
4	<b>Heating Systems</b>							
5	Furnaces	Each	1				\$382	0%
6	<b>Cooling Measures</b>							
7	A/C Replacement - Room	Each	1,276	151,917	182		\$949,633	2%
8	A/C Replacement - Central	Each	2,626	1,862,909	1,552		\$9,200,334	16%
9	A/C Tune-up - Central	Each						
10	A/C Services - Central	Each	2,038	2,215,190	1,356		\$265,203	0%
11	Heat Pump	Each	69	46,835	21		\$255,808	0%
12	Evaporative Coolers	Each	14,106	2,771,531	514		\$12,951,281	22%
13	Evaporative Cooler Maintenance	Each	2,507	171,804			\$200,560	0%
14	<b>Infiltration &amp; Space Conditioning</b>							
15	Envelope and Air Sealing Measures <sup>[1]</sup>	Home	664	27,908	109		\$106,244	
16	Duct Sealing	Home	2,399	748,571	1,096		\$521,150	1%
17	Attic Insulation	Home	5				\$4,624	
18	<b>Water Heating Measures</b>							
19	Water Heater Conservation Measures <sup>[2]</sup>	Home	502	134,036	29		\$19,856	
20	Water Heater Replacement - Gas	Each						
21	Water Heater Replacement - Electric	Each						
22	Tankless Water Heater - Gas	Each						
23	Tankless Water Heater - Electric	Each						
24	<b>Lighting Measures</b>							
25	CFLs	Each	246,798	3,948,768	494		\$1,568,066	3%
26	Interior Hard wired CFL fixtures	Each						
27	Exterior Hard wired CFL fixtures	Each	780	198,198			\$66,300	0%
28	Torchiere	Each	2,576	492,016	49		\$120,431	0%
29	<b>Refrigerators</b>							
30	Refrigerators - Primary	Each	25,283	19,109,853	3,244		\$20,070,174	34%
31	Refrigerators - Secondary	Each						
32	<b>Pool Pumps</b>							
33	Pool Pumps	Each	2,163	3,028,200	1,168		\$2,256,696	4%
34	<b>New Measures</b>							
35	Forced Air Unit Standing Pilot Change Out	Each						
36	Furnace Clean and Tune	Each						
37	High Efficiency Clothes Washer	Each						
38	Microwave	Each						
39	Thermostatic Shower Valve	Each						
40	LED Night Lights	Each						
41	Occupancy Sensor							
42								
43								
44								
45								
46								
47								
48	<b>Pilots</b>							
49	A/C Tune-up Central	Home						
50	Interior Hard wired CFL fixtures	Each						
51	Ceiling Fans	Each						
52	In-Home Display	Each						
53	Programmable Controllable Thermostat	Each	1,263	0			\$127,015	
54	Forced Air Unit	Each						
55	Microwave							
56	High Efficiency Clothes Washer							
57								
58	<b>Customer Enrollment</b>							
59	Outreach & Assessment	Home	122,719				\$8,579,681	15%
60	In-Home Education	Home	94,983				\$1,341,840	2%
61	Education Workshops	Participant						
62								
63								
64	<b>Total Savings</b>			<b>34,907,736</b>	<b>9,814</b>		<b>\$58,605,278</b>	
65								
66	Homes Weatherized <sup>[3]</sup>	Home						
67								
68	<b>Homes Treated</b>							
69	- Single Family Homes Treated	Home	80,243					
70	- Multi-family Homes Treated	Home	30,820					
71	- Mobile Homes Treated	Home	10,805					
72	<b>- Total Number of Homes Treated</b>	<b>Home</b>	<b>121,868</b>					
73	<b># Eligible Homes to be Treated for PY<sup>[4]</sup></b>	<b>Home</b>	<b>104,500</b>					
74	<b>% Of Homes Treated</b>	<b>%</b>	<b>117%</b>					
75								
76	- Total Master-Metered Homes Treated	Home	7,076					
77								
78	<sup>[1]</sup> Envelope and Air Sealing Measures may include outlet cover plate gaskets, attic access weatherization, weatherstripping - door, caulking, minor home repairs. Minor home repairs predominantly are door jamb repair / replacement, door repair, and window putty.							
79	<sup>[2]</sup> Water Heater Conservation Measures may include water heater blanket, low flow showerhead, water heater pipe wrap, faucet aerators.							
80	<sup>[3]</sup> Weatherization may consist of attic insulation, attic access weatherization, weatherstripping - door, caulking, & minor home repairs.							
81	<sup>[4]</sup> Based on Attachment H of D.08-11-031.							
82	<sup>[5]</sup> Energy savings and demand estimates are based on the 2005 Low Income Impact Evaluation Study when data are available, and other sources as described in Attachment A-2 of SCE's Errata Testimony in Support of Application for Approval of Low-Income Assistance Programs and Budgets for Program Years 2009 through 2011, filed July 16, 2008.							

	A	B	C	D	E	F
1	<b>Year-to-Date Expenses from LIEE Table 2</b>					
2						
3						
4			Furnaces	\$382		
5			Cooling Measures	\$23,822,819		
6			Infiltration and Space Conditioning	\$632,018		
7			Water Heating	\$19,856		
8			Lighting	\$1,754,797		
9			Refrigerators	\$20,070,174		
10			Pool Pumps	\$2,256,696		
11			Pilots	\$127,015		
12			Enrollment	\$9,921,521		
13						
14			Total	\$58,605,278		
15						
16	<b>LIEE Year-to-Date Expenditures by Measure Group</b>					
17						
18						
19						
20						
21						
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23						
24						
25						
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39						
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41						
42						

**LIEE Year-to-Date Expenditures by Measure Group**



	A	B	C	D	E	F	G
1	<b>PY2010 LIEE and CARE Annual Report</b> <b>LIEE Table 3</b> <b>LIEE Cost-Effectiveness</b> <b>Southern California Edison</b>						
2		PY - Recorded <sup>[1]</sup>					
3		Ratio of Benefits Over Costs			Net Benefits; \$ Millions		
4	Program Year	Utility Cost Test	Total Resource Cost Test <sup>[2]</sup>	Modified Participant Test	Utility Cost Test	Total Resource Cost Test <sup>[2]</sup>	Modified Participant Test
5	2010	0.77	0.59	0.74	\$ (14.85)	\$ (26.54)	\$ (17.07)
6	2009	0.77	0.61	0.77	\$ (9.75)	\$ (16.72)	\$ (9.72)
7	2008	0.72	0.61	0.75	\$ (10.81)	\$ (14.83)	\$ (9.45)
8	2007	0.59	0.52	1.29	\$ (13.25)	\$ (15.59)	\$ 9.29
9	2006	0.81	0.72	1.36	\$ (5.92)	\$ (8.91)	\$ 11.38
10	2005	0.69	0.59	0.99	\$ (6.98)	\$ (9.31)	\$ (0.17)
11	2004	0.82	0.63	1.05	\$ (2.89)	\$ (5.90)	\$ 0.79
12	2003	0.73	0.58	1.04	\$ (5.13)	\$ (7.70)	\$ 0.74
13	2002	1.08	0.93	1.94	\$ 1.16	\$ (1.14)	\$ 14.25
14							
15	<sup>[1]</sup> Source of 2009 data						
16	Resource Benefit	\$	26,235,875	E-3			
17	Utility NEB	\$	6,254,364	LIPPT Workbook			
18	Participant NEB	\$	1,704,473	LIPPT Workbook			
19	Total Cost	\$	42,958,570	E-3			
20	Utility Cost	\$	42,237,150	E-3			
21	Bill Saving (NPV)	\$	30,814,957	LIPPT Workbook			
22							
23	Data from prior years have been entered from prior LIEE Annual Reports						
24							
25	<sup>[2]</sup> SCE has calculated the Total Resource Cost Test results without non-energy benefits. The Commission has directed the utilities to measure LIEE program cost effectiveness using the Utility Cost Test and the Modified Participant Test with the appropriate non-energy benefits for each in D.01-12-020.						

	A	B	C	D	E
1	<b>PY2010 LIEE and CARE Annual Report LIEE Table 4 LIEE Penetration Southern California Edison</b>				
2	Customer	Housing Type	# Homes Treated	Current Year Penetration Rate for Homes Treated	
3	<b>Gas and Electric Customers</b>				
4	<b>Owners - Total</b>				
5		Single Family			
6		Multi Family			
7		Mobile Homes			
8	<b>Renters - Total</b>				
9		Single Family			
10		Multi Family			
11		Mobile Homes			
12	<b>Electric Customers (only)</b>				
13	<b>Owners - Total</b>				
14		Single Family	43,926		
15		Multi Family	778		
16		Mobile Homes	8,926		
17	<b>Renters - Total</b>				
18		Single Family	36,317		
19		Multi Family	30,042		
20		Mobile Homes	1,879		
21	<b>Gas Customers (only)</b>				
22	<b>Owners - Total</b>				
23		Single Family			
24		Multi Family			
25		Mobile Homes			
26	<b>Renters - Total</b>				
27		Single Family			
28		Multi Family			
29		Mobile Homes			
30					
31	<b>Total Homes Treated in PY2010</b>		121,868	117%	
32	<b>Total Homes Eligible in PY <sup>(1)</sup></b>		104,500		
33					
34	<sup>(1)</sup> Based on Attachment H of D0811031				
35					
36	<b>Penetration History</b>				
37	Year <sup>(2)</sup>	Homes Treated	Ineligible & Unwilling <sup>(3)</sup>	Estimated Eligible in Current Year	Current Year Penetration Rate for Homes
38	2002	29,685			
39	2003	33,348			
40	2004	38,996			
41	2005	36,420			
42	2006	53,017			
43	2007	44,323			
44	2008	54,635			
45	2009	62,624	22,109	83,445	75%
46	2010	121,868	41,110	83,445	146%
47	2011				
48	2012				
49	2013				
50	2014				
51	2015				
52	2016				
53	2017				
54	2018				
55	2019				
56	2020				
57	<b>Total Homes Treated since 2002</b>		474,916		
58					
59	<sup>(2)</sup> Homes treated since 2002 are reported to track progress toward meeting the 2020 Programmatic Initiative. Data from prior years have been entered from prior LIEE Annual Reports.				
60	<sup>(3)</sup> Ineligible & Unwilling homes include situations where owners refuse to make required copayments, postponements are requested, owners do not grant approval or submit authorization forms, accounts are not active, homes have been served through another program such as LIHEAP, documents are incomplete/missing, or customers are not interested. SCE recognizes there will be subsequent opportunities to serve some of these customers during the program cycle.				
61					
62		Utility in Shared Service Territory	Eligible Households in Shared Service Territory	Eligible households treated by both utilities in shared service territory	
63	Year				
64					
65	2010	PG&E	6,754	3,582	
66	2010	SoCalGas	1,163,346	34,740	
67	2010	SDG&E	N/A	N/A	



	A	B	C	D	E	F	G
1	<b>PY2010 LIEE and CARE Annual Report LIEE Table 5 LIEE Direct Purchases &amp; Installation Contractors Southern California Edison</b>						
2	Contractor	County <sup>[1]</sup>	Contractor Type (Check one or more if applicable)				PY Annual Expenditures
3			Private	CBO	WMDVBE	LIHEAP	
4	ACH <sup>[2]</sup>	12	x				\$ 1,645,757
5	Ability First	13		x			
6	Another Way	13		x			\$ 1,860
7	Asian Rehabilitation Service, Inc	13		x			\$ 1,905
8	Assert	2, 4		x			\$ 518,700
9	Autocell Electronics, Inc. <sup>[2]</sup>	12	x				\$ 102,486
10	CAP of Orange County	6		x	x	x	\$ 36,427
11	CAP of San Bernardino County	8		x	x	x	\$ 1,211,119
12	CAP of Ventura County	9, 11		x		x	\$ 261,263
13	Community Enhancement Services <sup>[3]</sup>	4, 6, 9, 11		x		x	\$ 13,450
14	Energy Efficiency Resources <sup>[2]</sup>	12	x		x		\$ 19,016,781
15	Energy Save	4	x				\$ 1,818,177
16	Environmental Assessment Services	4, 7	x				\$ 430,291
17	FCI Management	4		x	x		\$ 159,411
18	Gary's Pool <sup>[2]</sup>	12	x				\$ 1,860,554
19	Highland Energy Services	14	x		x		\$ 2,595
20	Home Energy Assistance	4	x		x		\$ 128,605
21	Inter City Energy Systems	14	x			x	\$ 242,021
22	Inyo Mono Advocate for Comm. Action	1, 4, 5		x		x	\$ 24,969
23	John Harrison Contracting, Inc	4, 7, 8	x		x		\$ 3,927,208
24	Lights of America <sup>[2]</sup>	12	x		x		\$ 344,142
25	Long Beach Community Services	4, 6		x		x	\$ 323,597
26	Maravilla Foundation	2, 4, 8, 10		x	x	x	\$ 3,402,535
27	Mt San Antonio College	13		x			\$ 2,280
28	Pacific Asian Consortium in Employment	4		x	x	x	\$ 106,978
29	Peace Officers for a Green Environment	4, 6, 7, 8, 9, 11	x		x		\$ 3,459,418
30	Proteus	2, 3, 4, 8, 10		x			\$ 4,452,404
31	Quality Conservation Services	14	x				\$ 535,366
32	Reliable Energy Management Co.	1, 2, 4, 6, 8, 11	x		x		\$ 2,021,181
33	Richard Heath	12	x		x		\$ 28,292
34	Richard Heath <sup>[3]</sup>	12					\$ 727,982
35	Savings Energy Consulting Services	4, 6, 7	x		x		\$ 1,068,080
36	SEARS Commercial <sup>[2]</sup>	12	x				\$ 2,128,885
37	Synergy Companies	14	x				\$ 292,169
38	Tri State Home Improvements	4, 7, 8	x		x		\$ 6,298,813
39	Veterans in Community Services	4		x	x	x	\$ 540,305
40	Vovi Friendship Association	4, 6		x			\$ 154,494
41	WBC Enterprises	6		x			\$ 16,882
42	Winegard Energy, Inc	4	x				\$ 14,485
43							
44	Total Contractor Expenditures						\$ 57,321,866
45							
46	<sup>[1]</sup> Legend for Counties Served						
47							
48	1 Inyo	5 Mono	9 Santa Barbara				
49	2 Kern	6 Orange	10 Tulare				
50	3 Kings	7 Riverside	11 Ventura				
51	4 LosAngeles	8 San Bernardino	12 Fresno				
52							
53	<sup>[2]</sup> Appliance Supplier						
54	<sup>[3]</sup> Inspections						

PY2010 LIEE and CARE Annual Report																		
LIEE Table 6																		
LIEE Installation Cost of Program Installation Contractors																		
Southern California Edison																		
1	2	3	4	5	6	CBO/WMDVBE				Non-CBO/WMDVBE				2009 Program Total				
						7	8	9	10	11	12	13	14	15	16	17	18	19
Unit of Measure	Installations	Dwellings	Costs	Installations	Dwellings	Costs	Units Installed	Households	Costs	Cost/ Unit	Cost/ Household							
Units	%	Units	%	\$	%	\$	%	%	\$	%								
Dwellings	Each																	
<b>Heating Systems</b>																		
Furnaces	Each	1	100%	1	100%	\$ 382	100%					1	1	\$ 382	\$ 381.71	\$ 381.71		
<b>Cooling Measures</b>																		
A/C Replacement - Room	Each	1,276	100%	1,137	100%	\$ 949,633	100%					1,276	1,137	\$ 949,633	\$ 744.23	\$ 835.21		
A/C Replacement - Central	Each	2,626	100%	2,619	100%	\$ 9,200,334	100%					2,626	2,619	\$ 9,200,334	\$ 3,503.55	\$ 3,512.92		
A/C Tune-up - Central	Each																	
A/C Services - Central	Each	2,038	100%	2,025	100%	\$ 265,203	100%					2,038	2,025	\$ 265,203	\$ 130.13	\$ 130.96		
Heat Pump	Each	69	100%	69	100%	\$ 255,808	100%					69	69	\$ 255,808	\$ 3,707.36	\$ 3,707.36		
Evaporative Coolers	Each	14,101	100%	14,101	100%	\$ 12,946,574	100%	5	0%	4,707	0%	14,106	14,106	\$ 12,951,281	\$ 918.14	\$ 918.14		
Evaporative Cooler Maintenance	Each	2,507	100%	2,507	100%	\$ 200,560	100%					2,507	2,507	\$ 200,560	\$ 80.00	\$ 80.00		
<b>Infiltration &amp; Space Conditioning</b>																		
Envelope and Air Sealing Measures	Home	1,426	100%	663	100%	\$ 106,244	100%					1,426	663	\$ 106,244	\$ 74.50	\$ 160.25		
Duct Sealing	Home	2,406	100%	2,399	100%	\$ 521,150	100%					2,406	2,399	\$ 521,150	\$ 216.60	\$ 217.24		
Attic Insulation	Home	5	100%	5	100%	\$ 4,624	100%					5	5	\$ 4,624	\$ 924.77	\$ 924.77		
<b>Water Heating Measures</b>																		
Water Heater Conservation	Home	952	100%	502	100%	\$ 19,856	100%					952	502	\$ 19,856	\$ 20.86	\$ 39.55		
Water Heater Replacement - Gas	Each																	
Water Heater Replacement - Electric	Each																	
Tankless Water Heater - Gas	Each																	
Tankless Water Heater - Electric	Each																	
<b>Lighting Measures</b>																		
CFLs	Each	175,503	71%	37,748	68%	\$ 1,116,178	71%	71,295	29%	17,472	32%	451,888	29%	246,798	55,220	\$ 1,568,066	\$ 6.35	\$ 28.40
Interior Hard wired CFL fixtures	Each																	
Exterior Hard wired CFL fixtures	Each	780	100%	602	100%	\$ 66,300	100%					780	602	\$ 66,300	\$ 85.00	\$ 110.13		
Torchiere	Each	1,094	42%	1,094	42%	\$ 51,085	42%	1,482	58%	1,482	58%	69,346	58%	2,576	2,576	\$ 120,431	\$ 46.75	\$ 46.75
<b>Refrigerators</b>																		
Refrigerators - Primary	Each	25,283	100%	25,283	100%	\$ 20,070,174	100%					25,283	25,283	\$ 20,070,174	\$ 793.82	\$ 793.82		
Refrigerators - Secondary	Each																	
<b>Pool Pumps</b>																		
Pool Pumps	Each	2,163	100%	2,163	100%	\$ 2,256,696	100%					2,163	2,163	\$ 2,256,696	\$ 1,043.32	\$ 1,043.32		
<b>New Measures</b>																		
Forced Air Unit Standing Pilot	Each																	
Furnace Clean and Tune	Each																	
High Efficiency Clothes Washer	Each																	
Microwave	Each																	
Thermostatic Shower Valve	Each																	
LED Night Lights	Each																	
Occupancy Sensor	Each																	
Programmable Thermostat	Each	1,263	100%	1,258	100%	\$ 127,015	100%	0		0		0		1,263	1,258	\$ 127,015	\$ 100.57	\$ 100.97
<b>Pilots</b>																		
None																		
<b>Customer Enrollment</b>																		
Outreach & Assessment	Home	101,641	73%	84,746	69%	\$ 5,999,609	70%	38,068	27%	37,973	31%	\$ 2,580,072	30%	139,709	122,719	\$ 8,579,681	\$ 61.41	\$ 69.91
In-Home Education	Home	66,592	70%	66,592	70%	\$ 963,450	72%	28,391	72%	28,391	30%	\$ 378,390	28%	94,983	94,983	\$ 1,341,840	\$ 14.13	\$ 14.13
Education Workshops	Participant																	

