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BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Order Instituting Rulemaking to Examine the Commission's post-2008 Energy Efficiency Policies, Programs, Evaluation, Measurement and Verification, and Related Issues.	))))	R.09-11-014 (Filed April 13, 2006)

SOUTHERN CALIFORNIA EDISION COMPANY'S (U 338-E) 2011 ANNUAL REPORT FOR 2010 ENERGY EFFICIENCY PROGRAMS

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Southern California Edison Company (SCE) hereby submits its 2011 Annual Report for 2010 Energy Efficiency Programs and Results, Attachment A, hereto. The Annual Report is filed and served in this proceeding pursuant to the Administrative Law Judge's Ruling Adopting Annual Reporting Requirements for Energy Efficiency and Addressing Related Reporting Issues dated August 8, 2007. This report is due on May 1 of the year following the end of a program year.

Respectfully submitted,

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May 2, 2011

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Administrative Law Judge Pulsifer (hard copy)
Administrative Law Judge Gamson (hard copy)
Administrative Law Judge Ferrar (hard copy)
Julie Fitch, Director Energy Division CPUC (hard copy)

Attachment A

2011 Annual Report for 2010 Energy Efficiency Programs

2011

ENERGY EFFICIENCY ANNUAL REPORT

- Summary Report
  2010 Program Overview & Strategies

- Technical Appendix
  2010 Results

May 2011

SOUTHERN CALIFORNIA
EDISON

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Appendix B-Part 1 contains SCE's final December Monthly Report for 2010 Part 2 contains SCE's final 4th Quarter Report for 2010

Appendix C-2010 Workforce Education and Training Taskforce Annual Progress Report

Appendix D-SCE Reporting and Narratives for Approved Program Performance Metrics Program Year 2010

Appendix E-SCE Reporting and Narratives for Approved Pilot Program Targets Program Year 2010

I.

EXECUTIVE SUMMARY

Southern California Edison (SCE) delivered a portfolio of energy efficiency programs to its customers in 2010 that provided cost-effective resource benefits to ratepayers and the state. In addition to helping customers save money and live more comfortably, SCE's energy efficiency programs significantly contributed to California's goal of reducing greenhouse gas emissions.

With over three decades of leadership in energy efficiency solutions, SCE's 2010 programs continue to exemplify our nationally recognized leadership, innovation, and success. SCE's 2010 programs created considerable ongoing resource benefits to all ratepayers by providing over 2.2 billion kilowatt-hours (kWh) of annualized energy savings, nearly 430 megawatts (MW) of peak demand reduction, and nearly $942 million of resource benefits. In addition, SCE's energy efficiency programs avoided more than 1.1 million tons of CO2, a key component of California's commitment to lower greenhouse gas emissions and contribute to the global effort to address climate change.

SCE's 2010 energy efficiency programs were designed around an integrated, customer-focused set of program offerings. Coordination between local and institutional partners, third party offerings, and core segment programs enabled SCE to maximize energy savings, demand reduction, and resource benefits for customers.

In 2010, SCE continued to test new approaches for reaching markets that traditionally have been underserved. To ensure that energy savings opportunities were available to Californians who typically have not participated in energy efficiency programs, SCE leveraged resources through community partnerships and creative targeted outreach techniques to enable many of these customers to participate in programs for the first time.

SCE continues to work closely with the Commission, state, regional, and other stakeholders to achieve the State's Strategic Vision and Goals to ensure that: (1) all cost-effective, reliable and feasible energy efficiency measures and actions are implemented in an integrated approach, (2) strategies, programs, measures and institutional structures must provide long-term energy savings and (3) energy

efficiency will generate significant reductions in greenhouse gas emissions, as adopted in the California Energy Efficiency Strategic Plan.

This report describes the successful energy efficiency program activities SCE administered and implemented during 2010.

II.

2010 ENERGY EFFICIENCY PROGRAM OVERVIEW

A. Statewide Program For Residential Energy Efficiency

California has set an ambitious market goal of reaching all 13 million existing homes with comprehensive energy efficiency improvements by 2020. To achieve significant progress toward this goal, programmatic efforts must be more integrated; and furthermore must be coordinated and scaled significantly over the next nine years. To work towards this goal California's investor owned utilities (IOUs) have been and will continue to work closely with the publicly owned utilities (POUs), water agencies, and other organizations in the state. In the 2010-2012 program cycle, the IOUs continue to offer comprehensive activities to reach California's diverse population, climate zones and socio-economic classes to tap the economic potential available while advancing the initiatives of California's Energy Efficiency Strategic Plan (Strategic Plan).

The 2010-2012 California Statewide Program for Residential Energy Efficiency (SPREE) is designed to offer and promote specific and comprehensive energy solutions within the residential market sector. The residential portfolio employs various strategies and tactics to overcome market barriers and to deliver programs and services aligned to support the Strategic Plan by encouraging adoption of economically viable energy efficiency technologies, practices and services. The ultimate focus of the program is:

- To facilitate, sustain and transform the long-term delivery and adoption of energy-efficient products and services for single and multi-family dwellings.
- To cultivate, promote and sustain lasting energy efficient behaviors by residential customers through a collaborative statewide education and outreach mechanism.
- To meet consumers' energy efficiency adoption preferences through a range of offerings including single-measure incentives and more comprehensive approaches.

