



# **Southern California Edison**

## **Economic Assistance Programs**

### **For Income Qualified Customers**

U.S. Department of Housing and Urban Development  
New Foundations for Community-based Energy Efficiency  
June 17, 2009



# Income Guidelines

## Income Qualified Programs

### Low-Income Energy Efficiency (LIEE)

- SCE's LIEE Program, known as the **Energy Management Assistance (EMA)** Program Offers low-income customers a variety of free energy efficiency services to help reduce their energy costs

### California Alternative Rates for Energy (CARE)

- Provides a 20% or more discount on your electric bill – every month for income qualified customers.

### Family Electric Rate Assistance (FERA)

- Provides a discount to qualified households of 3 or more that exceed their baseline electricity usage by over 30%.

<b>Income Qualified Programs Maximum Household Income Effective 6/1/2009 – 5/31/2010</b>		
<b>Persons in Household</b>	<b>CARE / LIEE</b>	<b>FERA</b>
<b>1 or 2</b>	<b>\$30,500</b>	<b>N/A</b>
<b>3</b>	<b>\$35,800</b>	<b>\$35,801 - \$44,800</b>
<b>4</b>	<b>\$43,200</b>	<b>\$43,201 - \$54,000</b>
<b>5</b>	<b>\$50,600</b>	<b>\$50,601 - \$63,200</b>
<b>For Each Additional Person Add</b>	<b>\$7,400</b>	<b>\$7,400 - \$9,200</b>



**CARE/FERA**

# Rate Discount Programs - Overview

## **CARE (California Alternative Rates for Energy)**

- Established by legislative statute in 1989 to help provide financial relief to residential customers with limited income.
- CARE provides a 20% discount to those customers meeting the basic income and household size qualifications.
  - Current income and household size qualifications are based upon 200% of the Federal Poverty Guidelines.

## **FERA (Family Electric Rate Assistance)**

- Established by the CPUC in June 2004 to make it easier for lower-middle income residential customers to afford their basic energy needs.
- Under FERA customers are charged Tier 2 rates for Tier 3 usage.
  - Current income and household size qualifications start with a family size of three with incomes over 200% and not more than 250% of the Federal Poverty Guidelines

# CARE – Key Facts

- Estimated Eligible CARE Customers 1,383,000
- Number of CARE Customers enrolled 1,161,348 (84%)
- In 2008 SCE increased CARE enrollment by 80,408 over 2007
- 56,792 net CARE enrollment increase in 2009 (thru April)
- 35,000 increase over last two months (March/April)

# Who is Eligible for CARE/FERA

## Eligible customers

- Individually-metered
- Sub-metered tenants (apartments, mobile homes, RV parks)
- Non-Profit Group living facilities
- Agricultural employee housing

Categorical eligibility for the CARE program was implemented in 2007.

- Customers enrolled in MediCal, WIC, TANF, Healthy Families, or Food Stamps
- In 2009, expanded to include Tribal TANF, SSI, National School Free Lunch Program, Bureau of Indian Affairs General Assistance, and Tribal Head Start

## Automatic Enrollment

- Data sharing with SoCalGas/SWG, HEAP, and EMA

# Its Easy to Sign Up

- Customers apply for CARE by completing an SCE-provided CARE application and self-certifying their household income
- Customers also complete applications with the assistance of third-party contractors working under CARE Capitation program
- To reach out to non-English speaking customers, SCE's primary application is translated into Cambodian, Chinese, Korean, Spanish, and Vietnamese
- On November 15, 2007, CARE Program Management implemented "real-time" online CARE and FERA enrollment and recertification applications in English, Spanish, Chinese, Korean, and Vietnamese
  - Large-font capability also implemented with the "real-time" online applications.