	A	B	C	D	E
1	<b>PY2010 LIEE and CARE Annual Report</b> <b>LIEE Table 7</b> <b>Expenditures by Cost Elements</b> <b>Southern California Edison</b>				
2	<b>2010 Expenditures Recorded by Cost Element</b>				
3	<b>LIEE Program:</b>	<b>Labor <sup>[1]</sup></b>	<b>Non-Labor <sup>[2]</sup></b>	<b>Contract <sup>[3]</sup></b>	<b>Total</b>
4	Energy Efficiency				
5	- Gas Appliances			\$ 48,874,734	\$ 48,874,734
6	- Electric Appliances			\$ 130,724	\$ 130,724
7	- Weatherization			\$ 8,579,681	\$ 8,579,681
8	- Outreach and Assessment			\$ 1,341,840	\$ 1,341,840
9	- In Home Energy Education				\$ -
10	- Education Workshops				\$ -
11	- Pilot				\$ -
12	<b>Energy Efficiency TOTAL</b>			\$ 58,926,979	\$ 58,926,979
13					
14	Training Center	\$ 62,665	\$ 92,902	\$ 43,399	\$ 198,966
15	Inspections	\$ 66,195	\$ 26,831	\$ 873,908	\$ 966,934
16	Marketing	\$ -	\$ 70,705	\$ 197,141	\$ 267,846
17	M&E Studies	\$ -	\$ 7,897	\$ 370,627	\$ 378,524
18	Regulatory Compliance	\$ 204,750	\$ 7,560	\$ 16	\$ 212,326
19	General Administration	\$ 1,631,869	\$ 1,308,123	\$ 1,195,334	\$ 4,135,326
20	CPUC Energy Division	\$ -	\$ 39,981	\$ -	\$ 39,981
21					
22	<b>TOTAL PROGRAM COSTS</b>	\$ 1,965,479	\$ 1,553,999	\$ 61,607,404	\$ 65,126,882
23					
24	<sup>[1]</sup> Labor costs include any internal direct (administrative and/or implementation) costs (indirect costs are a separate line item), burdened by overhead, that represents person hours.				
25	<sup>[2]</sup> Non-Labor costs include all direct internal (administrative and/or implementation) costs (indirect costs are given as a separate line item) not covered under labor.				
26	<sup>[3]</sup> Contract costs include all outsourced costs (administrative and/or implementation). Contract costs do not need to be further broken out by labor/non-labor. This category includes agency employees.				

	A	B	C	D	E	F	G	H	
1	<b>PY2010 LIEE and CARE Annual Report LIEE Table 8 Detail by Housing Type and Source Southern California Edison</b>								
2	Customer	Housing Type	2010 Energy Savings			2010 Expenses <sup>[1]</sup>	2010 Households Treated	2010 Households Eligible	
3			(mWh)	MW	(mTherm*)				
4	<b>Gas and Electric Customers</b>								
5	<b>Owners - Total</b>								
6		Single Family							
7		Multi Family							
8		Mobile Homes							
9	<b>Renters - Total</b>								
10		Single Family							
11		Multi Family							
12		Mobile Homes							
13	<b>Electric Customers (only)</b>								
14	<b>Owners - Total</b>								
15		Single Family	16,961	5.87		\$ 34,466,766	43,926		
16		Multi Family	172	0.04		\$ 297,690	778		
17		Mobile Homes	3,327	1.07		\$ 5,392,078	8,926		
18	<b>Renters - Total</b>								
19		Single Family	9,382	1.82		\$ 14,931,581	36,317		
20		Multi Family	4,529	0.91		\$ 9,222,276	30,042		
21		Mobile Homes	537	0.11		\$ 816,490	1,879		
22	<b>Gas Customers (only)</b>								
23	<b>Owners - Total</b>								
24		Single Family							
25		Multi Family							
26		Mobile Homes							
27	<b>Renters - Total</b>								
28		Single Family							
29		Multi Family							
30		Mobile Homes							
31									
32	<b>Total Homes Treated in PY2010</b>							121,868	
33	<b>Total Homes Eligible in PY2010 <sup>[2]</sup></b>								1,439,859
34									
35									
36	* Thousands of Therms								
37	<sup>[1]</sup> Excluding indirect program costs								
38	<sup>[2]</sup> Based on Attachment H of D0811031								

	A	B	C	D	E	F
1	<b>PY2010 LIEE and CARE Annual Report</b> <b>LIEE Table 9</b> <b>Life Cycle Bill Savings by Measure</b> <b>Southern California Edison</b>					
2	<b>Measure Description</b>	<b>PY Number Installed</b>	<b>Per Measure Electric Impact - Average (kWh)</b>	<b>Per Measure Gas Impact (Therms)</b>	<b>Effective Useful Life (EUL)</b>	<b>2010 Total Measure Life Cycle Bill Savings</b>
3	<b>Heating Systems</b>					
4	Furnaces	1	-			
5	<b>Cooling Measures</b>					
6	A/C Replacement - Room	1,276	119		15	\$ 337,312
7	A/C Replacement - Central	2,626	709		18	\$ 5,207,309
8	A/C Tune-up - Central					
9	A/C Services - Central	2,038	1,087		7	\$ 2,026,363
10	Heat Pump	69	679		15	\$ 103,990
11	Evaporative Coolers	14,106	196		15	\$ 6,153,826
12	Evaporative Cooler Maintenance	2,507	69		4	\$ 85,807
13	<b>Infiltration &amp; Space Conditioning</b>					
14	Envelope and Air Sealing Measures	664	42		13	\$ 52,034
15	Duct Sealing	2,406	311		18	\$ 2,092,447
16	Attic Insulation	1	-			
17	<b>Water Heating Measures</b>					
18	Water Heater Conservation Measures	502	267		12	\$ 227,093
19	Water Heater Replacement - Gas					
20	Water Heater Replacement - Electric					
21	Tankless Water Heater - Gas					
22	Tankless Water Heater - Electric					
23	<b>Lighting Measures</b>					
24	CFLs	246,798	16		9	\$ 4,789,112
25	Interior Hard wired CFL fixtures	780				-
26	Exterior Hard wired CFL fixtures	2,576	254		16	\$ 476,936
27	Torchiere		191		9	\$ 596,723
28	<b>Refrigerators</b>					
29	Refrigerators -Primary	25,283	756		18	\$53,416,928
30	Refrigerators - Secondary					
31	<b>Pool Pumps</b>					
32	Pool Pumps	2,163	1,400		10	\$ 4,144,327
33	<b>New Measures</b>					
34	Forced Air Unit Standing Pilot Change Out					
35	Furnace Clean and Tune					
36	High Efficiency Clothes Washer					
37	Microwave					
38	Thermostatic Shower Valve					
39	LED Night Lights					
40	Occupancy Sensor					
41						
42						
43						
44						
45	<b>Pilots</b>					
46	A/C Tune-up Central					
47	Interior Hard wired CFL fixtures					
48	Ceiling Fans					
49	In-Home Display					
50	Programmable Controllable Thermostat	1263				
51	Forced Air Unit					
52	Microwave					
53	High Efficiency Clothes Washer					
54						
55	<b>Total Homes Served by the Program</b>	<b>121,868</b>				<b>\$ 79,710,207</b>
56	<b>Life Cycle Bill Savings Per Home</b>					<b>\$ 654.07</b>

	A	B	C
1	<b>PY2010 LIEE and CARE Annual Report</b> <b>LIEE Table 10</b> <b>Energy Rate Used for Bill Savings Calculations</b> <b>Southern California Edison</b>		
2	Year	\$/kWh <sup>[1]</sup>	\$/Therm
3	2010	0.1194	N/A
4	2011	0.1230	N/A
5	2012	0.1267	N/A
6	2013	0.1305	N/A
7	2014	0.1344	N/A
8	2015	0.1384	N/A
9	2016	0.1426	N/A
10	2017	0.1468	N/A
11	2018	0.1513	N/A
12	2019	0.1558	N/A
13	2020	0.1605	N/A
14	2021	0.1653	N/A
15	2022	0.1702	N/A
16	2023	0.1753	N/A
17	2024	0.1806	N/A
18	2025	0.1860	N/A
19	2026	0.1916	N/A
20	2027	0.1974	N/A
21	2028	0.2033	N/A
22	2029	0.2094	N/A
23	2030	0.2156	N/A
24	2031	0.2221	N/A
25	2032	0.2288	N/A
26	2033	0.2356	N/A
27	2034	0.2427	N/A
28			
29	<sup>[1]</sup> - for 2010 average cost per kWh paid by participants. Cost is escalated 3% annually in 24 subsequent years		

	A	B	C	D	E
1	<b>PY2010 LIEE and CARE Annual Report</b> <b>LIEE Table 11</b> <b>Bill Savings Calculations by Program Year</b> <b>Southern California Edison</b>				
2	Program Year <sup>[1]</sup>	Program Costs	Program Lifecycle Bill Savings	Program Bill Savings/ Cost Ratio	Per Home Average Lifecycle Bill Savings
3	2007	\$ 32,525,807	\$ 40,619,019	1.25	\$ 916
4	2008	\$ 38,137,700	\$ 56,164,774	1.47	\$ 1,028
5	2009	\$ 44,051,560	\$ 30,814,957	0.70	\$ 492
6	2010	\$ 65,126,882	\$ 79,710,207	1.22	\$ 654
7					
8	<sup>[1]</sup> Report Activity for Last 3 Years. Data from prior years have been entered from prior LIEE Annual Reports.				

	A	B	C	D	E	F
1	<b>PY2010 LIEE and CARE Annual Report LIEE Table 12 Whole Neighborhood Approach Southern California Edison</b>					
2	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F=(D+E)/C</b>
3	<b>Neighborhood (County, Zipcode, Zip+7 etc.)</b>	<b>Total Residential Customers</b>	<b>Total Estimated Eligible</b>	<b>Total Treated 2002-2008</b>	<b>Total Treated This Year</b>	<b>Penetration Rate</b>
4	9000111	417	284	147	64	74%
5	9000112	719	533	157	81	45%
6	9000113	355	264	92	57	56%
7	9000114	182	136	34	12	34%
8	9000116	870	712	241	254	70%
9	9000117	339	250	80	44	50%
10	9000118	193	153	41	23	42%
11	9000119	428	315	104	33	44%
12	9000120	493	374	94	69	44%
13	9000121	219	150	27	28	37%
14	9000122	308	189	33	39	38%
15	9000124	437	323	134	51	57%
16	9000125	250	186	50	26	41%
17	9000126	423	295	98	53	51%
18	9000127	299	210	63	31	45%
19	9000129	270	213	51	30	38%
20	9000130	579	423	166	63	54%
21	9000131	507	316	73	45	37%
22	9000133	409	286	52	45	34%
23	9000134	300	186	47	45	49%
24	9000135	415	296	74	56	44%
25	9000137	215	146	37	33	48%
26	9000138	338	230	56	39	41%
27	9000139	352	248	78	45	50%
28	9000140	304	197	39	39	40%
29	9000141	220	164	56	24	49%
30	9000142	13	11	8	2	93%
31	<b>90001 Total</b>	<b>9,854</b>	<b>7,088</b>	<b>2,132</b>	<b>1,331</b>	<b>49%</b>
32	9020111	496	366	203	20	61%
33	9020112	237	177	94	31	71%
34	9020113	443	236	169	29	84%
35	9020114	518	291	195	37	80%
36	9020115	422	223	115	17	59%
37	9020116	521	301	185	37	74%
38	9020117	720	463	258	32	63%
39	9020118	421	288	217	20	82%
40	9020119	489	294	186	32	74%
41	9020120	481	289	174	30	71%
42	9020121	252	152	73	15	58%
43	9020122	247	148	100	23	83%



