



October 21, 2013

Stephen St. Marie
Chief of Staff to Commissioner John Bohn
California Public Utilities Commission
505 Van Ness Avenue, 5201
San Francisco, CA 94102
SENT VIA EMAIL

Marzia Zafar
Director, Policy and Planning Division
California Public Utilities Commission
505 Van Ness Avenue
San Francisco, CA 94102

Living Pilot Submission for November 6th Symposium

Dear Mr. St. Marie and Ms. Zafar,

Both the National Asian American Coalition (NAAC) and Christ Our Redeemer (COR) African Methodist Episcopal Church in Irvine, California will be actively participating in the November 6th living pilot symposium. We will be speaking for our organizations and a number of other groups in the Edison service area and in the Sempra service area who will be affected by the initial decision and/or by broadening the area to beyond 25 miles of San Onofre.

Please submit this to assigned Commissioner Florio and to Commissioner Peterman, both of whom we have discussed some aspects of the living symposium with at meetings on October 1st and October 18th. In addition, please provide this to President Peevey and Commissioners Sandoval and Ferron.

COR will be speaking for its church, the largest Black church in Orange County (3,000 members), the 5,000 Black AME churches it represents across the nation, the Orange County Interdenominational Ministerial Council and the Jesse Miranda Center for Hispanic Leadership that coordinates the activities for the largest Hispanic evangelical churches in Orange County and in Southern California.

The NAAC will be speaking for a broad range of Asian American groups within the Edison and Sempra territories, including many who testified at the October 1st San Diego San Onofre hearing. The NAAC will also be testifying for three organizations that participated at the October 1st hearings from the Black and Latino communities. This includes the San Diego County Interdenominational Ministerial Alliance, Cornerstone Church of San Diego, Turning the Hearts Center and the King-Chavez Charter Schools.

Target Population

The ultimate target area is Edison's entire service area and eventually all those affected by the closing of the San Onofre nuclear generating station, including those in Sempra territory.



Our program is intended first to serve the affected area identified as Irvine and portions of Santa Ana, Tustin and Newport Beach known as Johanna and Santiago, which cover portions of Orange County.

We estimate that 60% of the Edison service area affected are minorities. They will be severely affected by the closing of the San Onofre Nuclear Generating Station (SONGS). To help address the gap in generating capacity that was created by the SONGS shutdown and from the expected closing of the OTC generating facilities, the leadership from the undersigned groups propose a 10-month education and outreach campaign to ensure a well-informed public in the debate relating to the future of energy usage in Southern California and, mostly importantly, to provide ratepayers who live paycheck-to-paycheck, the reliable coverage they deserve at affordable rates. It is precisely those families who live paycheck-to-paycheck that need to understand their usage in order to set reliable and affordable estimates.

The Ecumenical Center for Black Church Studies, Christ Our Redeemer AME Church of Irvine, the National Asian American Coalition, the Jesse Miranda Center for Hispanic Leadership, and the Los Angeles Latino Chamber of Commerce have proven experience in outreach to minority and hard-to-reach ratepayers. The leaders of the groups are trusted community leaders who have a track record of communicating highly complex and often unknown consumer programs to thousands of congregation members and constituents at each of their events and sermons.

Scope of Work

- The program will be multilingual. The National Asian American Coalition has a diverse board of directors and staff that can speak Vietnamese, Cambodian, Tagalog, Mandarin and Burmese. The NAAC has worked with over 9,000 homeowners in California and delivered extensive financial literacy and long-term financial coaching to new immigrant homeowners. In addition, the Jesse Miranda Center for Hispanic Studies, led by Pastor Fernando Tamara, is a Latino think tank for NHCLC that simplifies complex research through 25,000 Hispanic evangelical churches. These churches serve over 15 million Hispanics. This manner of simplified messaging, delivered by trusted faith and non-profit leaders, leads to greater penetration among hard-to-reach communities.
- See attachment from COR relating to some of their outreach efforts that will make this program successful.
- The program will be complemented by extensive announcements from the pastors in the presence of key Edison personnel at the Sunday church sermons. This will encourage credible, trustworthy word of mouth outreach to the community, which is particularly vital among new immigrants with language and cultural barriers. These communities require materials to be delivered by trusted community leaders in their preferred native language over impersonal and passive mailers and bill inserts. Pastor Mark Whitlock, Senior Minister of Christ Our Redeemer AME Church of Irvine, with a congregation of 3,000 members weekly, and present Edison



partner, can eventually expand his efforts to all of the Black churches in Edison's service territory through the Orange County Interdenominational Ecumenical Council, as well as the San Diego Interdenominational Ministerial Alliance, which collectively draws more than 50 pastors representing a congregation of more than 50,000. We can also consider bringing in CPUC Commissioners and possibly the Division of Ratepayer Advocates to discuss key changes for ratepayers due to the closing of SONGS and the expected closure of the OTC generating facilities.

- The program will target low and moderate income families. The NAAC's home counselors, who have significantly high success rates when it comes to helping homeowners in distress and prospective low-moderate income homeowners, have increased CARE penetration rates by incorporating CARE and FERA outreach into their counseling session, and financial literacy training. COR and the other ministerial groups have similar successful experiences.
- The program should include extensive paid ethnic media. This could work synergistically with our securing free front-page interviews with key minority leaders and Edison personnel. Promotional spots should be placed in key minority radio stations and television channels, as well as in print and online. For instance, Sound of Hope radio, an independent non-profit station that draws 650,000 Chinese American listeners, could interview Edison regarding the need for preferred resource allocation in the post-nuclear era. Alternatively, our coordinated minority, Black, Latino and Asian American media could interview CPUC Commissioners, ORA Director Joe Como, TURN and various church and non-profit leaders.

Workshops

The program will include special workshops, including 24 pilot workshops. The NAAC and COR have a history of incorporating energy outreach and education in their micro-technical assistance and homeowner assistance programs. COR Senior Minister Mark Whitlock has unique energy experience since he has been a long-term member of Edison's Consumer Advisory Council.

Cost

The costs have to be weighed in the context of the crisis and the long-term savings to all ratepayers, particularly those who live paycheck-to-paycheck. They also must be weighed in the context of achieving our renewable goals. That is, if we increase energy conservation by up to 25% for all, our renewable goals can be achieved and future costs will be reduced so that Edison will not be required to secure high cost alternatives.



Warm regards,

/s/ Faith Bautista
Faith Bautista
President and CEO
National Asian American Coalition

/s/ Rev. Everett Bell
Rev. Everett Bell
Director
COR Community Development Corporation

Cc Commissioners Florio, Peterman, Sandoval and Ferron and President Peevey