# Real Time Enrollment

Internet enrollment allows customers to receive the CARE discount immediately without delay

79,000 customers enrolled On-Line in 2008

The screenshot displays the SCE.com website interface. At the top, the logo for Southern California Edison (SCE) is visible, along with navigation links for Home, About SCE, Outage Center, Contact Us, and My Account. A search bar is located in the top right corner. Below the navigation bar, there are tabs for Residential, Business, Customer Service, Environment, Community, Safety, and Edison International. The main content area is titled "Income Qualified Programs - CARE/FERA Rate Programs" and includes a sub-header "CARE / FERA Rate Programs". A photograph of a smiling family is featured on the left side of the main content area. To the right of the photo, there is a promotional banner for "Save ENERGY, MONEY and the ENVIRONMENT" and a "TAKE THE HOME ENERGY EFFICIENCY SURVEY" button. Below the photo, there is a paragraph of text explaining the CARE program and a "SIGN UP NOW" button. On the right side of the page, there are several utility links: "View Status", "Re-Certification", and "Large Font References (PDFs)". A green arrow points from the text on the left to the "SIGN UP NOW" button.

# How We Work Together To Get Results - Community Partnerships

Partnering with more than 17 EMA agencies, 175 CARE Capitation Agencies & 80 EAF Agencies to conduct outreach events.



**BOYS & GIRLS CLUB**  
OF WEST SAN GABRIEL VALLEY



**Meals on Wheels West**  
SERVING SANTA MONICA, MALIBU, PACIFIC PALISADES, and TOPANGA  
*Delivering Smiles a Meal at a Time*



# We Work With Over 175 Agencies (Examples)

## Ethnic Based Groups

- Asian American Resource Center
- Mexican American Opportunity Foundation
- United Cambodian Community Inc.
- Black Chamber of Commerce of Orange County

## Senior Organizations

- Santa Clarita Valley Committee on Aging
- Kings County Commission on Aging
- Cove Communities Senior Association (Palm Desert)

## Faith-Based Organizations

- Catholic Charities – L.A./Orange/San Bernardino Counties
- Pomona Inland Valley Council of Churches
- Korean Churches for Community Development

## Community-Based Organizations

- CHARO Community Development Corporation
- Boys and Girls Club of San Gabriel Valley
- Southeast Rio Vista Family YMCA

# We Work With Over 175 Agencies (Examples)

## Local Government

- Housing Authority of the County of Los Angeles
- Kernville Union School District
- County of Riverside Dept. of Community Action

## Disabled Organizations

- Disabled Resources Center Inc.
- Access California
- Regional Occupation Center

## Non-Profit Organizations

- The Green Team (Lucern Valley)
- Salvation Army
- Los Serranos Elementary PTA
- Goodwill Industries

## Other Entities

- Burgers Inc. (outreach specialist)
- Liberty Tax Service
- Hollom Marketing Systems

# We Partner with Social Services

Leverage partnerships with community assistance agencies, social service agencies, public health agencies and other human service providers to provide material and training to agencies and their clients.

Outreach channels include:

Agency Newsletters

- Provide information about programs and services

Centers/Agencies

- Provide CARE brochures, economic assistance fact sheets and video presentations

Web sites

- Information on agency Web sites
- Link on agency Web site to SCE web site

Training

- Agency personnel training
- Provide folder of all information, collateral material, applications, etc

# Traditional Outreach

- Partnership with LA County Section 8 and Public Housing
- Partnership with Goodwill Industries and Salvation Army
- Targeted direct mail campaigns
- Pennysaver
- Utility Call Centers
- Annual bill inserts and quarterly bill messages
- CARE/FERA ads in key faith-based communication publications
- CARE/EMA direct internet links from faith-based sites to SCE's online CARE/FERA applications and EMA information pages

# CARE Capitation Fee Program

- Outreach and Referral
  - SCE supports Capitation agencies thru:
    - Co-Sponsorship at outreach events
    - Event promotional items, brochure holders, event posters
    - Collateral materials in various languages and for special needs customers
    - Quarterly training, newsletter, sharing best practices, online applications, dedicated CARE Capitation website, etc
- Application Tracking
  - Each CBO is given a unique 8-digit identifying number that is placed on each CARE application sent to SCE or submitted through SCE's online applications for processing

# How to Become a Capitation Agency

- On May 7, 2001, the CPUC authorized the *Capitation Fee Program*.
  - Organizations can receive up to \$15 for each approved CARE or FERA application received
- Each organization submits a CARE Capitation Organizational Application and IRS W-9 Form
  - Agency then signs a CARE Capitation Agreement formalizing its participation in the program
- Payments and Reporting
  - CBOs are mailed a monthly summary report detailing CARE applications received, applications approved, applications rejected, and applications used for recertification
  - Payment is made monthly to Agencies via an automated Accounts Payable Interface file