1. Home Energy Efficiency Survey Program

Program Description

The Home Energy Efficiency Survey (HEES) Program is a continuation of the existing HEES program. In accordance with goals of the Strategic Plan, the HEES program will work towards advancing whole-house energy solutions. HEES will also pursue innovative initiatives to reverse the growth of plug load energy consumption through behavioral solutions and, as warranted, DSM integration opportunities. The HEES program is used to reach out to customers in multiple languages through different delivery channels to perform a variety of energy surveys. The program provides survey results to enable participants to understand how their energy use varies throughout the year and how their household compares with other similar households. A multi-language approach enhances the program's ability to reach California's diverse cultures and provides efficiency recommendations based on a whole-house system approach. Additionally, HEES provides information and referrals to other energy efficiency programs, water conservation efforts, demand response and low income programs, as applicable.

Strategies Implemented in 2010

- Conducted the 2010 Q3 Summer Solutions Campaign and 2010 Q4 Winter Campaign
- Conducted mass media marketing through flyers, direct mail, email blasts, websites and events
- Launched a mail-in and on-line campaign to overcome barriers to practicing energy efficiency in the residential population
- Provided an energy efficiency and water-saving kit to customers who completed the HEES survey during the promotion period
- Provided a customized energy efficiency report and recommendations to all customers who completed the HEES survey
- Starbucks gift cards were incorporated into the incentives to increase the response rate during the Q4 Winter Campaign

- Successfully integrated the HEES program with various water agencies
- Successfully launched the HEES School Pilot Program during the Q4 Winter Campaign
- Launched a HEES enhancement projects to comply with the WCAG 2.0 Level AA standards, improve the relevancy and report recommendations, and provide solar and carbon calculation capabilities on the survey report

2. Residential Lighting Incentive Program For Basic CFLs

Program Description

The Residential Lighting Incentive Program for Basic CFLs provides customers with incentives in the form of discounts that reduce the cost of energy efficient lighting products. An upstream delivery mechanism is used in which lighting manufacturers work with retailers all over the utility service territory to stock and sell the products. Manufacturers and retailers reduce the regular retail price by at least the amount of the utility incentive so 100% goes to the consumer. SCE then reimburses the manufacturer for the incentives that were passed on to their customers.

Strategies Implemented in 2010

- SCE allowed manufacturers to request lower per-unit incentives than the maximum in order to help optimize energy impacts per dollar spent.
- Messaging on in-store signage and promotional campaign materials told customers not to wait for incandescent light bulbs to burn out, but to install new CFLs right away.

3. Advanced Consumer Lighting Program

Program Description

The Advanced Consumer Lighting Program provides customers with incentives in the form of discounts that significantly reduce the cost of energy efficient lighting products and introduces energy efficient lighting products to the market. Furthermore, the program strives to influence future purchasing behaviors of customers. A broad array of product types, models, and technologies will likely be available for this program's incentives. Typical technologies include specialty CFLs, LEDs, cold

cathodes, and high-efficiency incandescents (HEI). In addition, the IOUs will collaborate on a statewide Lighting Market Transformation program strategy that will coordinate IOU efforts to further efficient lighting technology in California.

Strategies Implemented in 2010

- SCE allowed manufacturers to request lower per unit incentives than the maximum in order to increase energy impacts per dollar spent.
- Messaging on in-store signage and promotional campaign materials told customers that CFLs now come in all different shapes. The materials included photos and explanations of each major type of specialty bulb.
- Lighting exchange events at numerous locations targeted income-qualified neighborhoods.

4. Home Energy Efficiency Rebate Program

Program Description

The statewide HEER program offers rebates to residential customers to cover some of the incremental costs of purchasing energy efficient appliances. Some products are rebated through an on-line or mail-in application process, while others provide point-of-sale (POS) immediate rebates. This is a prescriptive program where rebates are offered for a specific list of energy efficient products, and this list of rebated measures may vary by utility. Recently, measures that support savings in natural gas and water use have been added to the electric saving measures. The measure list includes items that can be delivered then plugged-in, such as Energy Star Qualified® Refrigerators, Energy Star Qualified® Room Air Conditioners, Water Heaters, Whole House Fans and Variable Speed Pool Pumps that may involve contractors' support. Finally, the statewide HEER program is traditionally supported by various marketing initiatives that may be funded by the program or other indirect impact marketing programs such as statewide Marketing Education Outreach program and local marketing program such as SCE's Integrated Marketing Outreach Program.

