

# 2012 – 2014 Low Income Application Public Workshop

January 19, 2011  
Downey, CA



# Background – ~~IEEE~~ Energy Savings Assistance (ESA) Program

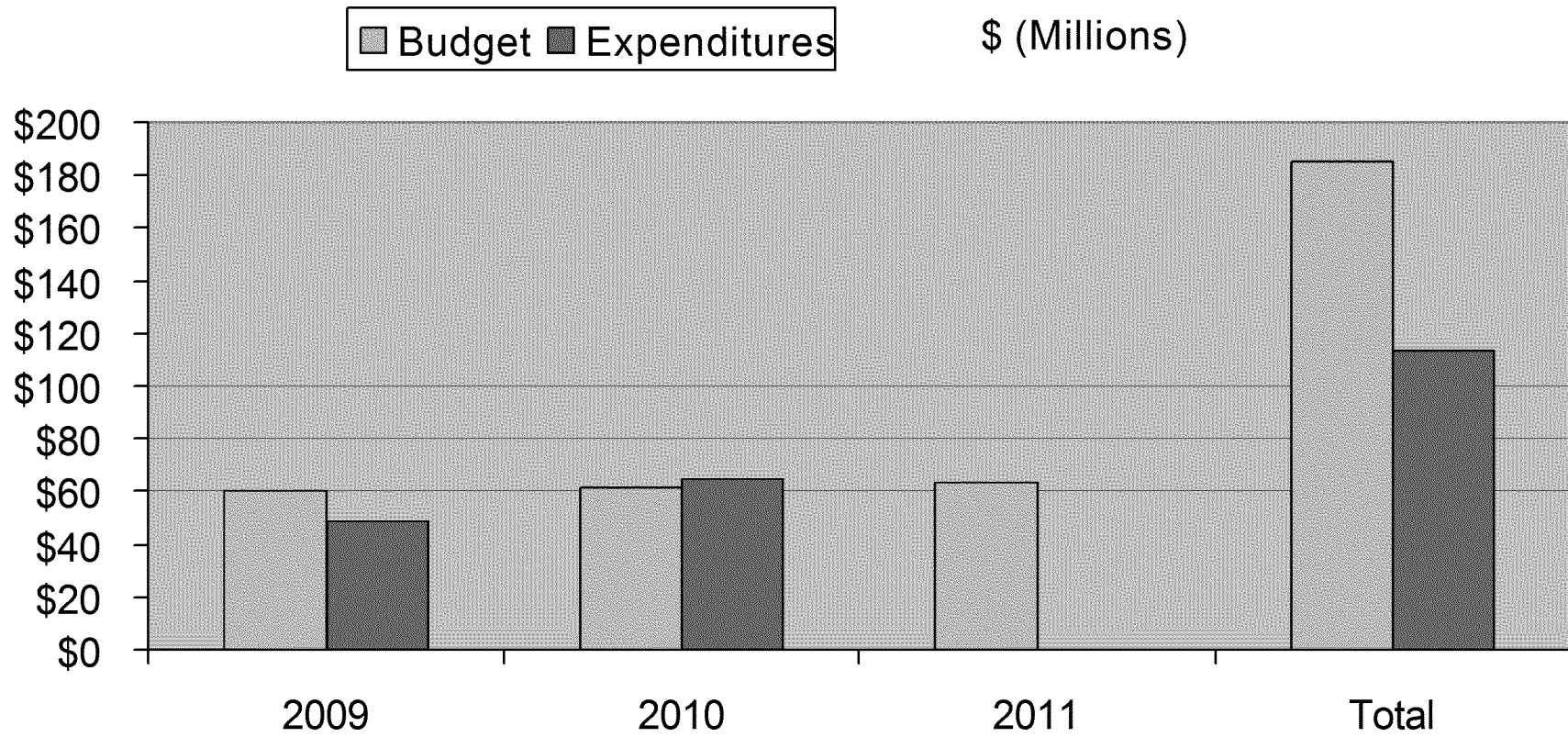
SCE is focused on delivery and installation of appliances for all customers, and weatherization and heating measures in homes heated with electricity

Eligible measures include but are not limited to:

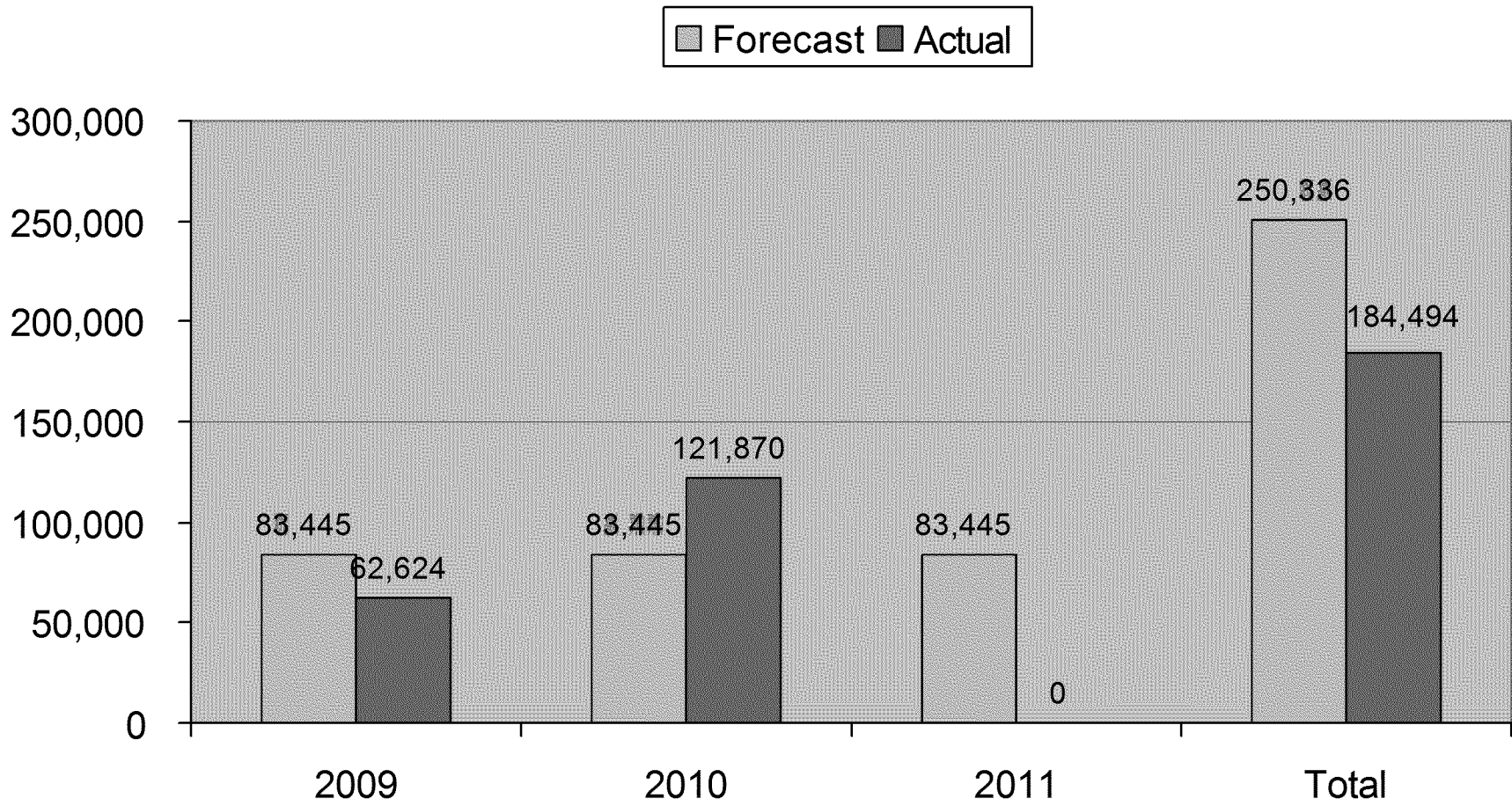
- Air Conditioner Replacements
- Evaporative Coolers
- CFLs and Torchieres
- Refrigerators
- Pool Pumps

SCE is on its way to meeting the Commission's goal that all eligible customers receive the opportunity to participate in ESA by 2020 and is on track to treat 25% of these homes in this program cycle

# SCE's ESA Budget & Expenditures



# SCE's ESA Homes Treated



# Background – CARE

SCE is focused on enrolling all eligible customers who are willing to participate in CARE

SCE is reaching customers through:

- Effective CBO Outreach
- Effective and timely communications with customers
- Integration with ESA and other SCE programs
- On-line enrollment over the telephone

SCE currently exceeds the Commission's aspirational goal of 90% CARE penetration (SCE currently at 97%)

# Looking Ahead

## ESA and CARE

- New Measures?
  - Whole House Fans
  - Interior Hard Wired Fixtures
- Energy Education
  - Leverage the installation of Smart Meters to achieve ongoing energy education
- Efficiency
  - Reduce paperwork to streamline service delivery and increase efficiency
- Coordination/Integration/Leveraging
  - Participation of customers in joint utility service area of SCG/SCE
  - Leveraging and coordination opportunities with LIHEAP

# Looking Ahead

## ESA and CARE

- Hard to Reach Customers
  - Employ niche strategies to reach customers not currently participating in CARE/ESA
- Outreach and Marketing
  - Leverage statewide ME&O with local marketing and outreach to increase customer awareness and participation
- Cost Effectiveness
  - Should cost-effectiveness be at the measure or portfolio level?

# Looking Ahead

We expect to file an application with the Commission in May 2011 to receive authorization to operate our ESA, CARE and Cool Center programs in 2012 - 2014, and perhaps 2015

We are here today to receive your input

You are the experts who help deliver these programs in a successful manner!