# CARE Outreach Made Easy

***CBO's and FBO's can easily sign on as a Capitation Program***

The screenshot shows the Southern California Edison (SCE) website. At the top, the logo for Southern California Edison, an Edison International Company, is displayed. Navigation links include Home, About SCE, Outage Center, Contact Us, and My Account. A search bar is present with a 'GO' button. Below the navigation is a menu with categories: Residential, Business, Customer Service, Environment, Community, Safety, and Edison International. The breadcrumb trail reads: Home > Residential > Income Qualified Programs > CARE/FERA Rate Programs. The main heading is 'Income Qualified Programs - CARE/FERA Rate Programs'. Below this is a sub-heading 'CARE/FERA Program Capitation Fee Project'. The main text states: 'Southern California Edison Company (SCE) is pleased to announce the availability of the Capitation Fee Project to increase customer participation in SCE's California Alternate Rates for Energy and Family Electric Rate Assistance (CARE/FERA) Programs.' To the right, under 'Project Handouts (PDFs)', there are three links: 'Capitation Agency Resource Exposé', 'How To Use the Web to Enroll Customers on CARE/FERA', and 'Frequently Asked Questions for Capitation Agencies'. On the left side of the page, there is a 'SCE.com Log In' section with fields for 'User Name:' and 'Password:', a 'Remember Me' checkbox, and a 'LOG IN' button. Below the login section is a 'Forgot your password?' link and a 'New user? Learn more | Register' link. A vertical sidebar on the left contains a list of links: 'Rebates & Savings', 'Residential Rates', 'Income Qualified Programs', 'CARE/FERA Rate Programs', and 'CARE/FERA Program Capitation Fee Project'.



# Capitation Agencies Hit New Heights

- 2007 Year-end Capitation enrollment was at 2,144 with expenditures of \$25,931
- 2008 Year-end Capitation enrollment was at 57,300 with expenditures at \$854,028
- CBO/FBO sign-ups and pay outs in January hit all time high of 8,300 customers with more than \$124,000 paid out to Capitation agencies
- Jan/Feb 2009 Capitation enrollment is at 14,191 with expenditures at \$212,146



# SCE's Energy Management Assistance Program

# Background

- The energy crisis of the 80's fueled the rising cost of energy, and brought to light the need for assistance to those who could least afford rising costs
- In California incentive programs funded through a public goods charge levied on customers' utility bills, were created to encourage customers to install devices that would save energy.
- Southern California Edison (SCE) has been in the business of providing services to low-income customers for 25 years

# Program Description

- **SCE's LIEE Program, the Energy Management Assistance (EMA) Program is an income-qualified program that provides services, or "measures," designed to help low-income households conserve energy and reduce their electricity costs**
  - As part of the program, SCE pays all the cost of purchasing and installing the measures, which are free to eligible customers

# EMA Services – What We Offer

- **In-Home Energy Education**
- **Lighting**
  - Compact Fluorescent Lamps (CFLs)
  - Outdoor Fixture Replacement
  - Torchiere Replacement
- **Refrigerator Replacement**
- **Pool Pump Replacement**
- **Weatherization**
- **Evaporative Cooler Installation and Maintenance**
- **Room Air Conditioner Replacement**
- **HVAC Services**
  - Central Air Conditioner Replacement and Maintenance
  - Duct Test and Duct Sealing
  - Programmable Thermostats

# Looking Back at LIEE (2004-2008)

Leading the Way in Electricity™



- Served 223,000 low-income households
- Educated 200,000 homes on energy efficiency practices
- Replaced 92,500 old-refrigerators with new ENERGY STAR® units
- Installed 22,500 evaporative coolers to offset the use of a/c
- Replaced 5,400 inefficient central a/c's with new 13 SEER units
- Sealed over 4,400 duct systems
- Replaced 878,000 incandescent bulbs with CFLs
- Over 450 jobs created in low income communities

# Our Plans for the Future

CPUC authorized SCE to spend \$185 million to help its low-income customers save energy over the next three years (2009-2011)