Strategies Implemented in 2010

- The statewide HEER program coordinated efforts with the California Energy Commission to promote the State Energy Efficiency Appliance Rebate Program (SEEARP), also known as "Cash4Appliances." The Cash4Appliances program was successful in offering increased rebates amounts to utility customers who purchased appliances such as refrigerators, clothes washers, and dishwashers that ranked in the highest tiers of energy efficiency.
- In 2010, all the statewide HEER IOUs increased their efforts to more effectively and actively engage retail partners in developing programs that would increase the number of participating retail locations using point of sale relative to the 2006-2008 baseline. Residential appliance rebate offerings have become the major contenders for the POS program. This effort has ensured that participant "big-box" retailers will increase when compared to the 2006-2008 baseline (as a percentage of all participant retailers).
- PG&E, SDG&E and SCG actively engaged in the Consortium for Energy Efficiency (CEE) process of new specification development for clothes washers and the initial discussions regarding upcoming dishwasher specification changes as well. Efforts in connection with these changes included a close analysis of clothes washer and dishwasher markets to better understand readiness to move up to a new tier. SCE also actively participated in CEE conferences and provided insights with regards to variable pool pump, refrigerator and room air conditioner developments.

5. Appliance Recycling Program

Program Description

The Appliance Recycling Program (ARP) picks up operable but inefficient appliances from residential dwellings and businesses and prevents their continued operation by recycling them in an environmentally safe manner. ARP produces cost-effective energy savings and peak reduction in residential and non-residential market sectors.

Strategies Implemented in 2010

- The continued use of PDAs utilizing real-time software by the recycling service contractors and ARP support staff has continued to drive operational costs down, resulting in an enhanced inspection processes and increased participant satisfaction. As a result, the program was able to renegotiate lower rates with both recycling contractors and has reached an all-time high in customer satisfaction as measured by SCE's service delivery satisfaction index.
- Beginning August 1, 2010, program participants were given the opportunity to donate a portion of their ARP monetary incentives to SCE's Energy Assistance Fund (EAF), which helps customers in financial need to pay their electric bill. . A total of $55,580 was donated to EAF by ARP Participants in 2010.
- The CPUC's Energy Division approved an SCE ARP/Retailer trial study to test a new delivery channel where retailers collect SCE-qualified units when delivering new units. In October, the trial was launched and will run thru September 2011 at which point the SCE Measurement & Evaluation team will prepare a report to present the findings to the CPUC by year end.
- SCE held a "Summer Campaign" to promote the benefits of ARP as well as other energy efficiency programs. This campaign resulted in an increase in program participation.
- SCE increased the marketing emphasis on money and energy saved by program participants as well as the environmental benefits of properly recycling the appliance.

6. Business And Consumer Electronics Program

Program Description

The Business and Consumer Electronics Program (BCE) is a new addition to the 2010-2012 residential energy efficiency portfolio. The BCE provides midstream incentives to retailers, manufacturers and distributors to encourage increased stocking, promotion, and sales of high-efficient

electronic products including computers, computer monitors, cable and satellite set-top boxes, televisions, smart power strips, and additional business and consumer electronics as they become available to the market. BCE provides incentives to the market actor best positioned to influence purchasing, stocking, and specification decisions, and additionally, the program provides field support services to update marketing materials in retail stores and support education to the retailer sales force. BCE also uses on-line systems to help educate customers and enable identification of the most energy-efficient and environmentally friendly products available in the market for multiple categories, including televisions, appliances and computers.

Strategies Implemented in 2010

- Held a BCE 4th Quarter Winter Campaign "Be an Outlet for Change" by promoting simple behavior change actions that reduce energy waste; from making smart choices, to purchasing the right products and fixing the leaks, customers are empowered to take back control of standby energy waste.
- This campaign resulted in over 100,530 website hits, 38,615 on-line commitments and 66,112 mail-in commitments. This is a significant increase in program participation.
- Placed increased marketing emphasis on economic and electric savings by consumers, as well as environmental benefits acheiveable with the purchase of ENERGY STAR-qualified electronics.

7. Multifamily Energy Efficiency Rebate Program

Program Description

SCE's Multifamily Energy Efficiency Rebate (MFEER) Program offers prescriptive rebates for energy efficient products to motivate multifamily property owners and managers to install energy efficient products. These products could be installed in both common and dwelling areas of multifamily complexes in addition to common areas of mobile home parks and condominiums. An additional objective of the program is to heighten the energy efficiency awareness of property owners, property managers, and tenants.

The MFEER must address the ongoing concern with "split incentives," where the residents are not the owners of the property so they lack incentive to improve their energy usage. Similarly, the property owners lack any incentive to upgrade as they do not live on-site and thus pay higher utility expenses due to inefficient appliances. MFEER was designed to drive this customer segment toward participation by offering property owners a variety of energy efficiency measures and services.

Strategies Implemented in 2010

- Worked with market actors to gain program understanding and promote the program offering. As a result, high customer participation levels were achieved.
- Marketed monthly advertisements in five different apartment industry trade magazines covering the majority of the multifamily population in SCE's service territory.
- To increase exposure, program management exhibited the program at apartment industry trade shows.