	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
44	9020123	398	250	111	54	66%
45	9020124	450	282	167	29	69%
46	9020125	273	153	81	11	60%
47	9020126	409	243	128	33	66%
48	9020127	382	231	152	12	71%
49	9020128	443	302	147	21	56%
50	9020129	421	298	167	45	71%
51	9020130	471	336	166	25	57%
52	9020131	663	401	220	45	66%
53	9020132	437	280	162	31	69%
54	9020133	462	248	162	23	75%
55	9020134	370	221	124	29	69%
56	9020135	423	271	121	20	52%
57	9020136	301	177	91	19	62%
58	9020137	399	243	150	19	70%
59	9020138	240	163	81	12	57%
60	9020139	133	81	43	16	73%
61	9020140	546	375	190	28	58%
62	9020141	598	333	247	30	83%
63	9020142	442	291	166	36	69%
64	9020143	249	159	163	17	113%
65	9020144	569	360	197	62	72%
66	9020145	302	195	112	33	74%
67	9020146	347	238	118	33	63%
68	9020147	418	269	134	46	67%
69	9020148	358	242	148	36	76%
70	9020149	347	177	80	14	53%
71	9020150	434	281	148	30	63%
72	9020151	572	418	313	78	94%
73	9020152	567	405	171	66	59%
74	9020153	477	321	221	81	94%
75	9020154	478	335	179	83	78%
76	9020155	667	430	240	81	75%
77	9020156	424	278	178	24	73%
78	9020157	391	277	109	50	57%
79	9020158	138	91	5	28	36%
80	9020159	348	239	125	40	69%
81	9020160	531	295	183	62	83%
82	9020161	501	321	146	89	73%
83	9020162	702	423	279	69	82%
84	9020163	198	130	80	16	74%
85	9020164	145	100	53	19	72%
86	9020165	203	126	77	19	76%
87	9020166	237	145	69	13	57%
88	9020167	17	12	3	4	59%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
89	9020168	104	79	23	2	32%
90	9020169	138	94	20	5	27%
91	9020175	4	2	3	3	284%
92	9020178	76	46	23	8	68%
93	9020186	2	1	1	3	324%
94	<b>90201 Total</b>	<b>23,451</b>	<b>14,893</b>	<b>8,446</b>	<b>1,975</b>	<b>70%</b>
95	9022011	312	180	39	42	45%
96	9022012	351	214	40	37	36%
97	9022013	238	116	48	13	53%
98	9022014	186	83	31	11	50%
99	9022015	207	94	19	18	39%
100	9022016	259	127	41	14	43%
101	9022017	221	125	30	20	40%
102	9022018	445	264	104	66	64%
103	9022019	231	126	28	38	53%
104	9022020	523	294	74	91	56%
105	9022021	358	242	44	80	51%
106	9022022	278	190	37	64	53%
107	9022023	136	98	16	24	41%
108	9022024	93	67	5	6	16%
109	9022025	157	71	17	11	39%
110	9022026	269	140	46	29	54%
111	9022027	331	193	45	56	52%
112	9022028	212	122	28	38	54%
113	9022029	416	270	56	37	34%
114	9022030	328	245	51	53	43%
115	9022031	414	253	44	37	32%
116	9022032	144	58	23	8	53%
117	9022033	343	181	44	32	42%
118	9022034	278	171	49	23	42%
119	9022035	310	166	24	53	47%
120	9022036	612	357	188	62	70%
121	9022037	290	201	47	45	46%
122	9022038	264	146	58	51	75%
123	9022039	413	187	48	31	42%
124	9022040	328	171	36	38	43%
125	9022041	86	39	13	8	54%
126	9022042	337	164	96	28	76%
127	9022043	218	88	43	20	71%
128	9022044	340	171	28	26	32%
129	9022045	327	162	33	21	33%
130	9022046	358	215	29	53	38%
131	9022047	354	214	67	57	58%
132	9022048	342	217	79	68	68%
133	9022049	203	129	25	36	47%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
134	9022060	509	141	52	9	43%
135	9022066	75	40	18	14	80%
136	9022067	126	74	1	1	3%
137	9022068	90	25	10	2	48%
138	9022069	101	29	10	3	44%
139	9022070	100	28	13	4	61%
140	9022071	97	27	15	2	63%
141	9022072	100	28	13	1	50%
142	9022073	25	7	4	3	101%
143	9022077	44	31	2	9	35%
144	9022078	28	18	4	3	39%
145	9022083	11	7	2	1	40%
146	<b>90220 Total</b>	<b>12,818</b>	<b>7,006</b>	<b>1,917</b>	<b>1,497</b>	<b>49%</b>
147	9025525	174	100	43	17	60%
148	9025526	186	108	41	31	67%
149	9025528	438	280	77	20	35%
150	9025529	203	140	49	25	53%
151	9025530	594	434	145	41	43%
152	9025531	384	211	132	22	73%
153	9025532	433	295	135	30	56%
154	9025533	432	290	131	62	67%
155	9025534	527	367	153	53	56%
156	9025535	445	283	125	20	51%
157	9025536	367	238	128	17	61%
158	9025537	285	192	76	19	50%
159	9025538	267	164	52	36	54%
160	9025539	218	133	91	24	87%
161	9025540	384	259	87	58	56%
162	9025541	157	120	62	2	53%
163	9025542	346	228	97	33	57%
164	9025543	351	230	82	43	54%
165	9025544	553	414	163	39	49%
166	9025545	465	325	130	16	45%
167	9025546	286	163	66	13	48%
168	9025547	319	221	83	31	52%
169	9025548	395	300	128	30	53%
170	9025549	317	248	107	28	54%
171	9025550	371	278	138	20	57%
172	9025551	371	231	80	28	47%
173	9025552	402	201	91	10	50%
174	9025553	439	237	141	25	70%
175	9025554	413	259	116	46	62%
176	9025555	142	87	46	3	57%
177	9025556	205	136	53	7	44%
178	9025557	536	308	146	22	54%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
179	9025558	312	144	66	7	51%
180	9025559	222	106	65	7	68%
181	9025560	545	306	142	25	55%
182	9025561	463	222	123	14	62%
183	9025562	631	282	170	36	73%
184	9025563	730	415	148	49	47%
185	9025564	687	339	175	29	60%
186	9025565	365	161	106	18	77%
187	9025566	532	290	149	25	60%
188	9025567	319	202	95	15	55%
189	9025568	663	334	163	47	63%
190	9025569	389	281	114	13	45%
191	9025570	220	107	52	6	54%
192	9025571	206	139	19	7	19%
193	9025572	63	47	50	1	109%
194	9025573	33	24	8	2	41%
195	9025574	29	23	4	7	49%
196	9025575	37	23	5	3	35%
197	9025576	21	13	2	1	22%
198	9025577	16	13	3	2	40%
199	<b>90255 Total</b>	<b>17,889</b>	<b>10,952</b>	<b>4,853</b>	<b>1,185</b>	<b>55%</b>
200	9028020	374	257	257	10	104%
201	9028021	704	419	486	32	124%
202	9028022	725	417	453	45	119%
203	9028023	352	183	167	10	96%
204	9028024	777	398	399	33	108%
205	9028025	677	300	374	21	132%
206	9028026	302	189	208	16	119%
207	9028027	631	355	437	22	129%
208	9028028	606	360	453	39	137%
209	9028029	643	410	330	23	86%
210	9028030	506	277	262	14	100%
211	9028031	512	250	319	21	136%
212	9028032	300	163	217	39	157%
213	9028033	357	203	283	23	151%
214	9028034	504	247	266	21	116%
215	9028035	39	21	18	2	95%
216	9028038	38	12	1	2	26%
217	9028039	674	441	532	45	131%
218	9028040	645	346	328	73	116%
219	9028041	606	396	454	33	123%
220	9028042	386	238	263	27	122%
221	9028043	245	154	194	20	139%
222	9028044	406	231	303	26	143%
223	9028045	429	255	301	19	125%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
224	9028046	389	239	273	10	118%
225	9028047	556	357	453	39	138%
226	9028048	363	235	236	11	105%
227	9028049	410	233	319	13	142%
228	9028050	404	193	295	10	158%
229	9028051	338	117	145	7	129%
230	9028052	323	166	228	9	143%
231	9028053	276	125	192	22	171%
232	9028054	588	203	103	20	61%
233	9028055	197	110	195	9	186%
234	9028056	289	157	199	13	135%
235	9028057	221	106	191	13	193%
236	9028058	395	219	233	39	124%
237	9028059	467	275	303	27	120%
238	9028060	348	183	163	7	93%
239	9028061	216	86	145	8	178%
240	9028062	152	70	85	2	124%
241	9028063	268	106	116	10	119%
242	9028064	287	110	120	17	124%
243	9028065	540	283	314	28	121%
244	9028066	483	180	255	11	148%
245	9028067	389	180	221	12	130%
246	9028068	405	168	167	9	105%
247	9028069	513	217	247	10	118%
248	9028070	244	82	132	12	177%
249	9028071	140	60	85	22	177%
250	9028072	251	78	87	8	122%
251	9028073	129	52	47	3	97%
252	9028076	299	118	116	43	134%
253	9028077	321	116	120	6	109%
254	9028078	240	70	50	7	81%
255	9028079	389	152	97	13	72%
256	9028080	271	82	100	14	139%
257	9028082	260	92	74	11	92%
258	9028085	98	44	181	22	457%
259	9028086	101	46	132	23	339%
260	9028087	12	5	21	2	423%
261	<b>90280 Total</b>	<b>23,011</b>	<b>11,840</b>	<b>13,745</b>	<b>1,158</b>	<b>126%</b>
262	9065013	14	7	8	1	137%
263	9065016	483	184	45	12	31%
264	9065017	328	122	86	17	84%
265	9065018	550	187	101	24	67%
266	9065019	440	115	66	16	71%
267	9065020	391	103	37	14	49%
268	9065021	373	165	72	22	57%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
269	9065022	464	197	121	16	69%
270	9065023	480	127	40	9	39%
271	9065024	343	109	26	12	35%
272	9065025	366	83	24	12	43%
273	9065026	468	176	56	11	38%
274	9065027	661	274	169	31	73%
275	9065028	234	99	79	5	85%
276	9065029	343	191	65	32	51%
277	9065030	518	288	70	55	43%
278	9065031	247	74	24	15	53%
279	9065032	275	59	19	7	44%
280	9065033	587	214	115	64	83%
281	9065034	523	174	30	14	25%
282	9065035	493	167	76	12	53%
283	9065036	286	94	37	3	43%
284	9065037	341	109	30	10	37%
285	9065038	420	119	63	15	65%
286	9065039	173	50	51	8	118%
287	9065040	373	227	107	7	50%
288	9065041	311	150	85	33	79%
289	9065042	300	134	102	24	94%
290	9065044	819	344	275	30	89%
291	9065045	317	120	67	41	90%
292	9065046	356	127	83	9	73%
293	9065047	612	211	74	19	44%
294	9065048	334	142	196	51	174%
295	9065049	420	128	89	10	77%
296	9065050	404	126	114	13	101%
297	9065051	375	126	112	9	96%
298	9065052	203	107	105	8	106%
299	9065053	322	98	21	9	31%
300	9065054	371	118	45	15	51%
301	9065055	372	172	129	2	76%
302	9065056	432	122	134	11	119%
303	9065057	332	129	40	8	37%
304	9065058	399	156	106	32	88%
305	9065059	273	74	32	12	59%
306	9065060	430	133	104	11	86%
307	9065061	256	117	11	7	15%
308	9065062	449	124	41	10	41%
309	9065063	338	105	37	8	43%
310	9065064	218	74	32	7	53%
311	9065065	502	280	302	32	119%
312	9065066	689	332	407	65	142%
313	9065067	432	194	57	25	42%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
314	9065068	228	33	4	5	27%
315	9065069	606	222	39	20	27%
316	9065070	374	157	111	34	92%
317	9065071	591	236	168	24	82%
318	9065072	527	204	178	26	100%
319	9065073	366	63	6	7	21%
320	9065074	334	91	78	14	101%
321	9065075	229	84	24	6	36%
322	9065076	427	137	23	8	23%
323	9065077	444	98	64	11	76%
324	9065078	417	143	46	13	41%
325	9065079	386	117	56	8	55%
326	9065080	174	68	67	4	105%
327	9065081	37	16	2	2	25%
328	9065083	299	70	8	4	17%
329	9065087	162	74	3	1	5%
330	9065088	302	129	35	11	36%
331	9065089	14	5	4	1	97%
332	<b>90650 Total</b>	<b>26,356</b>	<b>9,604</b>	<b>5,333</b>	<b>1,144</b>	<b>67%</b>
333	9070613	9	4	1	1	53%
334	9070618	39	15	1	11	79%
335	9070620	386	149	16	22	26%
336	9070621	287	95	22	12	36%
337	9070622	290	61	7	10	28%
338	9070623	446	128	22	52	58%
339	9070624	316	78	23	36	76%
340	9070625	453	139	15	7	16%
341	9070626	276	89	10	18	31%
342	9070627	454	152	19	5	16%
343	9070628	471	169	44	23	40%
344	9070629	186	48	7	6	27%
345	9070630	481	127	14	6	16%
346	9070631	290	81	16	16	40%
347	9070632	396	153	21	11	21%
348	9070633	638	268	25	20	17%
349	9070634	372	159	29	30	37%
350	9070635	529	152	27	15	28%
351	9070636	482	200	40	14	27%
352	9070637	326	136	27	22	36%
353	9070638	338	217	165	44	96%
354	9070639	442	202	108	32	69%
355	9070640	466	189	39	52	48%
356	9070641	430	157	21	3	15%
357	9070642	360	171	83	27	64%
358	9070643	152	59	14	3	29%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
359	9070644	449	123	16	6	18%
360	9070645	450	172	44	22	38%
361	9070646	185	130	3	21	18%
362	9070647	436	307	219	110	107%
363	9070648	489	277	98	45	52%
364	9070649	483	227	23	19	19%
365	9070650	596	228	8	23	14%
366	9070651	361	133	57	32	67%
367	9070652	426	165	32	24	34%
368	9070653	300	141	60	10	50%
369	9070654	331	163	13	25	23%
370	9070655	477	229	71	21	40%
371	9070656	687	234	48	29	33%
372	9070657	534	251	66	32	39%
373	9070658	539	252	33	15	19%
374	9070659	345	139	25	8	24%
375	9070660	448	171	21	4	15%
376	9070661	145	76	46	10	73%
377	9070662	466	256	74	44	46%
378	9070663	784	345	68	45	33%
379	9070664	631	261	59	39	38%
380	9070665	519	183	39	17	31%
381	9070666	426	149	25	16	28%
382	9070667	217	70	8	3	16%
383	9070668	562	168	9	52	36%
384	9070669	498	273	17	56	27%
385	9070670	490	128	16	6	17%
386	9070673	256	141	21	39	43%
387	9070674	244	108	6	12	17%
388	9070675	159	81	50	8	72%
389	9070676	75	26	2	5	26%
390	9070677	205	89	1	5	7%
391	9070678	79	27	2	3	19%
392	9070679	50	15	3	1	27%
393	9070682	82	58	54	22	132%
394	9070683	55	23	2	14	70%
395	9070684	98	40	12	5	43%
396	9070686	168	97	19	16	36%
397	9070687	60	32	4	5	28%
398	9070689	95	52	10	5	29%
399	9070690	51	21	3	3	28%
400	<b>90706 Total</b>	<b>23,270</b>	<b>9,459</b>	<b>2,203</b>	<b>1,375</b>	<b>38%</b>
401	9080511	462	278	105	60	59%
402	9080512	757	444	59	99	36%
403	9080513	298	106	20	13	31%



	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
404	9080514	365	161	6	41	29%
405	9080515	277	119	12	24	30%
406	9080516	495	209	48	28	36%
407	9080517	39	18	6	4	56%
408	9080518	234	139	28	19	34%
409	9080519	314	187	24	42	35%
410	9080520	421	242	18	66	35%
411	9080521	372	117	29	15	38%
412	9080522	567	248	30	28	23%
413	9080523	583	360	47	19	18%
414	9080524	575	179	31	29	34%
415	9080525	410	189	24	19	23%
416	9080526	333	171	10	21	18%
417	9080527	412	245	46	25	29%
418	9080528	408	202	40	57	48%
419	9080529	543	268	53	40	35%
420	9080530	640	279	35	41	27%
421	9080531	369	158	16	11	17%
422	9080532	291	145	30	20	35%
423	9080533	384	231	26	35	26%
424	9080534	593	271	26	31	21%
425	9080535	428	195	84	46	67%
426	9080536	488	215	23	18	19%
427	9080537	170	86	2	8	12%
428	9080538	382	121	5	7	10%
429	9080539	350	127	3	10	10%
430	9080540	511	319	35	49	26%
431	9080541	372	198	25	28	27%
432	9080542	346	150	12	16	19%
433	9080543	423	204	22	19	20%
434	9080544	126	61	2	106	177%
435	9080545	297	101	121	56	175%
436	9080546	558	318	71	42	36%
437	9080547	361	193	23	22	23%
438	9080548	369	176	17	17	19%
439	9080549	411	247	20	65	34%
440	9080550	359	219	7	35	19%
441	9080551	273	170	18	21	23%
442	9080552	628	390	46	53	25%
443	9080553	425	255	83	58	55%
444	9080554	670	359	45	48	26%
445	9080555	436	214	55	11	31%
446	9080556	285	171	160	14	101%
447	9080557	244	147	156	15	116%
448	9080558	566	287	30	68	34%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
449	9080559	498	317	77	62	44%
450	9080560	363	214	38	36	35%
451	9080561	393	189	50	24	39%
452	9080562	288	117	14	6	17%
453	9080563	321	150	21	21	28%
454	9080564	483	227	37	21	26%
455	9080565	512	386	216	79	76%
456	9080566	591	318	37	57	30%
457	9080567	425	224	22	42	29%
458	9080568	731	403	15	18	8%
459	9080569	353	158	28	9	23%
460	9080571	95	59	4	2	10%
461	9080572	206	119	30	21	43%
462	9080573	445	275	7	106	41%
463	9080574	42	17	5	5	60%
464	9080575	426	360	159	34	54%
465	9080577	35	18	2	6	43%
466	9080579	47	29	9	8	59%
467	9080580	25	15	5	4	60%
468	9080581	70	34	4	7	32%
469	9080584	9	6	5	2	125%
470	<b>90805 Total</b>	<b>25,976</b>	<b>13,524</b>	<b>2,619</b>	<b>2,189</b>	<b>36%</b>
471	9081315	121	88	6	21	31%
472	9081316	448	338	26	69	28%
473	9081317	478	389	37	116	39%
474	9081318	441	352	20	81	29%
475	9081319	383	269	12	44	21%
476	9081320	543	394	16	25	10%
477	9081321	541	400	20	46	16%
478	9081322	518	369	9	43	14%
479	9081323	383	298	19	44	21%
480	9081324	512	398	19	90	27%
481	9081325	536	404	14	30	11%
482	9081328	283	199	9	60	35%
483	9081329	443	332	9	83	28%
484	9081330	419	333	15	47	19%
485	9081331	261	198	14	48	31%
486	9081332	283	216	10	53	29%
487	9081333	470	372	11	28	10%
488	9081335	414	305	16	40	18%
489	9081336	392	312	16	54	22%
490	9081337	386	309	28	85	37%
491	9081338	441	334	11	82	28%
492	9081339	394	294	38	48	29%
493	9081340	382	288	19	35	19%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
494	9081341	462	350	14	58	21%
495	9081342	567	400	6	37	11%
496	9081343	207	131	3	14	13%
497	9081344	383	232	10	23	14%
498	9081345	297	195	6	9	8%
499	9081346	438	324	10	40	15%
500	9081347	464	355	28	39	19%
501	9081348	425	333	37	46	25%
502	9081349	523	385	13	48	16%
503	9081350	387	287	7	41	17%
504	9081351	428	306	12	56	22%
505	9081353	60	48	1	9	21%
506	9081355	90	72	12	20	44%
507	9081356	374	309	15	79	30%
508	9081357	102	75	3	11	19%
509	9081358	405	248	4	5	4%
510	9081359	230	171	14	22	21%
511	9081360	104	78	6	17	29%
512	9081361	144	109	10	24	31%
513	9081363	176	131	4	19	18%
514	9081364	193	146	4	15	13%
515	9081367	67	54	2	15	32%
516	9081368	89	66	2	10	18%
517	9081369	102	82	5	15	25%
518	9081371	70	54	1	14	28%
519	9081372	85	67	6	19	37%
520	9081375	74	56	7	13	36%
521	<b>90813 Total</b>	<b>16,419</b>	<b>12,253</b>	<b>636</b>	<b>1,990</b>	<b>21%</b>
522	9173210	415	182	55	11	36%
523	9173211	241	78	33	4	48%
524	9173212	446	160	70	22	57%
525	9173213	612	299	148	23	57%
526	9173214	574	249	90	24	46%
527	9173215	178	73	23	6	40%
528	9173216	600	247	61	20	33%
529	9173217	427	171	55	16	42%
530	9173218	459	243	67	19	35%
531	9173219	493	242	138	40	73%
532	9173220	621	280	166	27	69%
533	9173221	384	203	91	42	65%
534	9173222	414	204	106	30	67%
535	9173223	485	315	91	33	39%
536	9173224	540	299	203	83	96%
537	9173225	381	199	92	20	56%
538	9173226	507	337	222	69	86%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
539	9173227	512	320	297	104	125%
540	9173228	568	370	251	56	83%
541	9173229	429	259	168	76	94%
542	9173230	317	191	97	32	68%
543	9173231	223	147	137	23	109%
544	9173232	1	1	1	1	300%
545	9173233	554	409	325	85	100%
546	9173234	737	537	325	80	75%
547	9173235	561	405	220	44	65%
548	9173236	622	312	191	37	73%
549	9173237	427	278	200	44	88%
550	9173238	314	143	107	17	87%
551	9173239	484	209	172	55	109%
552	9173240	292	143	83	22	73%
553	9173241	424	213	365	23	182%
554	9173242	297	186	115	22	74%
555	9173243	328	111	12	4	14%
556	9173244	14	11	4	3	66%
557	9173245	121	87	13	15	32%
558	9173246	77	43	52	6	135%
559	9173247	79	43	49	12	142%
560	9173253	11	7	1	3	61%
561	9173257	15	9	4	2	65%
562	<b>91732 Total</b>	<b>15,183</b>	<b>8,214</b>	<b>4,900</b>	<b>1,255</b>	<b>75%</b>
563	9174410	420	178	159	21	101%
564	9174411	426	165	195	17	129%
565	9174412	462	175	84	15	56%
566	9174413	455	110	74	33	98%
567	9174414	222	82	28	9	45%
568	9174415	332	125	57	10	53%
569	9174416	492	210	101	22	59%
570	9174417	406	144	216	17	161%
571	9174418	325	95	80	20	105%
572	9174419	345	104	91	27	114%
573	9174420	321	191	124	35	83%
574	9174421	431	224	136	35	76%
575	9174422	341	125	79	17	77%
576	9174423	305	75	8	6	19%
577	9174424	440	237	108	21	54%
578	9174425	348	116	72	20	79%
579	9174426	386	141	135	33	119%
580	9174427	422	199	183	22	103%
581	9174429	328	192	151	22	90%
582	9174430	352	137	90	34	91%
583	9174431	206	76	52	8	79%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
584	9174432	348	62	101	12	182%
585	9174433	449	140	83	18	72%
586	9174434	470	204	112	64	86%
587	9174435	254	120	121	24	121%
588	9174436	223	113	162	14	156%
589	9174437	353	135	163	28	142%
590	9174438	348	135	102	20	90%
591	9174439	68	34	12	2	42%
592	9174440	371	145	64	18	57%
593	9174441	417	118	58	24	70%
594	9174442	413	119	91	21	94%
595	9174443	142	71	228	6	329%
596	9174444	24	9	4	1	56%
597	9174445	467	178	37	14	29%
598	9174446	668	212	104	19	58%
599	9174447	191	84	24	2	31%
600	9174448	333	101	55	13	68%
601	9174449	454	109	114	42	143%
602	9174450	245	94	53	14	71%
603	9174451	289	176	304	33	192%
604	9174452	461	186	183	46	123%
605	9174453	393	150	111	16	85%
606	9174454	116	53	27	4	58%
607	9174455	344	133	70	18	66%
608	9174456	309	168	351	34	229%
609	9174457	241	91	98	15	124%
610	9174458	404	136	113	45	117%
611	9174459	423	138	109	16	91%
612	9174460	520	194	235	61	152%
613	9174461	487	155	133	25	102%
614	<b>91744 Total</b>	<b>17,989</b>	<b>6,863</b>	<b>5,645</b>	<b>1,113</b>	<b>98%</b>
615	9176116	25	17	6	6	70%
616	9176117	112	77	14	33	61%
617	9176118	78	51	6	13	37%
618	9176119	195	132	14	10	18%
619	9176120	39	26	11	9	77%
620	9176121	91	59	3	3	10%
621	9176125	204	136	15	59	54%
622	9176127	13	5	3	2	106%
623	9176133	230	148	11	68	53%
624	9176134	236	145	16	136	105%
625	9176137	1	1	1	2	300%
626	9176142	436	280	67	82	53%
627	9176143	455	237	65	105	72%
628	9176144	52	28	16	5	74%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
629	9176150	588	152	3	16	12%
630	9176151	69	18	1	5	34%
631	9176153	645	321	33	68	31%
632	9176154	511	145	229	31	179%
633	9176155	211	56	5	13	32%
634	9176157	526	184	51	69	65%
635	9176158	320	101	12	26	38%
636	9176159	139	41	4	6	24%
637	9176160	390	83	10	21	38%
638	9176161	243	36	6	12	51%
639	9176162	277	88	5	16	24%
640	9176163	495	162	11	28	24%
641	9176164	353	92	13	32	49%
642	9176165	241	32	5	14	59%
643	9176166	154	49	2	1	6%
644	9176167	496	156	10	5	10%
645	9176168	319	52	2	12	27%
646	9176169	355	51	5	12	34%
647	9176170	284	41	12	12	59%
648	9176171	341	51	5	17	43%
649	9176172	672	262	39	183	85%
650	9176173	502	154	7	21	18%
651	9176174	693	140	13	23	26%
652	9176175	337	65	9	7	25%
653	9176179	408	109	1	2	3%
654	9176187	215	68	2	3	7%
655	9176191	565	146	5	24	20%
656	9176194	45	17	2	2	23%
657	<b>91761 Total</b>	<b>12,560</b>	<b>4,215</b>	<b>750</b>	<b>1,214</b>	<b>47%</b>
658	9176610	488	180	51	15	37%
659	9176611	345	110	29	11	36%
660	9176612	233	149	80	66	98%
661	9176613	314	219	60	44	47%
662	9176614	191	138	61	21	59%
663	9176615	110	89	32	16	54%
664	9176620	467	326	72	8	25%
665	9176621	229	150	40	43	55%
666	9176622	34	23	5	1	26%
667	9176623	82	55	3	4	13%
668	9176624	98	54	6	14	37%
669	9176625	343	177	55	21	43%
670	9176626	543	333	143	108	75%
671	9176627	349	213	102	53	73%
672	9176628	394	234	181	93	117%
673	9176629	199	123	48	16	52%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
674	9176630	201	124	43	20	51%
675	9176631	137	85	38	28	78%
676	9176632	111	72	29	15	61%
677	9176633	128	86	25	14	46%
678	9176634	179	113	70	18	78%
679	9176635	243	176	100	28	73%
680	9176636	432	314	130	19	47%
681	9176637	522	326	151	77	70%
682	9176638	277	164	71	38	67%
683	9176639	318	195	58	18	39%
684	9176640	132	71	21	9	42%
685	9176641	188	29	3	1	14%
686	9176642	112	52	29	3	62%
687	9176643	234	135	49	17	49%
688	9176644	535	304	79	21	33%
689	9176645	503	357	178	69	69%
690	9176646	546	236	106	32	58%
691	9176647	951	111	6	16	20%
692	9176648	992	78	2	13	19%
693	9176649	702	58	5	11	27%
694	9176650	389	156	110	25	87%
695	9176651	336	140	67	20	62%
696	9176652	438	205	62	22	41%
697	9176653	394	184	57	22	43%
698	9176654	339	159	53	80	84%
699	9176655	352	159	55	16	45%
700	9176656	259	124	76	34	88%
701	9176657	261	119	43	15	49%
702	9176658	146	70	31	6	53%
703	9176659	231	137	123	36	116%
704	9176660	245	146	89	24	78%
705	9176661	177	105	56	9	62%
706	9176662	267	131	46	8	41%
707	9176663	265	102	65	14	77%
708	9176664	353	135	68	11	59%
709	9176665	31	13	7	1	59%
710	9176666	452	75	6	6	16%
711	9176669	126	81	20	14	42%
712	<b>91766 Total</b>	<b>16,923</b>	<b>7,899</b>	<b>3,195</b>	<b>1,364</b>	<b>58%</b>
713	9233512	151	73	6	33	53%
714	9233517	53	27	4	3	26%
715	9233519	29	17	6	2	46%
716	9233520	184	86	30	29	69%
717	9233523	288	188	173	27	106%
718	9233524	126	86	62	23	99%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
719	9233525	396	166	52	36	53%
720	9233529	291	140	78	30	77%
721	9233530	285	141	64	26	64%
722	9233531	248	134	75	27	76%
723	9233532	280	152	85	56	93%
724	9233533	451	174	74	44	68%
725	9233534	387	213	121	70	90%
726	9233535	233	133	39	14	40%
727	9233536	407	246	42	18	24%
728	9233537	532	234	90	44	57%
729	9233538	357	202	63	53	58%
730	9233539	532	259	167	50	84%
731	9233540	195	86	54	15	81%
732	9233541	455	266	107	45	57%
733	9233542	575	236	111	75	79%
734	9233543	572	259	118	85	78%
735	9233544	688	319	130	96	71%
736	9233545	474	279	158	78	84%
737	9233546	518	341	197	89	84%
738	9233547	259	118	99	27	107%
739	9233548	337	127	70	44	89%
740	9233549	326	116	43	21	55%
741	9233550	424	125	58	47	84%
742	9233551	603	259	104	87	74%
743	9233552	89	51	14	12	51%
744	9233553	522	252	98	52	59%
745	9233554	420	146	102	57	109%
746	9233555	436	169	104	71	103%
747	9233556	534	268	131	73	76%
748	9233557	468	313	166	69	75%
749	9233558	559	198	70	55	63%
750	9233559	499	146	76	44	82%
751	9233560	339	123	64	39	84%
752	9233561	502	236	93	51	61%
753	9233562	462	255	136	46	71%
754	9233563	430	195	76	36	57%
755	9233564	300	171	91	33	72%
756	9233565	330	146	73	35	74%
757	9233566	710	420	371	72	105%
758	9233567	429	264	379	11	148%
759	9233568	408	238	138	91	96%
760	9233570	239	123	19	77	78%
761	9233571	121	66	8	9	26%
762	9233572	93	52	5	16	41%
763	9233573	28	9	10	3	144%