- Over 250,000 low-income homes to be serviced
- 15% of new enrollments shall be households with disabilities
- Over 1 million energy efficient devices will be installed:
  - 66,000 old inefficient refrigerators
  - 15,000 inefficient air conditioners
  - 20,000 halogen torchieres
  - 900,000 incandescent light bulbs
- 5,000 electrically heated homes will receive weatherization
- Central A/C maintenance will be targeted to 5,000 homes

# Who is Eligible?

## To be eligible for EMA services, customers must:

- Be considered a residential customer with SCE
- Not have previously participated in the EMA Program
- Own the home, if they rent, have the homeowner's written permission to receive the services
- Meet program eligibility requirements, including installation requirements for each service
- Have a total gross annual household income that meets program requirements

# How Does the EMA Program Work?

EMA involves four stages that touch the customer:

- **Outreach**
  - Recruiting customers for participation in the EMA Program
- **Enrollment and Assessment**
  - Simply the process of gathering information to determine if the customer is eligible for the program
- **Service Delivery**
  - Installing appliances and other measures which
- **Inspection**
  - Inspecting the customer's home after service delivery to be sure the measures are working properly and installation meets all requirements

# How Do Customers Enroll in EMA?

- **Call SCE**
  - Call our toll free number at 800-736-4777
- **Online Enrollment**
  - Customers can submit an enrollment request by logging in to [www.sce.com](http://www.sce.com)
- **Outreach**
  - Agencies market program to recruit customers
- **At the time of other IOUS services**
  - Enroll customers who are participating in other IOU's LIEE Program

# Customer Demographics

- An estimated 1.4 million households
  - Los Angeles County – 43%
  - Orange County – 14%
  - Riverside County – 13%
  - San Bernardino County – 16%
  - Fresno, Imperial, Inyo, Kern, Kings, Mono, Santa Barbara, Tulare, and Ventura – 14%
- A typical participating household has an average
  - Annual gross household income of \$21,000
  - 3 people living in the household
- 5.5% of the households have a permanently disabled member
- 20% of the households have a senior member

# Targeted Outreach

- **High Energy Use Customers** - Market to CARE customers by highest average energy usage (kWh)
- **High Energy Insecurity Customers** - Apply available late-payment and disconnection notice data to identify and target customers
- **Ethnic Communities / Limited English Proficient Customers** - Continue targeting to ZIP codes where a high proportion of households are Limited English Proficient (LEP)
- **Extreme Climate Zone Customers** – Aggressively target customers in SCE's more extreme climate zones which tend to have higher winter and summer bills
- **Special Needs Customers** - Persons with Disabilities, Underemployed Workers, Seniors, Rural Areas

# Whole Neighborhood Approach

## Identify and Market to Low-Income Population

- Identify areas with dense low-income population and low program penetration rate
- Aggressively target high energy use and high energy insecurity customers
- Target customers on Medical Baseline and with a self-reported “Disabled” profile
- Tailor marketing material for Limited English Proficient and Extreme Climate Zone
- Deploy a communications mix to a neighborhood ahead of the contractor
- **ZIP7s** where at least 80% of customers are estimated to be at or below 200% of the federal poverty standard may self-certify their income
- Contractors can generate canvassing lists using SCE’s customer database
- SCE assigns customer jobs to contractors in bulk using ZIP code information

# Leveraging Existing Relationships

- Collaborate with local representatives to gain community trust, promote the Program, increase awareness, and coordinate community outreach events
- Leverage community events with Mobile Energy Assistance Units (MEAUs)
- **Referral Process with Partners** – Partner with organizations working with low-income households. The foundation of the partnership will be based around a referral process, where the organization would recruit and pre-screen potential low-income households and refer such households to SCE's EMA Program.
  - Community Colleges –offer services to low-income households
  - AbilityFirst – Offers programs and services to children and adults with disabilities.
  - Inland Regional Center – Coordinates with generic services to normalize the lives of people with developmental disabilities
  - California Employment Development Department - Connect job seekers and employers
  - Housing and Urban Development – Offer affordable housing to income qualified households

# Local Government Partnerships

*CARE and LIEE will be integrated into events and campaigns planned with the following partnerships*