8. Prescriptive Whole House Retrofit Program (Energy Upgrade California)

Program Description

The Prescriptive Whole House Retrofit program (PWHRP) is a new addition to the 2010-2012 residential energy efficiency portfolio. In 2010, this program was launched in conjunction with the Whole House Performance Program. The whole house approach will be promoted through the statewide PWHRP in close coordination with the IOUs' local Comprehensive Home Performance Program (CHPP).

Strategies Implemented in 2010

- Held five in-person workshop at various locations and one webinar between October 2009 and February 2010 to receive stakeholder feedback on the PIP submitted to CPUC.
- Submitted technical narrative to the CPUC for energy savings for prescriptive projects through the program.

- Coordinated with CPUC, CEC, local governments, and other IOUs to develop a statewide program name that would minimize confusion.
- Released Request for Proposals for Recruitment, Training, & Support and Quality Assurance/Quality Control vendor to support the program.
- Developed paper-based reservation and application forms for customers/contractors for participation in the program.
- Held orientation/participation workshops to develop the contractor infrastructure to participate in the program.

B. Statewide Commercial Energy Efficiency Program

The 2010-2012 Statewide Commercial Energy Efficiency Program offers strategic energy planning support, technical support (such as facility audits, calculation and design assistance), and financial support through rebates and incentives aimed at providing integrated energy management solutions: energy efficiency, demand response, and distributed generation, including renewables. Targeted segments include distribution warehouses, office buildings, hotels, motels, restaurants, schools, universities, colleges, hospitals, high tech facilities, bio tech facilities, retail facilities, entertainment centers, and smaller customers that have similar buying characteristics.

The five statewide subprograms described below — Nonresidential Audits, Calculated Incentives, Deemed Incentives, Direct Install, and Continuous Energy Improvement —comprise the core product and service offerings for the Commercial program. Each utility also offers local program elements such as Third Party and Local Government Partnership programs that complement and enhance these core offerings in their region.

1. Nonresidential Audit Program

Program Description

The Nonresidential Audit Program provides customers with basic audits, integrated audits, and retro-commissioning audits. These audits provide an inventory of technical project opportunities and financial analysis information.

Strategies Implemented in 2010

- Integrated reporting tools to measure influence from audit services.
- Upgraded Field Audit Tool with latest measures.
- Worked in support of Direct Install program to increase participation rate.
- Introduced a scoping phase in commercial retrocommissioning audits to minimize program risk.
- Introduced simplified energy savings calculator for retrocommissioning audits to minimize cost.

2. Calculated Incentives Program

Program Description

The Calculated Incentives Program offers incentives for customized retrofit and retro-commissioning energy efficiency projects. The program also provides comprehensive technical and design assistance.

Strategies Implemented in 2010

- Implemented the use of Design Lights Consortium who developed lighting fixture criteria (complementing ENERGY STAR® efforts in integral lamps), in order to accelerate LED product approval promoting growth in program participation.

3. Deemed Incentives Program

Program Description

The Deemed Incentives Program offers rebates to customers in an easy-to-use mechanism to offset the cost of off-the-shelf energy saving equipment.

Strategies Implemented in 2010

- Temporarily increased incentives on KW rich measures.
- Supported the growth in outreach to trade professionals and other delivery channels.

4. Direct Install Program

Program Description

The Commercial Direct Install Program is designed to deliver free energy efficiency hardware retrofits, through installation contractors, to reduce peak demand and increase energy savings for commercial customers with monthly demand of less than 100 kW.

Strategies Implemented in 2010

- Implemented a marketing plan that emphasized a collaborative outreach effort involving various internal and external stakeholders to stimulate greater participation.
- Introduced a pilot telemarketing effort to increase participation.
- Served customers outside of the canvassing areas.
- Evaluated new measures for addition to the program.
- Reviewed customer eligibility based on SIC and NAICS to expand program coverage.

5. Continuous Energy Improvement Program

Program Description

The Commercial Continuous Energy Improvement (CEI) is a non-resource program which provides a toolkit of planning and other resources, including: analysis, benchmarking, goal setting, project implementation support, performance monitoring, and energy management certification.

Strategies Implemented in 2010

- Prepared a program plan that outlines a step-by-step process of CEI in response to one of the lessons learned from PG&E's pilot in 2006-2008.
- Created toolkits and templates for use in the program.
- Successfully kicked off the program in the third quarter of 2010.
- Held various marketing and outreach events to inform SCE account managers.

C. Statewide Industrial Energy Efficiency Program

The 2010 Statewide Industrial Energy Efficiency Program partners with industry stakeholders to promote integrated energy management solutions to industrial end use customers. The program offerings together are designed to not only overcome the traditional market barriers to energy efficiency,

but also use efficiency to advance distributed generation (DG) and demand reduction (DR) opportunities. Customers from the industrial sector include: printing plants, plastic injection molding facilities, component fabrication, lumber and paper mills, cement and quarries, metals processing, petroleum refineries, chemical industries, assembly plants, and water and wastewater treatment plants.