	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
764	9233577	561	362	227	139	101%
765	9233578	234	104	67	39	102%
766	9233580	365	177	61	33	53%
767	9233581	64	21	13	4	82%
768	9233585	454	308	48	11	19%
769	9233586	419	229	102	55	69%
770	9233587	190	124	39	32	57%
771	9233588	691	441	99	199	68%
772	9233590	308	193	17	9	13%
773	9233591	14	5	1	1	43%
774	9233592	71	37	35	5	107%
775	9233597	28	17	2	1	18%
776	<b>92335 Total</b>	<b>21,974</b>	<b>11,063</b>	<b>5,415</b>	<b>2,774</b>	<b>74%</b>
777	9237615	93	28	5	3	28%
778	9237618	198	110	88	37	114%
779	9237623	55	15	15	3	123%
780	9237626	414	142	98	30	90%
781	9237627	351	133	66	31	73%
782	9237628	417	172	95	23	69%
783	9237629	222	76	30	7	49%
784	9237630	34	9	7	2	97%
785	9237631	204	61	44	13	94%
786	9237632	437	207	102	29	63%
787	9237633	309	208	71	7	38%
788	9237634	390	193	284	20	158%
789	9237635	181	74	35	22	77%
790	9237636	394	150	92	11	69%
791	9237637	412	149	90	30	80%
792	9237638	421	115	63	14	67%
793	9237639	474	125	83	27	88%
794	9237640	479	307	204	24	74%
795	9237641	293	188	111	14	67%
796	9237642	404	259	224	24	96%
797	9237643	299	130	57	17	57%
798	9237644	396	164	64	34	60%
799	9237645	444	182	69	30	54%
800	9237646	446	168	62	36	58%
801	9237647	499	135	75	37	83%
802	9237648	388	155	103	34	89%
803	9237649	403	225	128	55	81%
804	9237650	344	166	69	26	57%
805	9237651	332	114	100	31	115%
806	9237652	401	169	101	25	74%
807	9237653	316	136	93	22	85%
808	9237654	678	389	140	58	51%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
809	9237655	360	205	91	37	63%
810	9237656	323	184	60	30	49%
811	9237657	265	150	49	38	58%
812	9237658	289	168	112	52	98%
813	9237659	348	202	92	39	65%
814	9237660	467	252	144	46	75%
815	9237661	250	139	98	44	102%
816	9237662	774	512	181	14	38%
817	9237663	579	330	144	36	55%
818	9237664	350	240	104	21	52%
819	9237665	361	213	150	53	96%
820	9237666	510	218	169	48	99%
821	9237667	394	170	92	46	81%
822	9237668	420	113	53	31	74%
823	9237669	431	249	109	24	53%
824	9237670	355	177	140	61	113%
825	9237671	403	188	61	35	51%
826	9237672	172	68	40	9	73%
827	9237673	123	73	7	14	29%
828	9237674	341	149	57	27	56%
829	9237675	877	433	233	67	69%
830	9237676	197	104	55	8	61%
831	9237678	276	112	46	26	65%
832	9237679	510	290	65	31	33%
833	9237680	314	143	89	64	107%
834	9237683	292	83	31	8	47%
835	9237684	483	294	19	8	9%
836	9237686	12	3	5	1	181%
837	9237687	275	72	34	26	83%
838	9237689	387	283	136	61	70%
839	<b>92376 Total</b>	<b>22,264</b>	<b>10,669</b>	<b>5,534</b>	<b>1,781</b>	<b>69%</b>
840	9240411	253	87	40	6	53%
841	9240412	507	263	220	62	107%
842	9240413	234	142	113	31	102%
843	9240415	151	37	2	1	8%
844	9240416	486	249	84	23	43%
845	9240417	303	63	20	5	40%
846	9240418	364	111	12	10	20%
847	9240419	481	164	113	19	81%
848	9240420	410	155	88	34	79%
849	9240421	195	42	11	3	34%
850	9240422	466	148	49	8	38%
851	9240423	317	119	44	11	46%
852	9240424	306	83	4	5	11%
853	9240425	384	199	217	46	132%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
854	9240426	339	137	94	10	76%
855	9240427	426	340	427	72	147%
856	9240428	368	131	92	16	83%
857	9240429	378	150	52	12	43%
858	9240430	259	51	8	4	24%
859	9240431	111	28	1	1	7%
860	9240432	439	244	118	30	61%
861	9240433	180	36	8	2	28%
862	9240434	268	103	33	12	44%
863	9240435	473	201	107	7	57%
864	9240436	437	280	225	27	90%
865	9240439	363	177	87	12	56%
866	9240440	335	118	72	13	72%
867	9240441	457	155	119	10	83%
868	9240442	355	269	206	96	112%
869	9240443	353	269	239	72	116%
870	9240444	192	96	138	48	194%
871	9240445	267	144	45	67	78%
872	9240446	101	60	35	6	68%
873	9240447	395	253	241	30	107%
874	9240448	134	51	32	6	74%
875	9240449	297	151	88	8	64%
876	9240450	509	382	364	32	104%
877	9240451	71	43	12	4	37%
878	9240452	413	329	261	51	95%
879	9240453	399	266	109	8	44%
880	9240454	410	268	151	30	68%
881	9240455	329	162	204	26	142%
882	9240456	293	137	62	10	53%
883	9240457	256	121	66	19	70%
884	9240458	237	201	184	39	111%
885	9240459	172	156	69	30	64%
886	9240461	423	225	105	24	57%
887	9240462	664	457	274	37	68%
888	9240463	479	300	203	39	81%
889	9240464	394	208	121	27	71%
890	9240465	218	129	61	26	68%
891	9240466	148	59	28	5	56%
892	9240467	15	12	24	2	210%
893	9240468	50	30	16	34	168%
894	9240470	348	274	234	56	106%
895	9240472	50	27	18	1	70%
896	9240475	146	94	50	5	58%
897	9240482	188	147	147	27	119%
898	<b>92404 Total</b>	<b>17,996</b>	<b>9,333</b>	<b>6,247</b>	<b>1,357</b>	<b>81%</b>

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
899	9241010	446	202	140	55	97%
900	9241011	343	155	146	32	115%
901	9241012	207	128	81	14	74%
902	9241013	574	350	145	124	77%
903	9241014	150	91	71	12	91%
904	9241015	448	255	226	43	105%
905	9241016	72	42	20	8	67%
906	9241017	86	73	25	16	57%
907	9241018	177	138	83	7	65%
908	9241019	300	166	72	20	55%
909	9241020	660	369	381	44	115%
910	9241021	575	262	197	63	99%
911	9241022	265	172	89	33	71%
912	9241023	434	309	181	37	71%
913	9241024	134	101	44	12	55%
914	9241025	254	195	100	15	59%
915	9241026	242	163	99	8	66%
916	9241027	354	216	121	17	64%
917	9241028	307	228	176	33	92%
918	9241029	271	196	135	18	78%
919	9241030	178	126	116	25	112%
920	9241031	221	186	80	6	46%
921	9241032	175	147	1	1	1%
922	9241035	176	106	94	6	94%
923	9241036	384	297	197	37	79%
924	9241037	246	182	123	27	82%
925	9241038	243	229	83	26	48%
926	9241039	236	149	125	10	91%
927	9241040	621	395	167	58	57%
928	9241041	340	243	162	64	93%
929	9241042	376	273	428	58	178%
930	9241043	362	275	190	43	85%
931	9241044	346	271	265	39	112%
932	9241045	184	121	90	13	85%
933	9241046	304	196	152	30	93%
934	9241047	363	252	210	57	106%
935	9241048	280	246	189	53	99%
936	9241049	496	386	134	62	51%
937	9241050	297	226	164	25	84%
938	9241051	274	212	86	22	51%
939	9241052	93	66	64	6	105%
940	9241054	250	54	31	11	78%
941	9241060	10	6	6	3	145%
942	9241064	78	58	12	18	52%
943	9241070	537	393	174	111	73%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
944	<b>92410 Total</b>	<b>13,369</b>	<b>8,905</b>	<b>5,875</b>	<b>1,422</b>	<b>82%</b>
945	9325710	515	212	124	18	67%
946	9325711	335	129	90	15	81%
947	9325712	381	167	125	33	95%
948	9325713	469	173	131	28	92%
949	9325714	405	147	59	26	58%
950	9325715	415	174	85	14	57%
951	9325716	284	128	51	14	51%
952	9325717	286	171	70	15	50%
953	9325718	361	109	61	10	65%
954	9325719	449	282	111	25	48%
955	9325720	326	143	36	8	31%
956	9325721	303	136	27	12	29%
957	9325722	220	135	35	12	35%
958	9325723	147	124	88	20	87%
959	9325724	255	201	135	23	79%
960	9325725	450	140	80	18	70%
961	9325726	336	111	65	21	78%
962	9325727	345	206	96	23	58%
963	9325728	326	200	303	11	157%
964	9325729	268	167	190	10	120%
965	9325730	334	216	187	33	102%
966	9325731	294	169	99	29	76%
967	9325732	304	171	82	16	57%
968	9325733	281	157	116	28	92%
969	9325734	248	170	85	10	56%
970	9325735	227	162	93	14	66%
971	9325736	19	17	3	5	46%
972	9325737	57	52	49	1	96%
973	9325738	55	40	116	3	296%
974	9325739	174	115	73	13	75%
975	9325740	299	175	68	16	48%
976	9325741	229	100	60	9	69%
977	9325742	413	284	239	35	97%
978	9325743	331	131	58	17	57%
979	9325744	400	214	211	27	111%
980	9325745	355	246	181	26	84%
981	9325746	272	220	189	37	103%
982	9325747	196	160	96	9	66%
983	9325748	265	220	169	24	88%
984	9325749	175	120	76	10	72%
985	9325750	331	234	257	26	121%
986	9325751	206	148	122	19	95%
987	9325752	291	197	166	19	94%
988	9325753	172	139	74	40	82%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
989	9325754	351	272	264	20	105%
990	9325755	469	308	320	25	112%
991	9325756	297	200	169	21	95%
992	9325757	323	204	184	21	100%
993	9325758	231	118	86	12	83%
994	9325759	259	151	102	10	74%
995	9325760	191	111	122	13	122%
996	9325761	1,368	704	105	11	16%
997	9325762	457	178	83	22	59%
998	9325763	200	114	118	35	134%
999	9325764	84	53	22	6	53%
1000	9325765	76	31	30	7	121%
1001	9325766	310	120	20	22	35%
1002	9325768	154	97	41	8	51%
1003	9325770	51	19	4	3	38%
1004	9325771	320	145	42	13	38%
1005	9325772	11	4	5	1	163%
1006	9325775	257	86	1	5	7%
1007	9325777	170	46	9	2	24%
1008	9325778	510	308	117	89	67%
1009	9325788	525	201	32	11	21%
1010	9325789	351	197	43	12	28%
1011	9325790	427	173	45	15	35%
1012	9325791	204	113	28	5	29%
1013	9325792	495	288	73	9	28%
1014	9325793	556	330	105	16	37%
1015	9325794	451	233	70	18	38%
1016	9325795	378	165	39	8	28%
1017	9325796	587	230	27	11	17%
1018	9325797	144	64	17	1	28%
1019	<b>93257 Total</b>	<b>23,010</b>	<b>12,372</b>	<b>7,154</b>	<b>1,274</b>	<b>68%</b>
1020	9327410	70	27	16	3	70%
1021	9327412	129	53	13	4	32%
1022	9327413	429	164	67	10	47%
1023	9327414	323	127	26	15	32%
1024	9327415	191	81	8	5	16%
1025	9327417	292	111	91	27	106%
1026	9327418	399	236	246	30	117%
1027	9327419	217	78	9	8	22%
1028	9327421	242	107	41	7	45%
1029	9327422	156	68	44	1	66%
1030	9327423	322	106	15	11	25%
1031	9327424	225	77	1	3	5%
1032	9327425	205	83	43	14	69%
1033	9327426	359	156	136	32	108%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
1034	9327427	316	189	167	55	117%
1035	9327428	294	122	64	15	65%
1036	9327429	302	122	63	21	69%
1037	9327430	287	91	36	20	61%
1038	9327431	340	111	12	16	25%
1039	9327433	93	30	2	2	13%
1040	9327434	135	80	32	6	47%
1041	9327435	222	146	138	28	113%
1042	9327436	211	139	119	28	105%
1043	9327437	241	164	121	28	91%
1044	9327438	244	205	170	23	94%
1045	9327439	233	196	140	30	87%
1046	9327440	14	10	1	7	83%
1047	9327441	113	78	25	6	40%
1048	9327442	133	88	49	12	69%
1049	9327443	317	153	85	28	74%
1050	9327444	279	131	75	20	73%
1051	9327445	214	132	59	13	54%
1052	9327446	185	54	19	7	48%
1053	9327447	100	40	30	7	94%
1054	9327448	331	125	97	41	110%
1055	9327449	302	178	140	33	97%
1056	9327450	183	113	72	33	93%
1057	9327451	291	183	179	36	118%
1058	9327452	273	206	189	30	106%
1059	9327453	124	96	106	12	123%
1060	9327454	93	68	27	2	43%
1061	9327455	163	119	89	17	89%
1062	9327456	234	170	129	35	96%
1063	9327457	337	246	314	40	144%
1064	9327458	339	203	151	47	97%
1065	9327459	351	179	117	33	84%
1066	9327460	406	81	35	18	66%
1067	9327461	241	69	15	13	41%
1068	9327462	443	177	37	11	27%
1069	9327463	258	142	159	26	130%
1070	9327464	28	23	7	1	35%
1071	9327465	13	11	5	1	56%
1072	9327466	244	112	71	20	82%
1073	9327467	361	172	211	10	128%
1074	9327468	15	12	7	1	69%
1075	9327469	297	137	63	24	64%
1076	9327470	229	139	115	26	101%
1077	9327471	119	72	42	14	77%
1078	9327472	299	110	17	16	30%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
1079	9327473	379	122	21	8	24%
1080	9327476	511	311	166	68	75%
1081	9327478	530	226	8	4	5%
1082	9327479	136	59	15	8	39%
1083	9327480	172	57	5	4	16%
1084	9327482	240	58	10	7	29%
1085	9327483	165	66	1	2	5%
1086	9327484	248	119	94	10	87%
1087	9327485	350	169	19	13	19%
1088	9327487	280	154	95	17	73%
1089	9327488	13	8	7	1	102%
1090	9327490	318	149	23	19	28%
1091	9327491	209	112	15	29	39%
1092	9327492	351	199	58	25	42%
1093	9327493	341	128	20	12	25%
1094	9327494	190	112	23	9	28%
1095	9327495	338	177	60	38	56%
1096	9327496	307	148	32	15	32%
1097	9327497	292	168	39	15	32%
1098	<b>93274 Total</b>	<b>19,176</b>	<b>9,442</b>	<b>5,268</b>	<b>1,386</b>	<b>70%</b>
1099	9025010	90	42	5	2	17%
1100	9025011	13	6	1	3	68%
1101	9025012	12	7	1	4	67%
1102	9025013	74	45	2	5	15%
1103	9025016	81	41	1	7	20%
1104	9025018	181	71	5	8	18%
1105	9025019	532	142	12	23	25%
1106	9025020	463	253	33	28	24%
1107	9025021	345	210	35	28	30%
1108	9025022	262	151	81	17	65%
1109	9025023	99	59	10	2	20%
1110	9025024	389	223	32	21	24%
1111	9025025	336	163	24	30	33%
1112	9025026	391	217	60	28	41%
1113	9025027	490	259	24	16	15%
1114	9025028	449	248	22	32	22%
1115	9025029	394	216	19	62	37%
1116	9025030	286	170	13	11	14%
1117	9025031	387	194	17	16	17%
1118	9025032	402	175	7	12	11%
1119	9025033	107	25	1	4	20%
1120	9025035	382	91	7	15	24%
1121	9025036	321	175	2	14	9%
1122	9025037	339	186	9	5	8%
1123	9025039	99	50	18	4	44%