- Beaumont
- Desert Cities
- Eastern Sierra
- Kern County
- Long Beach
- Orange County
- Redlands
- Ridgecrest
- Santa Ana
- Simi Valley
- Ventura County
- South County
- South Bay
- South Gate
- San Gabriel Valley
- San Joaquin Valley
- Palm Desert

# EMA and CARE Create Jobs

- EMA service providers continue to hire individuals to fulfill jobs in the areas of sales, installations, shipping and receiving, quality control, office staff, customer service, and management
  - SCE believes the EMA program has created a minimum of 650 jobs in communities within SCE's service territory
  - SCE estimates a significant increase to service provider workforce to accommodate the 2009-2011 budget increase
- Over the last two program cycles SCE estimates that approximately 500 jobs have been created utilizing the CARE Capitation Program
- We are working with state and federal agencies to leverage economic stimulus funds for future success



# Cool Centers

# Cool Centers

- Cool Centers provide a safe, cool place where residents can gather during the hot summer months when energy bills rise with the increased use of refrigerated air-conditioning systems at home
- 20 Cool Centers are planned for 2009-11
- San Joaquin Valley will join San Bernardino and Riverside Counties in offering customers relief from extreme summer heat
- Existing communities include: These include: Adelanto, Blythe, Hesperia , Highgrove, Highland, Joshua Tree, Landers, Palm Desert, Perris, Redlands, Rubidoux, San Bernardino, and Yucaipa



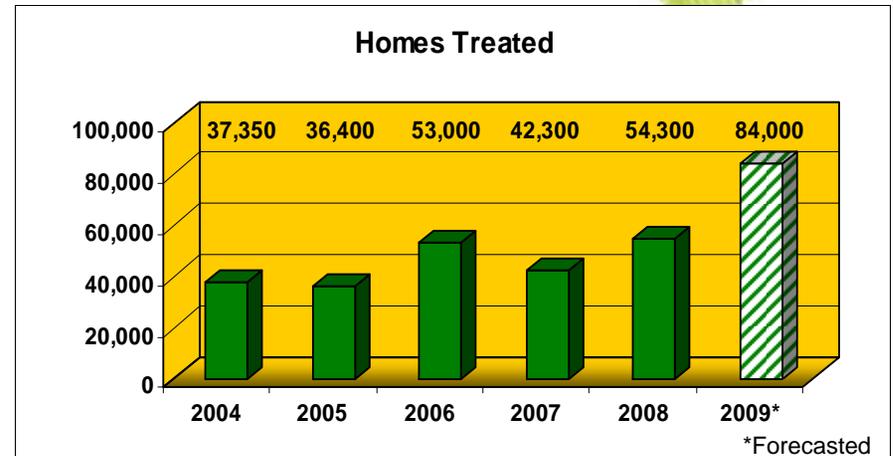
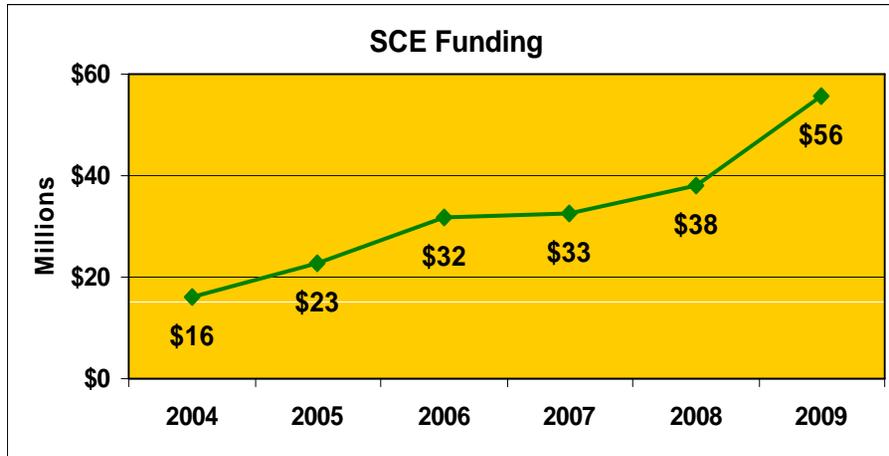
# A Look Back At Funding

Edison's ability to effectively deliver services to low-income customers has resulted in significant budget increases over the past eight years