The four statewide sub-programs described below — Industrial Energy Audits, Calculated Incentives, Deemed Incentives, and Continuous Energy Improvement — comprise the core product and service offerings for the industrial market. Each utility also offers local program elements such as Third Party and Local Government Partnership programs that complement and enhance these core offerings in their region.

SCE has executed a series of strategies to address the needs of its industrial customers in 2010. During this period the economy has started a slow recovery and customers have continued to struggle with lower production rate, lower margins and lack of access to capital. All these factors impacted the implementation of energy efficiency projects.

These strategies have included the introduction or redesign of measures, mainly for system optimization to align with our customers' budget constraints. Integrated offerings have systematically been presented to customers in synergy, when possible, with their sustainability plans.

Several customers signed up for the Continuous Energy Improvement sub-program. They have started developing their strategic energy management, and will enter in the implementation phase starting in 2011. In addition, collaboration has been initiated with the Department of Energy to identify pilot facilities for the Superior Energy Performance certification program.

Efforts have been coordinated with Third Party programs and Government Partnerships as well as the other utilities. A statewide Industrial Program team has been created and has met bi-monthly to align outreach strategies and offerings across California.

1. Energy Audit Program

Program Description

The Industrial Energy Audit Program includes basic audits, integrated audits, and retro-commissioning audits, which provide an inventory of technical project opportunities and financial analysis information.

Strategies Implemented in 2010

- Integrated reporting tools to measure influence from audit services.
- Upgraded Field Audit Tool with latest measures.
- Introduced industrial retrocommissioning audits for industrial processes, ammonia refrigeration and compressed air systems.

2. Calculated Energy Efficiency Program

Program Description

The Industrial Calculated Energy Efficiency Program offers incentives for customized retrofit and retro-commissioning energy efficiency projects. The program also provides comprehensive technical and design assistance.

Strategies Implemented in 2010

- Implemented the use of Design Lights Consortium who developed lighting fixture criteria (complementing Energy Star efforts in integral lamps), in order to accelerate LED product approval promoting growth in program participation.

3. Deemed Energy Efficiency Program

Program Description

The Industrial Deemed Energy Efficiency Program offers rebates to customers in an easy-to-use mechanism to offset the cost of off-the-shelf energy saving equipment.

Strategies Implemented in 2010

- Temporarily increased incentives on KW-rich measures.
- Supported the growth in outreach to trade professionals and other delivery channels.

4. Continuous Energy Improvement Program

Program Description

The Industrial Continuous Energy Improvement Program is a non-resource program which provides a toolkit of planning and other resources, including analysis, benchmarking, goal setting, project implementation support, performance monitoring, and energy management certification

Strategies Implemented in 2010

- Prepared a program plan that outlines a step-by-step process of CEI in response to one of the lessons learned from PG&E's pilot in 2006-2008.
- Created toolkits and templates for use in the program.
- Successfully kicked off the program in the third quarter of 2010.
- Held various marketing and outreach events to inform SCE account managers.

D. Statewide Agricultural Energy Efficiency Program

The 2010-2012 Statewide Agriculture Energy Efficiency Program offers strategic energy planning support, technical support, such as facility audits and calculation and design assistance, and financial support through rebates and incentives aimed at providing integrated energy management solutions: energy efficiency, demand response, and distributed generation, including renewables. Targeted segments from the agriculture sector may include agricultural growers (crops, fruits, vegetable and nuts), greenhouses, post-harvest processors (ginners, nut hullers and associated refrigerated warehouses), dairies, and water and irrigation districts/agencies. Targeted segments from the food processing sector include: fruit and vegetable processors (canners, dryers and freezers), prepared food manufacturers, wineries and other beverage manufacturers.

The Statewide Agriculture Energy Efficiency Program includes five statewide subprograms: Energy Audits, Calculated Incentives, Deemed Incentives, Continuous Energy Improvement, and Pump Test Services.

Each utility also offers local program elements such as Third Party and Local Government Partnership programs that complement and enhance these core offerings in their region.

1. Energy Audit Program

Program Description

The Agricultural Energy Audit Program includes basic audits, integrated audits, and retro-commissioning audits, which provide an inventory of technical project opportunities and financial analysis information.

Strategies Implemented in 2010

- Integrated reporting tools to measure influence from audit services.
- Discontinued direct energy savings reporting.
- Upgraded Field Audit Tool with latest measures.
- Introduced agriculture retrocommissioning audits for agriculture processes.

2. Calculated Energy Efficiency Program

Program Description

The Agricultural Calculated Energy Efficiency Program offers incentives for customized retrofit and retro-commissioning energy efficiency projects. The program also provides comprehensive technical and design assistance.

Strategies Implemented in 2010

- Implemented the use of Design Lights Consortium who developed lighting fixture criteria (complementing Energy Star efforts in integral lamps), in order to accelerate LED product approval promoting growth in program participation.

3. Deemed Energy Efficiency Program

Program Description

The Agricultural Deemed Energy Efficiency Program offers rebates to customers in an easy-to-use mechanism to offset the cost of off-the-shelf energy saving equipment.