	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
1124	9025040	365	190	18	18	19%
1125	9025041	299	50	6	9	30%
1126	9025042	264	132	5	14	14%
1127	9025043	304	152	32	27	39%
1128	9025045	324	165	16	14	18%
1129	9025046	238	125	15	13	22%
1130	9025047	370	192	20	19	20%
1131	9025048	164	95	3	2	5%
1132	9025049	420	51	1	1	4%
1133	9025050	605	196	12	13	13%
1134	9025051	542	165	13	21	21%
1135	9025052	392	237	30	10	17%
1136	9025053	394	233	7	15	9%
1137	9025054	372	221	14	10	11%
1138	9025055	132	73	6	6	16%
1139	9025056	395	133	9	9	14%
1140	9025057	525	166	8	15	14%
1141	9025059	546	306	17	13	10%
1142	9025060	588	317	11	6	5%
1143	9025061	413	229	10	14	10%
1144	9025062	480	264	10	32	16%
1145	9025063	495	275	29	18	17%
1146	9025064	521	66	1	2	5%
1147	9025065	684	155	5	15	13%
1148	9025066	229	46	1	3	9%
1149	9025067	44	11	1	7	76%
1150	9025068	417	105	7	13	19%
1151	9025069	510	173	15	10	14%
1152	9025070	54	23	1	2	13%
1153	9025071	462	203	11	11	11%
1154	9025072	506	236	16	14	13%
1155	9025073	362	163	12	37	30%
1156	9025074	355	212	6	13	9%
1157	9025075	761	455	12	49	13%
1158	9025076	638	377	8	13	6%
1159	9025077	551	316	11	35	15%
1160	9025078	431	243	2	18	8%
1161	9025079	458	242	28	17	19%
1162	9025080	206	182	26	22	26%
1163	9025081	435	248	16	18	14%
1164	9025082	458	315	12	12	8%
1165	9025083	438	93	3	2	5%
1166	9025084	469	113	4	11	13%
1167	9025085	352	154	6	9	10%
1168	9025086	373	218	11	7	8%

	A	B	C	D	E	F
	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>LIEE Table 12</b>					
	<b>Whole Neighborhood Approach</b>					
	<b>Southern California Edison</b>					
1						
1169	9025087	386	218	7	12	9%
1170	9025088	389	215	5	6	5%
1171	9025089	241	104	12	8	19%
1172	9025090	449	203	10	8	9%
1173	9025091	151	77	3	6	12%
1174	9025092	154	171	7	28	20%
1175	9025093	135	79	21	9	38%
1176	9025094	212	99	5	7	12%
1177	9025095	121	72	5	11	22%
1178	9025096	101	60	2	1	5%
1179	<b>90250 Total</b>	<b>27,605</b>	<b>13,040</b>	<b>1,025</b>	<b>1,132</b>	<b>17%</b>

	A	B
1	<b>PY2010 LIEE and CARE Annual Report</b> <b>LIEE Table 13</b> <b>Categorical Enrollment</b> <b>Southern California Edison</b>	
2	<b>Type of Enrollment</b>	<b>Number of Customers Enrolled</b>
3	Standard Enrollment	81,675
4	Categorical Eligibility	2,290
5	Self-Certification	1,354
6	Other (please list)	36,549
7	Joint Utility - 35,296	
8	Income Verified - 1,253	
9	<b>Total number of customers enrolled</b>	<b>121,868</b>

	A	B	C	D	E	F	G	H	I
1	<b>PY2010 LIEE and CARE Annual Report</b> <b>LIEE Table 14</b> <b>Leveraging</b> <b>Southern California Edison</b>								
2	Partner	Relationship Outside The IOU?	MOU Present ? <sup>[1]</sup>	Amount of Dollars Saved <sup>[2]</sup>	Amount of Annual Energy Savings (kWh) <sup>[3]</sup>	Other Measureable Benefits	Enrollments Resulting From Leveraging Effort <sup>[4]</sup>	Meets All Criteria	If not, Explain
3	Grid Alternatives (Single-family Affordable Solar Homes (SASH) program administrator)	X	X	\$693	9,438		33	X	
4	CSD: LIHEAP, DOE WAP, ARRA Wx Programs	X	X	\$0	0	May result in homes receiving more measures, more savings, by leveraging multiple programs	0	X	133 LIEE-sourced appliances, mostly refrigerators, were provided to 3rd party-treated homes in 2010, but not billed by contractor and approved for payment by SCE management until 2011, and therefore will be counted in 2011, not 2010.
5	Other IOU LIEE Programs (Direct Assistance Program)	X	X	\$796,944	4,748,458		16,603	X	
6	Authorized Payment Agencies provided LIEE interest forms to customers, collected completed forms.	X	X	\$4,536	1,270,984	Likely reaches lowest income households	216	X	
7	Ability First; Another Way; Asian Rehabilitation Service, Inc.	X	X	n/a	4,125	Support Disabled Household Enrollment Goal	11		LIEE Outreach agencies supporting disabled community. Paid standard rates for LIEE leads.
8	Inter-City Energy Systems; Maravilla Foundation; CAP San Bernardino; Whitlock, Balton, Chaplain (WBC)	X	X	n/a	197,625	Target other Hard To Reach Customer Segments	527		LIEE agencies providing Senior/ Meals/ Food Bank/ Other Services. Paid standard rates for LIEE leads.
9									
10									
11	<sup>[1]</sup> "MOU" (Memorandum of Understanding) in this context includes any written agreements, either directly between SCE and the Partner, or between the Partner and a third party.								
12	<sup>[2]</sup> Dollars saved, a) In 2010 SCE spent approximately \$21 per enrolled lead through marketing mailers. 33 GRID enrollments at \$21 per saved mail lead = \$693; b) 16,603 leads through the SoCal Gas Direct Assistance Program (DAP) at \$21 per saved mail lead = \$796,944; c) 216 enrollments from APA Leads at \$21 per saved mail lead = \$4,536.								
13	<sup>[3]</sup> Energy savings/benefits. Average kWh saved per enrollment is 286 kWh as calculated from LIEE table 2 of this report: 34,907,736 kWh / 121,868 treated homes = 286 kWh/home.								
14	<sup>[4]</sup> Enrollment increases. Count of enrollments resulting from outreach by these partners to their respective hard to reach client bases; not from IOU leads.								

	A	B	C	D	E
1	<b>PY2010 LIEE and CARE Annual Report LIEE Table 15 Integration Southern California Edison</b>				
2	Coordination Type	New Integration Efforts in PY 2010	Results		
3			Cost and/or Resource Savings		
4	Interdepartmental, Program Coordination, Data Sharing, ME&O, etc.	[Brief description of effort]	Estimated \$ Savings	Methodology <sup>[1]</sup>	Other Results
5	Shared Marketing Materials & Resources	SCE aggressively pursued integration of its LIEE program with several EE programs. See text, Section 1.7.1	\$81,900	<sup>[2]</sup>	Reached Different Customer Segment
6	Interdepartmental Coordination w/Demand Response Group	SCE included CARE applications in approx. 30k Summer Discount Plan (central air conditioner DR cycling) customer information packages.	n/a	n/a	CARE is the main "gateway program" for LIEE
7	Program Coordination - Joint Contractor Across Programs	SCE used existing CMHP (Mobile Home) contractor to also complete LIEE applications and assessments for Mobile Homes.	n/a	<sup>[3]</sup>	Improved customer experience; 1 visit for 2 programs.
8	Interdepartmental Coordination with other SCE Programs: Medical Baseline	SCE integrated information and marketing material on SCE's LIEE, CARE and FERA programs into the Medical Baseline application process. Customers applying for Medical Baseline were informed of SCE's LIEE, CARE and FERA programs and, if qualified, encouraged to enroll to receive no-cost energy efficient appliances and rate discounts.	n/a	n/a	Another method of outreach to reach and enroll qualified customers
9	Interdepartmental Coordination with other SCE Programs: Energy Assistance Fund (EAF)	In an effort to provide financial relief to its income qualified customers, SCE offered assistance through EAF. Qualified customers were automatically enrolled into CARE since the income requirements are the same. Once enrolled in CARE, the customer was referred to LIEE for a home assessment of measures needed to be make the home energy efficient.	n/a	n/a	Another method of outreach to reach and enroll qualified customers
10					
11	<sup>[1]</sup> Integration efforts are measurable and quantifiable in terms of dollars saved by the IOU (Shared resources, shared marketing materials, shared information technology, shared programmatic infrastructure, among others are just some examples of cost and/or resource savings to the IOU). In footnotes, provide information on methodology used to calculate cost and/or resource savings.				
12	<sup>[2]</sup> The savings are in reduced postage costs. (130,000 brochures distributed in 2010 x \$0.62 avg per piece it would have cost LIEE to do direct mailers.) Excludes administration labor (not tracked to this detail).				
13	<sup>[3]</sup> SCE trained and authorized the existing Comprehensive Mobile Home Program (CMHP) contractor to perform on-site LIEE applications and assessments for potentially qualifying MH households. The contractor was able to enroll the household in the most appropriate program. This combination likely enhanced perceived value of both programs to potential participants when being asked to participate.				

	A	B	C	D	E	F
1	<b>PY2010 LIEE and CARE Annual Report</b> <b>LIEE Table 16</b> <b>Lighting</b> <b>Southern California Edison</b>					
2	LIEE Program CFL Tracking Table 1 <sup>[1]</sup>					
3	<b>Bulb Name / Identification</b>	<b>Bulb Description (wattage, lumens)</b>	<b>Bulb Cost (material)</b>	<b>Admin Cost (overhead, contractor fee, marketing, etc.)</b>	<b>Total Bulb Cost (material + admin)</b>	<b>AB 1109 Compliant? <sup>[2]</sup></b>
4	Lights of America	9 Watt - 550 Lumens -CFL	\$1.14	\$5.00	\$6.14	Yes
5	Lights of America	14 Watt - 900 Lumens -CFL	\$1.11	\$5.00	\$6.11	Yes
6	Lights of America	20 Watt - 1,280 Lumens -CFL	\$1.29	\$5.00	\$6.29	Yes
7	Lights of America	23 Watt - 1,650 Lumens -CFL	\$1.47	\$5.00	\$6.47	Yes
8						
9	<sup>[1]</sup> Established through Section 9.3.4, D. 08-11-031					
10	<sup>[2]</sup> Compliant in regards to:					
11	1) Do bulbs meet or exceed CEC energy efficiency standards for general purpose lighting?					
12	2) Do all models comply with Europe's RoHS standards on toxicity?					
13	<b>Year</b>	<b>Number of Homes Treated in LIEE Program</b>	<b>Number of Homes Provided CFLs</b>	<b>Avg. # of CFLs Given Per Home</b>	<b>Estimated Total Energy Savings From Installed CFLs</b>	
14	2009	62,624	31,143	5	2,269,248 kWh / 284 kW	
15	2010	121,868	55311	4	3,948,368 kWh / 494 kW	
16	2011					

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	<b>PY2010 LIEE and CARE Annual Report</b> <b>LIEE Table 17</b> <b>Studies &amp; Pilots Status</b> <b>Southern California Edison</b>												
2		PY Authorized Budget (SCE Share)				PY Actual Expenses <sup>[1]</sup>				% of Budget Spent	% of Project Completed (by Dec. 2009)	On Schedule <sup>[2]</sup>	Energy Savings Measured
3		2009	2010	2011	Total	2009	2010	2011	Total				
4	<b>Studies</b>												
5	SCE/PG&E Market Segmentation Study	\$ 26,667	\$ 26,667	\$ 26,667	\$ 80,000	\$ -	\$ 23,129	\$ -	\$ 23,129	0%	80%	No	
6	SCE High Usage Needs Assessment	\$ 66,667	\$ 66,667	\$ 66,667	\$ 200,000	\$ -	\$ 19,025	\$ -	\$ 19,025	0%	80%	No	
7	Joint Utility Impact Evaluation <sup>[3]</sup>				\$ 180,000	\$ 22,486	\$ 125,451	\$ -	\$ 147,937	5%	85%	No	
8	Joint Utility Non-Energy Benefits (NEBs) Study	\$ 30,000	\$ 30,000	\$ 30,000	\$ 90,000	\$ 12,566	\$ 22,947	\$ -	\$ 35,513	0%	100%	No	
9	Joint Utility Process Evaluation	\$ 25,000	\$ 25,000	\$ 25,000	\$ 75,000	\$ -	\$ -	\$ -	\$ -	0%	85%	No	
10	Joint Utility Refrigerator Degradation	\$ 66,667			\$ 66,667	\$ -	\$ -	\$ -	\$ -	0%	10%	No	
11													
12													
13	<b>Pilots</b>												
14													
15													
16													
17													
18													
19													
20													
21													
22													
23	<sup>[1]</sup> The NEB, Impact, and Market Segmentation Studies all began in 2009, but no cross-billing between utilities occurred in 2009. The numbers reported reflect "total" spending as paid by the managing utility, not the utility share as will ultimately be resolved.												
24	<sup>[2]</sup> While the studies are not on schedule as per the dates outlined in D.08-11-031, the utilities expect the studies to be completed within the program cycle.												
25	<sup>[3]</sup> The \$600,000 requested to conduct the Impact Evaluation was denied in D.08-11-031. The IOUs were directed by the Commission to utilize \$600,000 authorized in Decision 06-12-038 for this purpose.												