- 2001 - \$7 million
- 2003 - \$15 million
- 2005 - \$27 million
- 2007 - \$32 million
- 2008 - \$34 million
- 2009 - \$60 million



# EMA At-A-Glance



## Looking Back at LIEE (2004-2008)

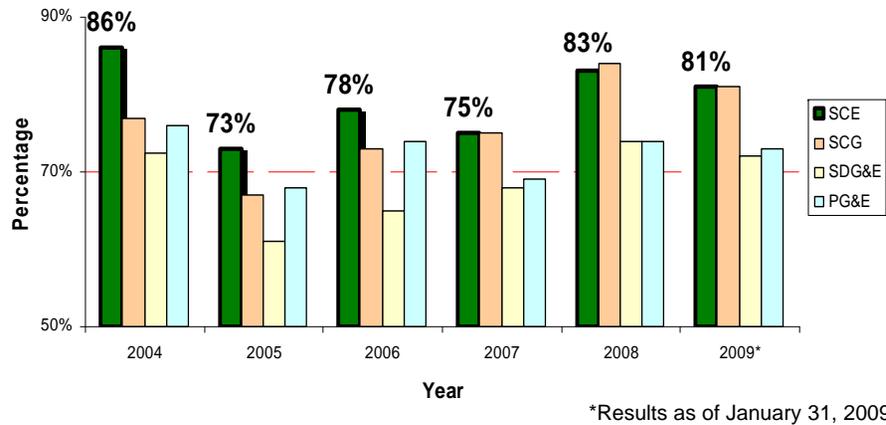
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## 2009 – 2011 Program Plans

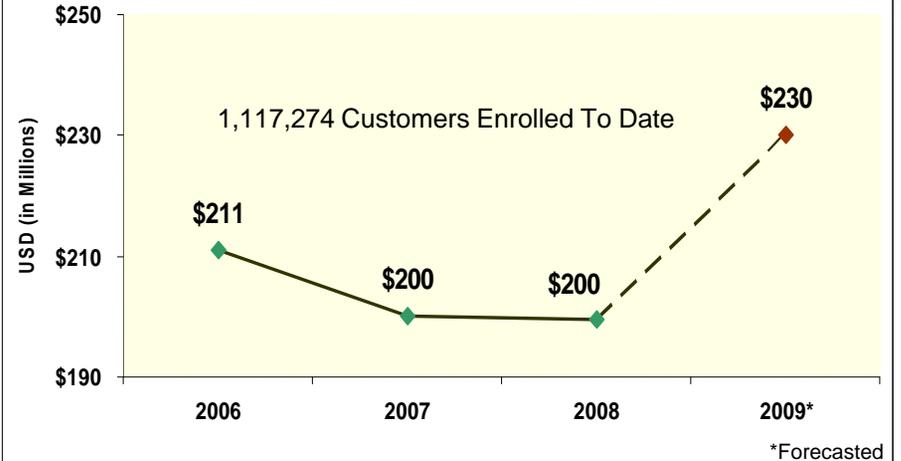
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# CARE At-A-Glance

**2004-2009 CARE Penetration Rate - Major IOUs**



**CARE SCE Subsidy**



## 2008 Key Successes

- More than 79,000 customers enrolled via “real-time” online internet enrollment applications.
- CARE enrollment for the last 6 months of 2008 increased by 51,000 over same period in 2007.
- More than 100 community events held throughout SCE’s service territory.
- Over 175 CBOs/FBOs enrolled in Capitation Program (including sharing agreements with SoCalGas)
- More than \$850,000 went to CBOs/FBOs for enrollment of customer on CARE through Capitation Program.
- Implemented Capitation agency newsletter, training, and Capitation agency website.

## 2009 – 2011 Program Plans

- Web-based low-income events calendar for internal and external partners. (57 events scheduled to-date)
- CBO/FBO sign-ups and pay outs in January hit all time high of 8,300 customers more than \$124,000.
- Expanded datashare with SoCal Gas will reduce drop-offs due to recertification
- Foreclosure clinics outreach.
- CARE links on FBO/CBO and Partnership websites.
- Regal Theatres CARE Advertising
- Transit Bus Streaming Video CARE Advertising
- Targeted effort at Authorized Payment Agencies (APA’s) within Latino areas.