Strategies Implemented in 2010

- Temporarily increased incentives on KW-rich measures.
- Supported the growth in outreach to trade professionals and other delivery channels.

4. Continuous Energy Improvement Program

Program Description

The Agricultural Continuous Energy Improvement Program is a non-resource program which provides a toolkit of planning and other resources, including analysis, benchmarking, goal setting, project implementation support, performance monitoring, and energy management certification.

Strategies Implemented in 2010

- Prepared a program plan that outlines a step-by-step process of CEI in response to one of the lessons learned from PG&E's pilot in 2006-2008.
- Created toolkits and templates for use in the program.
- Successfully kicked off the program in the third quarter of 2010.
- Held various marketing and outreach events to inform SCE account managers.

5. Pump Test Services Program

Program Description

The Pump Test Services Program is designed to help customers make informed decisions about improving inefficient pumping systems.

Strategies Implemented in 2010

- Integrated reporting tools to measure influence from audit services.
- Continued piloting pump testing of industrial pumping systems with great outcomes.
- Held various marketing and outreach events to educate customers on the value of operating efficient pumping systems.

E. Statewide New Construction Program

The IOUs' statewide New Construction program promotes energy efficiency and use of energy efficient measures by consumers. Statewide New Construction programs include: Savings by Design (non-residential), California Advanced Homes (residential site-built) and Energy Star Manufactured Homes (residential factory-built). The new construction program focuses on the maximization of energy efficiency as an energy resource.

1. Savings By Design

Program Description

Savings By Design (SBD) is an energy efficiency program developed for the Nonresidential New Construction industry. Since 1999, SBD has provided statewide consistency, program stability, and savings to the IOU customers of California. SBD seeks to protect and preserve natural resources by advancing the design and construction of sustainable communities and promoting green building practices. The program is designed to overcome customer and market barriers to designing and building high performance facilities.

Strategies Implemented in 2010

- Launched the 2010-2012 program, incorporating code changes from a new, more stringent version of Title 24.
- Piloted increased project cap to $500,000 in 2009, and completed full implementation in 2010.
- Continue to offer an incentive of $100/kW for peak reduction.
- Added incentive kickers for green building certification, end-use monitoring, and commissioning.
- Added a $5,000 stipend for design teams to hold charrettes (workshops) to encourage deeper energy reductions.
- Continued improvements to EDR web site, including publication of monthly newsletters.
- Planning for Zero Net Energy (ZNE) pilots and incentive changes to reward ZNE projects.
- Planning for IDSM implementation (combining DR and EE in New Construction).

2. California Advanced Homes

Program Description

California Advanced Homes Program (CAHP) is part of the statewide Residential New Construction program offering. CAHP encourages single- and multi-family builders of all production volumes to construct homes that exceed California's Title 24 energy efficiency standards by a minimum

of 15 percent. Through this plan, multi-family and single-family projected are approached identically for program purposes except where explicitly noted.

Strategies Implemented in 2010

- Launched the 2010-2012 program, incorporating code changes from a new, more stringent version of Title 24.
- Moved from a deemed incentive approach to customized incentive approach.
- Added $1,000/home and $200/multi-family unit NSHP Tier 2 incentives.
- Captured and payed on savings from final house orientation.
- Added incentive kickers for green building certification, Energy Star certification, smaller house sizes, and peak kW reduction from photovoltaic generation.
- Added an incentive for peak reduction.
- Added a stipend (up to $5,000) for design teams to hold charrettes (workshops) to encourage deeper energy reductions.
- Designed new SW program icon; new web site launched.

3. Energy Star Manufactured Housing

Program Description

The ENERGY STAR Manufactured Housing Program (ESMH) is part of the statewide Residential New Construction program offering. ESMH addresses new factory-built housing not covered under the States T-24 energy codes.

Strategies Implemented in 2010

- Engaged in planning for 2011 launch.
- Negotiated consultant purchase order.
- Developed marketing strategy and material.

F. Statewide Lighting Market Transformation Program

Program Description

The Statewide Lighting Market Transformation Program (LMT) establishes processes through which the IOUs develop and test market transformation strategies for emerging lighting technologies

(products, systems and design strategies), as well as for technologies already incorporated into their energy-efficiency programs. The LMT will address lighting opportunities across residential, commercial, and industrial market segments for both replacement and new construction activities. These LMT activities augment and leverage the existing IOU programs for evaluating and testing the market transformation needs for short- and long-term activities to acheive the zero net energy (ZNE) goals in the Strategic Plan. LMT includes market research and coordination activities, as well as an educational component aimed toward improving the information available to consumers, contractors, and other market actors regarding new and existing lighting technologies. The program also formalizes a process by which the IOUs can rapidly introduce advanced lighting solutions and emerging technologies to the marketplace, continually improve the IOUs' current lighting programs across all market sectors, and develop innovative new program strategies to continually advance the lighting market.