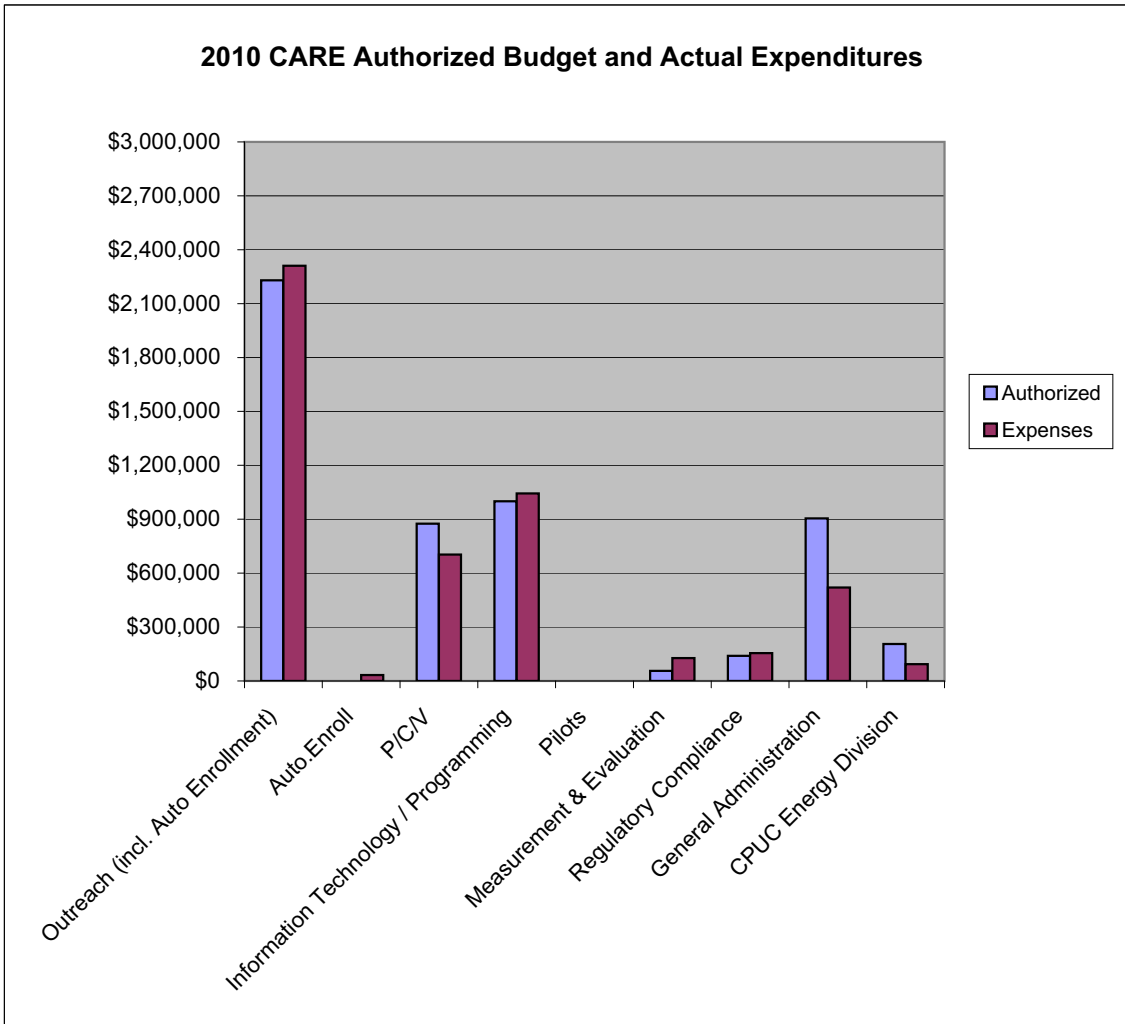
	A	B	C	D	E	F	G	H
1	<b>PY2010 LIEE and CARE Annual Report LIEE Table 18 "Add-Back" Measures Southern California Edison</b>							
2	<b>Measure</b>	<b>Climate Zone</b>	<b>Ratio of Benefits Over Costs</b>			<b>Quantity Installed</b>	<b>Budget Impact of "Add Back" <sup>[1]</sup></b>	<b>Energy Savings Impact (kWh Annual) <sup>[2]</sup></b>
3			<b>Utility Cost Test</b>	<b>Modified Participant Test</b>	<b>Total Resource Cost Test</b>			
4	Evaporative Cooler Maintenance (single-family) <sup>[3]</sup>	CL 10	0.26	0.23	0.22	232	\$ 18,560	9,512
5	Evaporative Cooler Maintenance (mobile home) <sup>[3]</sup>	CL 10	0.26	0.23	0.22	966	\$ 77,280	39,606
6	Evaporative Cooler Installation (single family) <sup>[4]</sup>	CL 10	0.25	0.20	0.20	6,432	\$ 6,042,864	945,504
7	Evaporative Cooler Installation (mobile home) <sup>[4]</sup>	CL 10	0.25	0.19	0.20	994	\$ 933,863	141,148
8	Room Air Conditioner Replacement (mobile home) <sup>[4]</sup>	CL 10	0.26	0.14	0.22	142	\$ 109,695	4,260
9	Room Air Conditioner Replacement (multi-family)	CL 10	0.09	0.05	0.08	27	\$ 20,858	2,187
10	Room Air Conditioner Replacement (multi-family)	CL 13	0.11	0.07	0.09	6	\$ 4,635	228
11	Room Air Conditioner Replacement (multi-family)	CL 14	0.14	0.09	0.12	14	\$ 10,815	700
12	Room Air Conditioner Replacement (multi-family)	CL 15				0	\$ -	0
13	New Const. 13-16 SEER Central A/C Upgrade (single family)	CL 13				0	\$ -	0
14	New Const. 13-16 SEER Central A/C Upgrade (single family)	CL 14				0	\$ -	0
15	New Const. 13-16 SEER Central A/C Upgrade (single family)	CL 15				0	\$ -	0
16	New Const. 13-16 SEER Central A/C Upgrade (multi-family)	CL 13				0	\$ -	0
17	New Const. 13-16 SEER Central A/C Upgrade (multi-family)	CL 14				0	\$ -	0
18	New Const. 13-16 SEER Central A/C Upgrade (multi-family)	CL 15				0	\$ -	0
19								
20	Total						\$ 7,218,570	1,143,145
21								
22	<sup>[1]</sup> Dollars spent on these Add Back Measures							
23	<sup>[2]</sup> All measures provide energy savings by upgrading existing equipment or in the case of evaporative coolers are installed in homes with functional air conditioners to provide an alternative to operating the existing air conditioners on all but the most humid days.							
24	<sup>[3]</sup> SCE provided cost effectiveness analysis for each program year in the 2009 - 2011 cycle. These measures fell below the 0.25 UC threshold in 2009 but are above the UC threshold in 2010 and 2011.							
25								



	A	B	C	D	E	F	G	H
1	<b>PY2010 LIEE and CARE Annual Report</b> <b>LIEE Table 19</b> <b>LIEE Fund Shifting</b> <b>Southern California Edison</b>							
2	<b>Program Year 2009</b>	<b>Total Authorized</b>	<b>Total Shifted <sup>(1)</sup></b>	<b>% of Authorized Total</b>	<b>Carried Forward/ Carried Back</b>	<b>To/From Year</b>	<b>To/From Category-Subcategory</b>	<b>Advice Letter Number</b>
3	<b>LIEE Program:</b>							
4	Energy Efficiency							
5	- Gas Appliances							
6	- Electric Appliances	\$ 43,404,807						
7	- Weatherization	\$ 534,541						
8	- Outreach and Assessment	\$ 8,039,190						
9	- In Home Energy Education	\$ 2,419,853						
10	- Education Workshops							
11	- Pilot	\$ 21,796						
12	<b>Energy Efficiency TOTAL</b>	<b>\$ 54,420,187</b>						
13								
14	Training Center	\$ 293,887						
15	Inspections	\$ 967,054						
16	Marketing	\$ 526,778						
17	M&E Studies	\$ 404,787						
18	Regulatory Compliance	\$ 388,152						
19	General Administration	\$ 4,462,643						
20	CPUC Energy Division	\$ 97,593						
21								
22	<b>TOTAL PROGRAM COSTS</b>	<b>\$ 61,561,081</b>						
23	<sup>(1)</sup> SCE's 2010 expenditures exceeded the projected 2010 expenditures as authorized in D.08-11-031. SCE is not shifting funds between categories. SCE is authorized to carryover or carryback funds within categories and subcategories in the 2009-2011 program cycle. Over expenditures and underexpenditures in 2009 and 2010 will affect the available funds for ESA in 2011 in all categories and subcategories.							
24								
25								
26								

	A	B	C	D	E	F	G	H
1	<b>PY2010 LIEE and CARE Annual Report CARE Table 1 Overall Program Expenses Southern California Edison</b>							
2	<b>Standardized CARE Administrative Cost Reporting Categories</b>							
3	<b>2010 Costs by Energy Source</b>							
4	<b>Category</b>	<b>Residential</b>		<b>Expanded</b>		<b>Total</b>	<b>Authorized</b>	<b>% Budget</b>
5		<b>Electric</b>	<b>Gas</b>	<b>Electric</b>	<b>Gas</b>	<b>Expenditures</b>	<b>Budget</b>	<b>Spent</b>
6	Outreach	\$ 2,310,632				\$ 2,310,632	\$ 2,230,000	104%
7	Automatic Enrollment	\$ 32,679				\$ 32,679	\$ -	N/A
8	Processing/ Certification/Verification	\$ 703,429				\$ 703,429	\$ 875,000	80%
9	Information Technology / Programming	\$ 1,043,950				\$ 1,043,950	\$ 1,000,000	104%
10	Pilots					\$ -	\$ -	N/A
11	Measurement & Evaluation	\$ 127,138				\$ 127,138	\$ 56,000	227%
12	Regulatory Compliance	\$ 155,356				\$ 155,356	\$ 140,000	111%
13	General Administration	\$ 519,668				\$ 519,668	\$ 905,000	57%
14	CPUC Energy Division	\$ 93,289				\$ 93,289	\$ 206,000	45%
15	One E App							
16								
17	<b>TOTAL Program Costs <sup>[1]</sup></b>	<b>\$ 4,986,141</b>		<b>\$ -</b>		<b>\$ 4,986,141</b>	<b>\$ 5,412,000</b>	<b>92%</b>
18								
19	CARE Rate Discount	\$ 275,431,277				\$ 275,431,277	\$ 207,900,000	132%
20	Service Establishment Charge Discount						\$ -	
21								
22	<b>TOTAL PROGRAM COSTS &amp; CUSTOMER DISCOUNTS</b>	<b>\$ 280,417,418</b>		<b>\$ -</b>		<b>\$ 280,417,418</b>	<b>\$ 213,312,000</b>	<b>131%</b>
23	TEAF	\$ 200,389				\$ 200,389	\$ -	
24	Indirect Cost	\$ 465,172				\$ 465,172	\$ 430,398	108%
25								
26	<sup>[1]</sup> SCE has allocated 99.5% of the Total Program Costs to "Residential" and 0.5% to the "Expanded" programs. CARE Rate Discount costs are actual costs for the "Residential" and "Expanded" programs.							

	A	B	C	D	E	F	G
1		<b>CARE Budget Category</b>	<b>Authorized</b>	<b>Expenses</b>			
2		Outreach (incl. Auto Enrollment)	\$2,230,000	\$2,310,632			
3		Auto.Enroll	\$0	\$32,679			
4		P/C/V	\$875,000	\$703,426			
5		Information Technology /	\$1,000,000	\$1,043,950			
6		Pilots	\$0	\$0			
7		Measurement & Evaluation	\$56,000	\$127,138			
8		Regulatory Compliance	\$140,000	\$155,359			
9		General Administration	\$905,000	\$519,668			
10		CPUC Energy Division	\$206,000	\$93,289			



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
	<b>PY2010 LIEE and CARE Annual Report CARE Table 2 Enrollment, Recertification, Attrition, &amp; Penetration Southern California Edison</b>																	
1																		
2	Gross Enrollment																	
3	Automatic Enrollment																	
4	2010	Inter-Utility <sup>(1)</sup>	Intra-Utility <sup>(2)</sup>	Leveraging <sup>(3)</sup>	One-e-App <sup>(4)</sup>	SB580	Combined (B+C+D+E+F)	Capitation <sup>(5)</sup>	Other Sources <sup>(6)</sup>	Total (G+H+I)	Recertification <sup>(7)</sup>	Total Adjusted (J+K)	Attrition (Drop Offs)	Net (L-M)	Net Adjusted (N-K)	Total CARE Participants	Estimated CARE Eligible	Penetration Rate % (P/Q)
5	January	5,012	2,113	0	0	0	7,125	2,098	20,280	29,503	43,022	72,525	18,085	54,440	11,418	1,246,541	1,419,787	88%
6	February	3,137	365	0	0	0	3,502	1,684	28,927	34,113	38,342	72,455	15,679	56,776	18,434	1,264,975	1,419,787	89%
7	March	6,267	839	0	0	0	7,106	1,832	32,313	41,251	51,557	92,808	24,292	68,516	16,959	1,281,934	1,419,787	90%
8	April	10,234	417	0	0	0	10,651	2,113	23,555	36,319	51,108	87,427	18,784	68,643	17,535	1,299,469	1,425,513	91%
9	May	7,334	10	0	0	0	7,344	2,596	21,436	31,376	34,382	65,758	19,021	46,737	12,355	1,311,824	1,425,513	92%
10	June	5,435	560	0	0	0	5,995	2,260	27,923	36,178	35,015	71,193	23,252	47,941	12,926	1,324,750	1,425,513	93%
11	July	4,003	1,574	0	0	0	5,577	2,022	25,901	33,500	31,470	64,970	22,282	42,688	11,218	1,335,968	1,424,145	94%
12	August	4,578	397	0	0	0	4,975	2,991	25,012	32,978	42,533	75,511	21,975	53,536	11,003	1,346,971	1,424,145	95%
13	September	4,150	32	0	0	0	4,182	2,179	26,380	32,741	43,543	76,284	24,754	51,530	7,987	1,354,958	1,424,145	95%
14	October	9,257	1,174	0	0	0	10,431	1,965	20,840	33,236	47,818	81,054	22,598	58,456	10,638	1,365,596	1,426,059	96%
15	November	3,682	523	0	0	0	4,205	1,948	30,541	36,694	29,826	66,520	21,620	44,900	15,074	1,380,670	1,426,059	97%
16	December	2,177	232	0	0	0	2,409	2,067	22,257	26,733	26,720	53,453	26,294	27,159	439	1,381,109	1,426,059	97%
17	Y-T-D Total	<b>65,266</b>	<b>8,236</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>73,502</b>	<b>25,755</b>	<b>305,365</b>	<b>404,622</b>	<b>475,336</b>	<b>879,958</b>	<b>258,636</b>	<b>621,322</b>	<b>145,986</b>			
18																		
19	<sup>(1)</sup> Enrollments via data sharing between the IOUs.																	
20	<sup>(2)</sup> Enrollments via data sharing between departments and/or programs within the utility. Includes HEAP payment data file from Accounts Payable Dept.																	
21	<sup>(3)</sup> Enrollments via data sharing with programs outside the IOU that serve low-income customers.																	
22	<sup>(4)</sup> One-E-App is a pilot program set up by The Center to Promote Healthcare Access (the Center) and PG&E. The pilot will occur within two PG&E counties and looks to implement a strategy of automatic enrollment for low-income customers into the CARE program.																	
23	<sup>(5)</sup> Capitation Enrollments have been trued up and differ slightly from the December Rapid Deployment Report (decrease of 6 enrollments).																	
24	<sup>(6)</sup> Not including Recertification.																	
25	<sup>(7)</sup> Recertification results are tied to the month initiated. Therefore, recertification results may be pending due to the time permitted for a participant to respond.																	

	A	B	C	D	E	F	G	H	I
1	<b>PY2010 LIEE and CARE Annual Report</b> <b>CARE Table 3</b> <b>Standard Random Verification Results</b> <b>Southern California Edison</b>								
2	2010	Total CARE Population	Participants Requested to Verify	% of Population Total	Participants Dropped (Due to no response)	Participants Dropped (Verified as Ineligible)	Total Dropped	% Dropped through Random Verification <sup>[1]</sup>	% of Total Population Dropped
3	January	1,246,541	1,281	0.1%	360	5	365	28.5%	0.03%
4	February	1,264,975	1,248	0.1%	327	5	332	26.6%	0.03%
5	March	1,281,934	1,393	0.1%	397	2	399	28.6%	0.03%
6	April	1,299,469	1,296	0.1%	446	7	453	35.0%	0.03%
7	May	1,311,824	1,169	0.1%	475	3	478	40.9%	0.04%
8	June	1,324,750	1,151	0.1%	528	4	532	46.2%	0.04%
9	July	1,335,968	1,127	0.1%	549	4	553	49.1%	0.04%
10	August	1,346,971	3,611	0.3%	502	9	511	14.2%	0.04%
11	September	1,354,958	4,328	0.3%	528	12	540	12.5%	0.04%
12	October	1,365,596	3,322	0.2%	516	9	525	15.8%	0.04%
13	November	1,380,670	3,250	0.2%	444	18	462	14.2%	0.03%
14	December	1,381,109	3,250	0.2%	18	9	27	0.8%	0.00%
15	Y-T-D Total	<b>1,381,109</b>	<b>26,426</b>	<b>1.9%</b>	<b>5,090</b>	<b>87</b>	<b>5,177</b>	<b>19.6%</b>	<b>0.37%</b>
16	<sup>[1]</sup> Verification results are tied to the month initiated. Therefore, verification results may be pending due to the time permitted for a participant to respond.								
17									

	A	B	C	D	E	F	G
1	<b>PY2010 LIEE and CARE Annual Report</b> <b>CARE Table 4</b> <b>CARE Self-Certification and Self-Recertification Applications</b> <b>Southern California Edison</b>						
2		<b>Provided</b> <sup>[2]</sup>	<b>Received</b>	<b>Approved</b>	<b>Denied</b> <sup>[4]</sup>	<b>Pending/Never Completed</b> <sup>[5]</sup>	<b>Duplicates</b>
3	<b>Total (Y-T-D)</b> <sup>[1]</sup>	4,412,876	967,861	862,828	31,383	96,306	73,650
4	<b>Percentage</b> <sup>[3]</sup>	N/A	100.00%	89.15%	3.24%	N/A	7.61%
5							
6	<sup>[1]</sup> Includes sub-metered customers.						
7	<sup>[2]</sup> Includes number of applications SCE provided for all direct mailing campaigns, customer calls made to the call center, and other outreach methods. Because there are other means by which customers obtain applications which are not counted, this number is only an approximation.						
8	<sup>[3]</sup> Percent of received applications.						
9	<sup>[4]</sup> Includes all applications received and not approved.						
10	<sup>[5]</sup> Includes pending recertification responses.						