Strategies Implemented in 2010

- The Lighting Market Transformation Program's inaugural year involved a great deal of information gathering, information sharing, and collaboration among and between the IOUs and the CPUC's Energy Division staff.
- The program formed a foundation of collaborative partnerships with utility programs, government organizations, and industry groups. This foundation of partners will play a significant role in the implementation of LMT activities.
- There are a myriad of lighting technologies, systems and best practices available in the market. The LMT program is not able to provide a full set of solutions for every technology and application. Therefore, careful selection of key lighting solutions is required to allow the greatest market transformation impact with reasonable effort. Through a series of meetings with IOUs and CPUC ED staff, a program framework was conceptualized to develop lighting solution pipeline plans for key lighting solutions in the agricultural, commercial, exterior activities, industrial, and residential market sectors.

G. Statewide Residential And Commercial HVAC Program

SCE's Statewide Residential and Commercial HVAC Program delivers a comprehensive set of downstream, midstream, and upstream strategies that builds on existing program, education, and marketing efforts and leverages relationships within the HVAC industry to transform the market towards a sustainable, quality driven market. Market transformation and direct energy savings and demand reductions are achieved through a series of six sub-program that make up the comprehensive program approach.

1. Upstream HVAC Equipment Incentive

Program Description

The Upstream HVAC Equipment Incentive Program offers incentives to distributors who sell qualifying high-efficiency HVAC equipment to increase the regional stocking and promotion of such equipment.

Strategies Implemented in 2010

- Continued from the previous program cycle to actively promote the program to distributors and manufacturers— both those currently participating and those who have not yet participated much or at all.
- Evaluated and/or added new technologies or other related equipment categories (such as variable refrigerant flow, ductless equipment, and water-cooled packaged chillers) into the program.
- Adjusted eligible efficiency tiers to increase minimum qualifying efficiency for many product categories.
- Developed metrics to benchmark distributor performance relative to their peers.

2. HVAC Technologies And System Diagnostics Advocacy

Program Description

The HVAC Technologies and System Diagnostics Advocacy Program is a coordination and advocacy program that addresses the technical elements critical to increasing the market introduction of advanced cooling and fault detection and diagnostic technologies.

Strategies Implemented in 2010

- Established a committee of the Western HVAC Performance Alliance to develop a national fault detection and diagnostic standard.
- Held executive level discussions with several manufacturers to explore partnership opportunities for testing and deploying emerging and/or "climate appropriate" technologies.
- Partnered with the Western Cooling Efficiency Center to expand the Western Cooling Challenge.

3. Commercial Quality Installation

Program Description

The HVAC Commercial Quality Installation Program addresses commercial installation practices to ensure that equipment is installed and commissioned per industry standards.

Strategies Implemented in 2010

- Established a committee of the Western HVAC Performance Alliance to create a roadmap for IOU program staff to use when developing program activities and when developing an industry standards-based, comprehensive approach to HVAC Commercial QI begin in 2011.
- Participated in the national committee to update ANSI/ACCA Standard 5.

4. Energy Star Residential Quality Installation Program

Program Description

The Residential Energy Star Quality Inspection HVAC Program addresses residential installation practices to ensure that equipment is installed and commissioned per industry standards.

Strategies Implemented in 2010

- Conducted multiple training sessions on Manual J, D, and S to ensure that systems are designed and specified in accordance with industry norms.

- Conducted multiple training sessions on system commissioning to ensure that participating contractors/technicians have the skills necessary to install systems per industry standards.
- Engaged manufacturers to develop and offer equipment selection calculators and/or expanded capacity tables to provide contractors with the necessary tools needed to properly select equipment at design conditions.
- Supported contractors with marketing materials and outreach efforts to educate customers on the value of quality installation and utilizing certified technicians.
- Participated in the national committee to update ANSI/ACCA Standard 5.

5. Residential Quality Maintenance And Commercial Quality Maintenance Development

Program Description

The HVAC Quality Maintenance Development Program addresses residential and commercial maintenance practices to ensure that equipment is serviced per industry standards and that the maintenance effort supports the long term strategic goal of transforming the trade from commodity-based to quality-based.

Strategies Implemented in 2010

- Established a committee of the Western HVAC Performance Alliance to develop the specific tasking required of ANSI/ASHRAE/ACCA Standard 180.
- Conducted a technician task analysis to understand how Standard 180 could be deployed effectively in the field.
- Held multiple contractor forums to solicit direct input into program design.
- Held multiple customer focus groups to better understand the market barriers to quality maintenance.

6. HVAC Workforce Education & Training

Program Description

The HVAC Workforce Education and Training (WE&T) Program offers education and training opportunities targeted at all levels of the HVAC value chain to close training gaps at all levels of the industry.

Strategies Implemented in 2010

- Partnered with training organizations to greatly expand technician training opportunities in both classroom and lab settings.
- Partnered with web-based training resources to greatly expand the outreach of such efforts within California.
- Participated in the Statewide WE&T Needs Assessment process through several interviews and workshops providing input and feedback into their final work product.

H. Statewide Codes & Standards Program

The Codes and Standards (C&S) Program saves energy on behalf of ratepayers by influencing improvement in energy efficiency regulations, by improving compliance with existing codes and standards, and by working with local governments to develop ordinances that exceed statewide minimum requirements. C&S program activities extend to all buildings and potentially any appliance in California, for both advocacy and compliance improvement.