	A	B	C	D	E	F	G	H	I	J
1	<b>PY2010 LIEE and CARE Annual Report</b> <b>CARE Table 5</b> <b>Enrollment by County</b> <b>Southern California Edison</b>									
2	County	Estimated Eligible			Total Participants			Penetration Rate		
3		Urban <sup>(1)</sup>	Rural <sup>(1)</sup>	Total	Urban <sup>(1)</sup>	Rural <sup>(1)</sup>	Total	Urban <sup>(1)</sup>	Rural <sup>(1)</sup>	Total
4	Fresno	990	1	991	53	0	53	5%	0%	5%
5	Imperial	291	1	292	79	0	79	27%	0%	27%
6	Inyo	48	1,832	1,880	24	1,008	1,032	50%	55%	55%
7	Kern	915	32,131	33,046	341	24,787	25,128	37%	77%	76%
8	Kings	0	10,017	10,017	0	9,176	9,176	0%	92%	92%
9	Los Angeles	591,154	7,516	598,670	605,129	8,732	613,861	102%	116%	103%
10	Madera	0	3	3	0	0	0	0%	0%	0%
11	Mono	1	2,616	2,617	0	772	772	0%	30%	29%
12	Orange	195,802	1	195,803	185,153	0	185,153	95%	0%	95%
13	Riverside	162,521	36,127	198,648	152,522	30,218	182,740	94%	84%	92%
14	San Bernardino	186,143	54,887	241,030	189,405	48,063	237,468	102%	88%	99%
15	San Diego	0	3	3	0	0	0	0%	0%	0%
16	Santa Barbara	19,633	0	19,633	11,157	0	11,157	57%	0%	57%
17	Tulare	14,338	45,221	59,559	14,316	41,581	55,897	100%	92%	94%
18	Ventura	56,162	8,015	64,177	51,395	7,198	58,593	92%	90%	91%
19										
20	Total	1,227,998	198,371	1,426,369	1,209,574	171,535	1,381,109	98%	86%	97%
21										
22	<sup>(1)</sup> "Rural" includes ZIP Codes classified as such by either the Rural Health Council or the Goldsmith modification that was developed to identify small towns and rural areas within large metropolitan counties. ZIP Codes not defined as rural are classified as urban.									

	A	B	C	D	E	F	G	H
1	<b>PY2010 LIEE and CARE Annual Report</b> <b>CARE Table 6</b> <b>Recertification Results</b> <b>Southern California Edison</b>							
2	2010	Total CARE Population	Participants Requested to Recertify	% of Population Total (C/B)	Participants Recertified	Participants Dropped <sup>[1]</sup>	Recertification Rate % (E/C)	% of Total Population Dropped (F/B)
3	January	1,246,541	31,687	2.5%	25,567	6,119	80.7%	0.5%
4	February	1,264,975	35,894	2.8%	28,171	7,721	78.5%	0.6%
5	March	1,281,934	47,854	3.7%	36,805	11,045	76.9%	0.9%
6	April	1,299,469	45,692	3.5%	36,229	9,460	79.3%	0.7%
7	May	1,311,824	23,126	1.8%	17,269	5,854	74.7%	0.4%
8	June	1,324,750	24,964	1.9%	18,406	6,543	73.7%	0.5%
9	July	1,335,968	28,948	2.2%	21,066	7,816	72.8%	0.6%
10	August	1,346,971	34,994	2.6%	25,963	9,029	74.2%	0.7%
11	September	1,354,958	41,509	3.1%	30,101	11,406	72.5%	0.8%
12	October	1,365,596	35,510	2.6%	26,311	9,189	74.1%	0.7%
13	November	1,380,670	22,898	1.7%	16,662	6,052	72.8%	0.4%
14	December	1,381,109	23,706	1.7%	12,489	1,079	52.7%	0.1%
15	Y-T-D Total	<b>1,381,109</b>	<b>396,782</b>	<b>28.7%</b>	<b>295,039</b>	<b>91,313</b>	<b>74.4%</b>	<b>6.6%</b>
16								
17	<sup>[1]</sup> Recertification results are tied to the month initiated. Therefore, recertification results may be pending due to the time permitted for a participant to respond.							



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1	<b>PY2010 LIEE and CARE Annual Report</b> <b>CARE Table 7</b> <b>Capitation Contractors</b> <b>Southern California Edison</b>							
2	Contractor Name <sup>[1]</sup>	Contractor Type (Check one or more if applicable)				Enrollments <sup>[2]</sup>		
3		Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
4	A&PI OLDER ADULTS TASK FORCE		x					
5	ACCESS CALIFORNIA SERVICES		x					
6	ALPHA ENTERPRISE	x						
7	ALTADENA COMM IMPROVEMENT CTR		x					
8	ALTAMED HEALTH SVCS CORP		x					
9	AMERICAN RED CROSS- ANTELO VLY		x					
10	AMERICAN-RUSSIAN BUS COUNCIL		x					
11	ANOTHER HURRICANE PROJECT, INC		x					
12	ANTELOPE VLY BOYS & GIRLS CLUB		x					
13	APAC SERVICE CENTER	x						
14	ASIAN AMERICAN DRUG ABUSE PROG		x					
15	ASIAN AMERICAN RESOURCE CENTER		x					
16	ASIAN PAC. HLTH CARE VENTURE		x					
17	ASIAN PACIF AM DISPUTE RES CTR		x					
18	ASIAN REHABILITATION SVCS INC.		x					
19	ASIAN YOUTH CENTER		x					
20	ATLANTIC COMM ECON DEV CORP		x					
21	B&D SECURITY, INC.	x						
22	BAPAC		x					
23	BELL GARDENS COMM SVC CENTER		x					
24	BELLFLOWER USD/CARING CONN.	x						
25	BEST BUY STORES LP (102)	x						
26	BEST BUY STORES LP (103)	x						
27	BEST BUY STORES LP (111)	x						
28	BEST BUY STORES LP (1018)	x						
29	BEST BUY STORES LP (119)	x						
30	BEST BUY STORES LP (1782)	x						
31	BETHEL BAPTISH CHURCH		x					
32	BOY SCOUTS - OC COUNCIL		x					
33	BOYS & GIRLS CLUB MOUNT COM		x					
34	BOYS & GIRLS CLUB OF SAN BERN		x					
35	BOYS & GIRLS CLUB OF SANTA BAR		x					
36	BOYS&GIRLS CLUB OF SAN GABRIEL		x					
37	BURGERS INC dba ENERGY SAVE	x						
38	CAP OF SAN BERNARDINO CTY		x		x			
39	CAREGIVERS VOLUNTEERS ELDERLY		x					
40	CASA CARDENAS COUNSELING CTR		x					
41	CASA RAMONA, INCORPORATED		x					
42	CATHEDRAL CITY SENIOR CENTER		x					
43	CATHOLIC CHARITIES OF LA INC		x					
44	CATHOLIC CHARITIES OF ORANGE C		x					
45	CATHOLIC CHARITIES-SB/RIVERSID		x					
46	CATHOLIC CHARITIES-VENTURA		x					
47	CATHOLIC EDUCATION FNDTN LA		x					
48	CB INVESTMENT	x						
49	CENTRO C.H.A., INC.		x					

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1	<b>PY2010 LIEE and CARE Annual Report</b> <b>CARE Table 7</b> <b>Capitation Contractors</b> <b>Southern California Edison</b>							
2	Contractor Name <sup>[1]</sup>	Contractor Type (Check one or more if applicable)				Enrollments <sup>[2]</sup>		
3		Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
50	CENTRO SHALOM		x					
51	CHARO COMMUNITY DEVELOPMENT CO		x					
52	CHINATOWN SERVICE CENTER		x					
53	CHINESE CHRISTIAN HERALD CRUS.		x					
54	CHINO VLY CHAMBER OF COMMERCE		x					
55	CHRIST UNITY CENTER		x					
56	CITIHOUSING REAL ESTATE SERVICES	x						
57	CITY OF LA QUINTA SENIOR CTR		x					
58	COACHELLA VALLEY HSG COALITION		x					
59	COMM ACT COMM STA B COUNTY		x					
60	COMM ACTION OF VENTURA COUNTY		x					
61	COMM ACTION PARTNERSHIP OF OC		x		x			
62	COMM ASSIST PROGRAM MORENO VLY		x					
63	COMM SVC & EMPLOYMENT TRAINING		x					
64	COMMUNITY ENHANCEMENT SERV		x					
65	COMMUNITY PANTRY		x					
66	CORONA NORCO FAMILY YMCA		x					
67	COR COMM. DEVELOPMENT CORP.		x					
68	COVE COMM SENIOR ASSOC		x					
69	CRISIS MINISTRY CHURCH OF VLY		x					
70	CROSSROADS CHRISTIAN CHURCH		x					
71	DENTECH CONSULTING SERVICE	x						
72	DESERT MANNA MINISTRIES INC		x					
73	DISABLED RESOURCES CTR, INC		x					
74	DOVE ENTERPRISES		x					
75	DUARTE COMMUNITY SVC COUNCIL		x					
76	D'VEAL CORPORATION INC.		x					
77	ECCLESIAS ECON-COMM DEV COLLAB		x					
78	ECONOMIC & EMPLOYMENT DVLP CTR		x					
79	EL CONCILIO DEL CONDADO DE		x					
80	EL SOL SCIENCE & ARTS ACADEMY		x					
81	ENERGY CONSEV. CONSULTANTS, INC.	x						
82	ESCUELA DE LA RAZA UNIDA		x					
83	FAIR HOUSING COUNCIL RIVERSIDE		x					
84	FAITH GRACE CHINESE CHURCH		x					
85	FAME ASSISTANCE CORPORATION		x					
86	FAMILIES - COSTA MESA		x					
87	FAMILIES FORWARD		x					
88	FAMILY HEALTHCARE NETWORK		x					
89	FAMILY SVC ASSOC - W RIVERSIDE		x					
90	FAMILY SVC ASSOC OF REDLANDS		x					
91	FCI MANAGEMENT CONSULTANTS	x						
92	FELLOWSHIP OF HOPE, INC.		x					
93	FIRST STEP TRANSITIONAL LIVING		x					
94	FRIENDSHIP MISSIONARY BAPTIST		x					
95	GARVEY SCHOOL DISTRICT		x					

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1	<b>PY2010 LIEE and CARE Annual Report</b> <b>CARE Table 7</b> <b>Capitation Contractors</b> <b>Southern California Edison</b>							
2	Contractor Name <sup>[1]</sup>	Contractor Type (Check one or more if applicable)				Enrollments <sup>[2]</sup>		
3		Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
96	GOLD STAR MEDIA GROUP	x						
97	GOODWILL OF ORANGE COUNTY CA		x					
98	HARVEST TIME MINISTRIES		x					
99	HEART OF COMPASSION		x					
100	HELP OF OJAI, INC.		x					
101	HELPING HANDS OF MT ZION		x					
102	HIGH DESERT YOUTH CENTER		x					
103	HNGTN PK-ADULT SCHOOL GAGE BR							
104	HOLLON MARKETING SYSTEM		x					
105	HOSANNA COMMUNITY CHURCH		x					
106	HOUSING WITH HEART INC		x					
107	HUB CITIES CAREER WORKSOURCE		x					
108	HUMAN SERVICES ASSOCIATION		x					
109	IECAAC		x					
110	KERNVILLE UNION SCHOOL DISTRIC							
111	KING/DREW'S SUPPORTERS, INC.		x					
112	KINGS CO HOUSING AUTHORITY							
113	KINGS COMMUNITY ACTION		x					
114	KINGS CTY COMMISSION ON AGING		x					
115	KNIGHTS OF COLUMBUS - 12834		x					
116	KOREAN AM SENIORS ASSOC OF OC		x					
117	KOREAN AMERICAN FMLY SVC CTR		x					
118	KOREAN CHURCHES COMM DEV- KCCD		x					
119	LA COUNTY HOUSING							
120	LALI MOHENO & ASSOCIATES	x						
121	LATINO HEALTH ACCESS		x					
122	LEAP THROUGH THE FIRE FTH MIN.		x					
123	LITTLE TOKYO SERVICE CENTER		x					
124	LIBERTY TAX SERVICE	x						
125	LONG BCH LESBIAN AND GAY PRIDE		x					
126	LOS ANGELES MUSIC/ART SCHOOL	x						
127	LOS ANGELES URBAN LEAGUE		x					
128	LOS SERRANOS ELEM SCHOOL PTA		x					
129	LOVELAND CHURCH JUBILEE PARTY		x					
130	LUTHERAN SOCIAL SVC OF SO CAL		x					
131	LUTHERAN SOCIAL SVCS OF SO CA		x					
132	LYNWOOD UNIFIED SCHOOL DIST							
133	MARAVILLA FOUNDATION		x		x			
134	MAYWOOD CHAMBER OF COMMERCE		x					
135	MEALS ON WHEELS WEST		x					
136	MENTAL HEALTH ASSOCIATION		x					
137	MERCI		x					
138	MEXICAN AMERICAN OPPORTUNITY		x					
139	MISION EBENEZER FAMILY CHURCH		x					
140	MITZELL SENIOR CENTER		x					
141	MONTEBELLO HOUSING DEVELOPMENT		x					

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1	<b>PY2010 LIEE and CARE Annual Report</b> <b>CARE Table 7</b> <b>Capitation Contractors</b> <b>Southern California Edison</b>							
2	Contractor Name <sup>[1]</sup>	Contractor Type (Check one or more if applicable)				Enrollments <sup>[2]</sup>		
3		Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
142	MOORPARK SENIOR CITIZENS INC		x					
143	MOUNTAIN VIEW COMMUNITY CHURCH		x					
144	MTN. COMMUNITIES HEALTHY START		x					
145	MULTICULTURAL CIV ASSOC MOR VL		x					
146	NEHEMIAH MINISTRIES		x					
147	NEW HORIZONS CAREGIVERS GROUP		x					
148	NEW HOPE VILLAGE, INC		x					
149	NOW AND FOREVER BODY OF CHRIST		x					
150	NORCO SNR CTR PET RELIEF FUND		x					
151	OC BLACK CHAMBER OF COMMERCE		x					
152	OCCC	x						
153	OPERATION GRACE		x					
154	ORNGE CO CONGREGATION COMM ORG		x					
155	OUR LADY OF HOPE CATH COMM INC		x					
156	OUR LADY OF LOURDES SCHOOL		x					
157	OXNARD/HUENEME SALVATION ARMY		x					
158	PACIFIC ASIAN CONSORTIUM EMPLO		x		x			
159	PERRIS COMMUNITY PARTNERSHIP		x					
160	POMONA MINISTRY OF ECONOMICS		x					
161	PRIME TIME SCHOOL		x					
162	PREMIER REALTY	x						
163	PROJECT DVRSN ALT FOR YOUTHS		x					
164	PROTEUS, INC.		x		x			
165	REACH OUT 29		x					
166	REBUILDING TOGETHER CHRISTMAS		x					
167	REDONDO BEACH UNIFIED SCH DIST							
168	RESTORE TO HOPE		x					
169	RIALTO CHAMBER OF COMMERCE							
170	RIVERSIDE DEPT COMM ACTION		x		x			
171	ROP VIRTUAL ENTERPRISE CLASS		x					
172	RSVP OF SOUTH BAY		x					
173	SALVATION ARMY (SO. CAL DIV)		x					
174	SALVATION ARMY SOUTHEAST CORPS		x					
175	SAMARITAN'S HELPING HAND		x					
176	SAN GRIGORNIO PASS HISP CHAMBE		x					
177	SANTA CLARITA ATHLETIC ASSCTN		x					
178	SANTA CLARITA VLY COMM AGING		x					
179	SANTIAGO COMPOSTELA CATHOLIC		x					
180	SB CNTY SEXUAL ASSAULT SERVICE		x					
181	SEARCH TO INVOLVE FILIPINO		x					
182	SGUSD/SAN GABRIEL FAMILY CTR	x						
183	SOCIETY OF ST VINCENT DE PAUL		x					
184	SO. ANTELOPE VLY EMERGENCY SVC		x					
185	SOMEBODY CARES-- RANCHO CUCAMO		x					
186	SOMEBODY CARES SOUTHLAND		x					
187	SONRISE COMMUNITY OUTREACH INC		x					

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1	<b>PY2010 LIEE and CARE Annual Report</b> <b>CARE Table 7</b> <b>Capitation Contractors</b> <b>Southern California Edison</b>							
2	Contractor Name <sup>[1]</sup>	Contractor Type (Check one or more if applicable)				Enrollments <sup>[2]</sup>		
3		Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
188	SOUTHEAST COMMUNITY DEVELOPMEN		x					
189	SOUTHEAST RIOVISTA FAMILY YMCA		x					
190	SOUTHWEST MIN EC DVLP ASSOC.		x					
191	SPECIAL SVC FOR GROUPS		x					
192	SPIRIT OF THE EAGLE FOUNDATION		x					
193	ST ANNE SCHOOL		x					
194	ST EMYDIUS CHURCH		x					
195	ST FRANCIS MEDICAL CTR HLTH		x					
196	ST JOSEPH CHURCH		x					
197	ST MARY'S CHURCH		x					
198	ST PIUS V CHURCH		x					
199	ST POLYCORP FAMILY SUPPORT CTR		x					
200	ST VINCENT DE PAUL		x					
201	ST. CLARE CHURCH		x					
202	ST. HILARYS CHURCH ARCHBISHOP		x					
203	ST. MATTHIAS ELEMENTARY SCHOOL		x					
204	STA BARBARA HISP CHMBR OF COM		x					
205	STA BARBARA NGHBORHD CLINICS		x					
206	STOP VIOLENCE INCREASE PEACE		x					
207	SUNSHINE YOUTH SERVICES, INC		x					
208	TEMECULA SENIOR CITIZENS SVC		x					
209	TEMPLO CALVARIO, INC.		x					
210	THAI HEALTH & INFO SVCS		x					
211	THE AL & DOROTHY KEEN CTR		x					
212	THE GREEN TEAM		x					
213	THEODORE ROOSEVELT ELEMENTARY	x						
214	TODEC LEGAL CENTER, INC.		x					
215	TRANSFORMING LIVES INC.		x					
216	TRINITY COMMUNITY OUTREACH		x					
217	TRUEVINE COMMUNITY OUTREACH		x					
218	UNITED CAMBODIAN COMMUNITY INC		x					
219	UNITED STEEL WKRS OF AM 2018		x					
220	UNITY SHOPPE		x					
221	UP CLOSE PROMOTIONS	x						
222	VENTURA CITY HOUSING AUTHORITY	x						
223	VETERANS IN COMMUNITY SERVICE		x		x			
224	VICTOR VLY COMM DENTAL SVC PRG		x					
225	VIETNAMESE COMM OF S CAL		x					
226	VIETNAMESE COMMUNITY OF OC INC		x					
227	VOICES OF INDIGENOUS PEOPLE		x					
228	WAKE UP INCORPORATED		x					
229	WALKING SHIELD AM INDIAN SOC		x					
230	WEST ANGELES COMM DEV CORP		x					
231	WESTSIDE COMM SVCS CTR		x					
232	WINNING OUR WORLD		x					
233	WISE SENIOR SERVICES		x					

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1	<b>PY2010 LIEE and CARE Annual Report</b> <b>CARE Table 7</b> <b>Capitation Contractors</b> <b>Southern California Edison</b>							
2	Contractor Name <sup>[1]</sup>	Contractor Type (Check one or more if applicable)				Enrollments <sup>[2]</sup>		
3		Private	CBO	WMDVBE	LIHEAP	Rural	Urban	Total
234	WORLD HARVEST FELLOWSHIP MINIS		x					
235	WRAP FAMILY SERVICES		x					
236	YOUTH EMPL SVC - HARBOR AREA		x					
237	YWCA INTERVALE SENIOR SERVICES		x					
238	<b>TOTAL</b>					-	-	-
239								
240	<sup>[1]</sup> All capitation contractors with current contracts are listed regardless of whether they have signed up customers or submitted invoices this year.							
241	<sup>[2]</sup> Numbers reflect customers that have been placed on the rate YTD. Capitation payments may lag by a month or more depending on when SCE is invoiced by the contractors.							

	A	B	C	D	E	F	G	H
1	<b>PY2010 LIEE and CARE Annual Report</b> <b>CARE Table 8</b> <b>Participants Per Month</b> <b>Southern California Edison</b>							
2	<b>2010</b>	<b>Gas and Electric</b>	<b>Gas Only</b>	<b>Electric Only</b>	<b>Total</b>	<b>Eligible Households</b>	<b>Penetration</b>	<b>% Change <sup>[1]</sup></b>
3	<b>January</b>			1,246,541	1,246,541	1,419,787	88%	1%
4	<b>February</b>			1,264,975	1,264,975	1,419,787	89%	1%
5	<b>March</b>			1,281,934	1,281,934	1,419,787	90%	1%
6	<b>April</b>			1,299,469	1,299,469	1,425,513	91%	1%
7	<b>May</b>			1,311,824	1,311,824	1,425,513	92%	1%
8	<b>June</b>			1,324,750	1,324,750	1,425,513	93%	1%
9	<b>July</b>			1,335,968	1,335,968	1,424,145	94%	1%
10	<b>August</b>			1,346,971	1,346,971	1,424,145	95%	1%
11	<b>September</b>			1,354,958	1,354,958	1,424,145	95%	0%
12	<b>October</b>			1,365,596	1,365,596	1,426,059	96%	1%
13	<b>November</b>			1,380,670	1,380,670	1,426,059	97%	0%
14	<b>December</b>			1,381,109	1,381,109	1,426,059	97%	0%
15	<b>Total for 2010</b>			1,381,109	1,381,109	1,426,059	97%	
16								
17	<sup>[1]</sup> In 2009, SCE did not experience any monthly variances of 5% or more in the number of participants.							

	A	B	C	D
1	<b>PY2010 LIEE and CARE Annual Report CARE Table 9 Average Monthly Usage and Bill Southern California Edison</b>			
2	<b>Average Monthly Gas / Electric Usage</b>			
3	<b>Residential Non-CARE vs. CARE Customers <sup>[1]</sup></b>			
4		Gas Therms	Gas Therms	Gas Therms
5	Customer	Tier 1*	Tier 2**	Total
6	Non-CARE	94	9	103
7	CARE	16	2	18
8		Electric KWh	Electric KWh	Electric KWh
9	Customer	Tier 1*	Tier 2**	Total
10	Non-CARE	306	266	571
11	CARE	318	178	496
12				
13	Notes:			
14	<sup>[1]</sup> Excludes master-meter usage or D-CARE-E.			
15	* - Baseline			
16	** - Non-baseline			
17				
18				
19	<b>Average Monthly Gas / Electric Bill</b>			
20	<b>Residential Non-CARE vs. CARE Customers <sup>[1]</sup></b>			
21	(Dollars per Customer)			
22	Customer	Gas	Electric	
23	Non-CARE	\$65.78	\$98.81	
24	CARE [2]	\$50.31	\$55.31	
25				
26	Notes:			
27	<sup>[1]</sup> Excludes master-meter usage or D-CARE-E.			



	A	B	C	D	E	F
1	<b>PY2010 LIEE and CARE Annual Report</b>					
	<b>CARE Table 10</b>					
	<b>CARE Surcharge &amp; Revenue</b>					
	<b>Southern California Edison</b>					
2	<b>Electric</b>					
3	<b>CARE Surcharge and Revenue Collected by Customer Class</b>					
4	Customer Class	Average Monthly		CARE Surcharge As Percent Of Bill	Total CARE Surcharge Revenue Collected	Percentage Of CARE Surcharge Revenue
5		CARE Surcharge	Monthly Bill			
6	Residential <sup>[1]</sup>	\$ 5,159,109	\$ 373,100,055	1.4%	\$ 61,909,311	28.2%
7	Commercial	\$ 312,436	\$ 14,164,174	2.2%	\$ 3,749,231	1.7%
8	Agricultural	\$ 9,591,423	\$ 422,070,736	2.3%	\$ 115,097,074	52.5%
9	Large/Indust	\$ 2,040,530	\$ 61,082,449	3.3%	\$ 24,486,356	11.2%
10	Totals	\$ 17,103,498	\$ 870,417,414	2.0%	\$ 205,241,972	93.6%
11						
12	<sup>[1]</sup> Excludes CARE customers					
13						
14						
15	<b>GAS</b>					
16	<b>CARE Surcharge and Revenue Collected by Customer Class</b>					
17	Customer Class	Average Monthly		CARE Surcharge As Percent Of Bill	Total CARE Surcharge Revenue Collected	Percentage Of CARE Surcharge Revenue
18		CARE Surcharge	Monthly Bill			
19	Residential					
20	Commercial					
21	Natural Gas Vehicle					
22	Industrial <sup>[2]</sup>					
23						
24	<sup>[2]</sup> Industrial includes both G-NT(D) and G-NT(T) and is net of volumes qualifying for G-COG.					

	A	B	C	D	E	F
1	<b>PY2010 LIEE and CARE Annual Report CARE Table 11 CARE Capitation Applications Southern California Edison</b>					
2	Entity <sup>[1]</sup>	Total Received	Approved	Denied	Pending/ Never Completed	Duplicate
3	ACCESS CALIFORNIA SERVICES	1	-	-		
4	ALPHA ENTERPRISE	3	1	1		
5	ALTAMED HEALTH SVCS CORP	1	1			
6	APAC SERVICE CENTER	348	229	18		-
7	ASIAN AMERICAN RESOURCE CENTER	29	10	2		
8	BELL GARDENS CHAMBER	5				
9	BEST BUY STORES LP (103)	1	-	-		
10	BEST BUY STORES LP (1018)	12	9			
11	BEST BUY STORES LP (102)	18	8	1		
12	BEST BUY STORES LP (111)	16	8	5		
13	BEST BUY STORES LP (119)	3	3			
14	BEST BUY STORES LP (1782)	4	3			
15	BURGERS INC DBA ENERGY SAVE	24,103	21,911	1,100		4
16	C.O.R. COMM DEVELOPMENT CORP	19	8	1		
17	CAP OF SAN BERNARDINO CTY	432	390	2		
18	CATHEDRAL OF PRAISE	9	3	1		
19	CATHOLIC CHARITIES GOOD NEWS	1				
20	CATHOLIC CHARITIES OF LA INC	28	8	1		
21	CB INVESTMENTS	1	1	-		
22	CHARO COMMUNITY DEVELOPMENT CO	1	1			
23	CHINESE CHRISTIAN HERALD CRUS.	30	17	3		
24	CHRIST UNITY CENTER	3	-	2		
25	CITIHOUSING REAL ESTATE SERVIC	1	-	-		
26	CITY OF BEAUMONT SENIOR CENTER	3	1			
27	CITY OF REFUGE RESCUE OUTREACH	1		1		
28	COMM ACTION OF VENTURA COUNTY	77	49	7		
29	COMM ACTION PARTNERSHIP OF OC	106	61	7		1
30	COMM CENTER AT TIERRA DEL SOL	15	6	2		
31	COMMUNITY PANTRY	40	23	4		
32	COMMUNITY SETTLEMENT ASSOC	2	1	1		
33	CRISIS MINISTRY CHURCH OF VLY	31	16	6		
34	EL CONCILIO DEL CONDADO DE	11	7	2		
35	ENERGY CONSERV CONSULTANTS INC	1,108	992	4		
36	FAITH GRACE CHINESE CHURCH	2	1	-		
37	FAMILY SVC ASSOC - REDLANDS	18	9	2		
38	FAMILY SVC ASSOC - W RIVERSIDE	1	1	-		
39	FOUNDATION FOR COMM & FAM HLTH	16	7	1		
40	GOD PROVIDES MINISTRY, INC	9	5	1		
41	GOLD STAR MEDIA GROUP	3	2	-		
42	GOODWILL OF ORANGE COUNTY CA	3	-	-		
43	HEART OF COMPASSION	21	4	6		1
44	HELP OF OJAI, INC.	4	2			
45	HOLLON MARKETING SYSTEMS	56	24	5		
46	HUMAN SERVICES ASSOCIATION	1	1			
47	KERNVILLE UNION SCHOOL DISTRIC	5	2			
48	KINGS CO HOUSING AUTHORITY	18	11	2		
49	KINGS COMMUNITY ACTION ORG	8	5	1		
50	KOREAN CHURCHES COMM DEV - KCCD	3	1			
51	LA COUNTY HOUSING AUTHORITY	48	27	13		

	A	B	C	D	E	F
1	<b>PY2010 LIEE and CARE Annual Report</b> <b>CARE Table 11</b> <b>CARE Capitation Applications</b> <b>Southern California Edison</b>					
2	Entity <sup>[1]</sup>	Total Received	Approved	Denied	Pending/ Never Completed	Duplicate
52	LEAP THROUGH THE FIRE FTH MIN	1	1	-		
53	LIBERTY TAX SERVICE	1,493	1,457	8		
54	LIGHTHOUSE LEARNING RES CTR	10	5	1		
55	LOS ANGELES URBAN LEAGUE	2	1	1		
56	MERCY MINISTRY	46	31	2		1
57	MEXICAN AMERICAN OPPORTUNITY	6	1	2		1
58	MONTEBELLO HOUSING DEVELOPMENT	3	1	2		
59	MTN COMMUNITIES HEALTHY START	1	1			
60	NEW HORIZONS CAREGIVERS GROUP	5	5			
61	OCCC	46	31	2		
62	OPERATION GRACE	1	1			
63	OUR COMMUNITY WORKS	36	35			
64	PACIFIC ISLANDER HLTH (PIHP)	5	3	2		
65	PIONEER FINANCIAL GROUP CORP	1	1			
66	POMONA MINISTRY OF ECONOMICS	56	42	3		
67	PROTEUS, INC.	290	88	64		1
68	QUINN COMMUNITY OUTREACH CORP	2		1		
69	REACH OUT 29	5	1			
70	RIVERSIDE DEPT COMM ACTION	134	32	41		
71	SALVATION ARMY SANTE FE SPGS	166	49	33		
72	SAMARITAN'S HELPING HAND	44	38	2		
73	SANTA ANA FAMILY SERVICE	7	5			
74	SEARCH TO INVOLVE FILIPINO	1	1			
75	S COAST CHINESE CULTURAL ASSOC	1	1			
76	SMILES FOR SENIORS FOUND.	2				
77	SO. ANTELOPE VLY EMERGENCY SVC	1	1	-		
78	SOUTHEAST COMMUNITY DEVELOPMEN	13	10	1		
79	SOWING SEEDS OF LIFE	12	3	1		
80	SPECIAL SVC FOR GROUPS	1	1			
81	SPECIAL SVC FOR GROUPS - TCSC	3				
82	ST FRANCIS MEDICAL CTR HEALTH	1				
83	TODEC LEGAL CENTER, INC.	1	-	1		
84	UNITED CAMBODIAN COMMUNITY INC	2	1			
85	VENTURA CITY HOUSING AUTHORITY	2	1			
86	VICTOR VALLEY COMM SVC COUNCIL	5	3			
87	WBC Enterprises, LLC	115	35	43		
88	WRAP FAMILY SERVICES	1				
89	<b>Grand Total</b>	<b>29,200</b>	<b>25,755</b>	<b>1,412</b>		<b>9</b>
90						
91	<sup>[1]</sup> Includes all entities with activity in 2009					

	A	B	C	D	E	F	G
1	<b>PY2010 LIEE and CARE Annual Report</b>						
2	<b>CARE Table 12</b>						
3	<b>CARE Expansion Program</b>						
4	Participating Facilities by Month (Gas)			Participating Facilities by Month (Electric)			
5	2010	CARE Residential Facilities	CARE Commercial Facilities	Total Facilities	CARE Residential Facilities	CARE Commercial Facilities	Total Facilities
6	January				357	157	514
7	February				355	160	515
8	March				354	162	516
9	April				361	163	524
10	May				360	163	523
11	June				360	163	523
12	July				358	163	521
13	August				343	140	483
14	September				353	155	508
15	October				358	163	521
16	November				359	168	527
17	December				376	173	549
18							
19	<b>CARE Expansion Program</b>						
20	Average Monthly Gas / Electric Usage <sup>[1]</sup>						
21		Gas	Electric				
22	Customer	Therms	KWh				
23	Residential Facilities	N/A	797				
24	Commercial Facilities	N/A	13,559				
25							
26	<sup>[1]</sup> Excludes master meter usage.						
27							
28							
29	<b>CARE Expansion Program</b>						
30	CARE Expansion Self-Certification and Self-Recertification Applications						
31		Received	Approved	Denied <sup>[2]</sup>	Pending/Never Completed	Duplicates	
32	Total	505,823	379,853	38,764	-	91,519	
33	Percentage	-	75.10%	7.70%		18.10%	
34							
35	<sup>[2]</sup> Denied Applications are defined as: Closed Accounts						

	A	B	C	D	E
1	<b>PY2010 LIEE and CARE Annual Report</b>				
	<b>CARE Table 13</b>				
	<b>CARE Fundshifting</b>				
	<b>Southern California Edison</b>				
2	<b>CARE Program Fund Shifting by Category in Program Year 2010</b>				
3	<b>CARE Budget Categories:</b>	<b>Total Authorized</b>	<b>Total Shifted<sup>[1]</sup></b>	<b>% of Authorized Total</b>	<b>Shifted to/from?</b>
4	Outreach (includes automatic enrollment)	\$ 2,230,000	\$ 113,311	5%	From General Administration
5	Processing, Certification, and Verification	\$ 875,000			
6	Information Tech./Programming	\$ 1,000,000	\$ 43,950	4%	From General Administration
7	Pilots				
8	Measurement and Evaluation	\$ 56,000	\$ 71,138	127%	From General Administration
9	Regulatory Compliance	\$ 140,000	\$ 15,356	11%	From General Administration
10	General Administration	\$ 905,000	\$ (243,755)	-27%	To Outreach Information Technology/Programming Measurement and Evaluation Regulatory Compliance To To
11	CPUC Energy Division Staff	\$ 206,000			
12					
13	Total Expenses	\$ 5,412,000			
14	Subsidies and benefits	\$ 207,900,000			
15					
16	Total Program Costs and Discounts <sup>[2]</sup>	\$ 213,312,000	\$ -		
17					
18	<sup>[1]</sup> Please report this number in standard accounting format, with negative amounts displayed in parentheses (\$xx,xxx.xx).				
19					
20					

**Appendix D**

**Temporary Energy Assistance for Families (TEAF)**

R-4327

April 22, 2010

Pursuant to Resolution 4327 Ordering Paragraph 11, SCE shall file a separate report alongside their 2010 CARE/LIEE annual report by May 1, 2011 detailing the results of the CARE/TANF program.

SCE worked closely with the Division of Ratepayer Advocates, The Salvation Army, PG&E and the Sempra Utilities to create a uniform statewide CARE/TANF program called the Temporary Energy Assistance for Families (TEAF). The state of California contracted on behalf of individual counties to ensure all qualified Investor Owned Utility customers were eligible to participate. The program utilized 80% funding from the Federal Stimulus Funds as part of the Temporary Assistance for Needy Families (TANF) program combined with 20% funding from SCE's California Alternate Rates for Energy (CARE) Balancing Account. SCE's TEAF program began August 25, 2010 and ran through September 21, 2010 in order to process applications by the Federal funding deadline of September 30, 2010. The following questions are addressed per Ordering Paragraph 11.

1. Total amount of payment assistance provided to customers by the TANF.
  - The total amount of direct payment assistance provided to SCE customers through the TEAF program was \$855,234.
2. Leveraging Program, separated by TANF Emergency Funds and total ratepayer funds.
  - The TEAF program was funded by 80% Federal Stimulus Funds from the TANF program and 20% funding from SCE's CARE Balancing Account. As SCE customers received \$855,234 in direct assistance, the breakdown of the funding was that \$684,187 came from TANF and the remaining \$171,047 came from SCE's CARE Balancing Account. Administrative fees of 15% were paid in addition to these amounts and are noted below in the response to question 4.
3. Total number of customers assisted through the TANF Leveraging Program.
  - The TEAF program provided assistance to 3,301 SCE customers.
4. A breakdown of ratepayer funds used for the TANF Leveraging Program separated into administrative or program expenses and direct distributions by county, including a qualitative explanation of reasonable and justified administrative or program funds spent.

- The TEAF contract with The Salvation Army provided for administrative fees of 15%. As SCE's customers received \$855,234 in assistance, The Salvation Army earned \$128,285 in administrative fees of which \$25,657 was funded by SCE's CARE Balancing Account and the remaining \$102,628 was funded by the Federal TANF program. As noted in Question 2, SCE's customers received \$855,234 in direct assistance, the breakdown of the funding was that \$684,187 came from TANF and the remaining \$171,047 came from SCE's CARE Balancing Account. Because the State contracted on behalf of Counties to provide a uniform program, all TANF matching program funds were paid directly to Salvation Army who in turn processed payments for customers approved for assistance.
5. Total applications successfully processed by the third party administrator and total reimbursement amount paid by each participating county through the TANF Emergency Funds.
    - The Salvation Army successfully processed 3,301 TEAF applications for SCE customers. As the State contracted on behalf of counties, TEAF was offered throughout the state without exclusion.
  6. Amount of any unspent ratepayer funds remaining at the conclusion of the TANF Leveraging Program, currently projected to end on September 30, 2010, to be returned to the CARE balancing account.
    - Resolution 4327 approved SCE to use up to \$2 million from the CARE Balancing Account. Because the TEAF program ran for just 5 weeks, only \$196,704 was funded by the CARE Balancing Account, leaving \$1,803,296 of approved funding in the CARE Balancing Account.