The C&S program aggressively supports the goals of the Strategic Plan, which highlights the role of C&S in meeting Assembly Bill (AB) 32 objectives, including Building Code and Appliance Standards Advocacy, Compliance Enhancement, and Reach Code technical support.

1. Building Codes And Compliance Advocacy

Program Description

The C&S Building Codes and Compliance Advocacy Program conducts advocacy activities to improve building efficiency regulations. The principal audience is the California Energy Commission which conducts periodic rulemakings, usually on a three-year cycle (for building regulations). Codes and Standards Enhancement (CASE) studies, focused on energy efficiency improvements, are developed for promising design practices and technologies and are presented to

standards and code-setting bodies. Advocacy also includes affirmative expert testimony at public workshops and hearings, participation in stakeholder meetings, ongoing communications with industry, and a variety of other support activities. Extension of advocacy activities, in particular, include compliance improvement efforts carried out as continuing advocacy for codes or standards adopted as a result of the Program. Following adoption, C&S supports compliance improvement with both Title 24 building codes.

Strategies Implemented in 2010

- Continued the development of various statewide code change proposals for the development of the 2013 Title 24 building energy standards that included: residential and nonresidential HVAC, lighting and envelope measures such as data centers, design phase building commissioning, daylighting metrics, very low energy comfort systems and controllable ballasts. The IOUs also hosted and participated in various stakeholder meetings for specific building code change proposals to present analysis and revised code language.

2. Appliance Standards Advocacy

Program Description

The C&S Appliance Standard Advocacy Program conducts advocacy activities to improve appliance efficiency regulations. The principal audience is the California Energy Commission which conducts periodic rulemakings to update appliance efficiency regulations. CASE studies focused on energy efficiency improvements are developed for promising design practices and technologies and presented to standards and code-setting bodies. Advocacy also includes affirmative expert testimony at public workshops and hearings, participation in stakeholder meetings, ongoing communications with industry, and a variety of other support activities. Extension of advocacy activities, in particular, include compliance improvement efforts carried out as continuing advocacy for codes and standards adopted as a result of the Program. Following adoption, C&S supports compliance improvement with Title 20 appliance standards.

The C&S team participates in DOE proceedings and legislative negotiations leading to federal regulations that are passed through to California; in particular, Title 20 appliance efficiency regulations that are the same as Federal regulations.

Strategies Implemented in 2010

The C&S team participated in various state and federal appliance rulemakings that included battery chargers, small motors, residential refrigerators and freezers, furnaces, air conditioners/heat pumps, metal halide lamps, fluorescent lamp ballasts, residential clothes dryers and room air conditioners.

3. Compliance Enhancement

Program Description

The C&S Compliance Enhancement activities that are not carried out as an extension of the Advocacy program include two elements based on the CPUC's Evaluator's Protocol for Code Compliance Enhancement Programs: 1) the measure-based element is aimed at codes or standards not adopted as a result of the program, similar to extension of advocacy efforts, and 2) the holistic compliance enhancement sub-program seeks to improve building department energy code enforcement processes from beginning to end. The Compliance Enhance Program responds to the CPUC's in robust implementation of existing standards and support for the Strategic Plan's HVAC Big Bold strategies.

Strategies Implemented in 2010

- Four new role-based training classes were developed and rolled out during 2010. These classes included:
    - Residential Standards Essentials for Plans Examiners and Building Inspectors
    - Nonresidential Standards Essentials for Plans Examiners and building Inspectors
    - Residential Standards Essentials for Energy Consultants
    - Nonresidential Standards Essentials for Energy Consultants

- The program partnered with industry stakeholders and formed a Compliance Improvement Advisory Group (CIAG). The mission of the CIAG is to provide advice on code compliance topics to the statewide Codes and Standards Team.

4. Reach Codes

Program Description

The C&S Reach Codes Program facilitates the development and implementation of "Reach Codes" that exceed minimum state energy code requirements and may be adopted by local jurisdictions or agencies. The Program monitors and/or participates in a wide range of activities or proceedings that have direct or indirect impacts on California regulations including, but not limited to: American Society of Heating Refrigeration and Air-Conditioning Engineers (ASHRAE), international activities including Europe, Asia, Canada, and Australia, voluntary standards such as green building codes, and rating organizations such as the Cool Roof Rating Council (CRRC), National Fenestration Rating Council (NFRC), and the United States Green Building Council (USGBC).

Strategies Implemented in 2010

- Statewide Codes and Standards program (C&S) retained a consultant to provide the following technical assistance to local governments interested in adopting reach codes:
    - Cost effectiveness study for each of the California climate zones
    - Policy guidelines for adopting reach code
    - Reach code ordinance template
    - Facilitating public workshops
    - Availability to answer technical questions at public hearings
- C&S vetted the cost-effectiveness study assumptions and methodology with the California Energy Commission, resulting in expedited review of reach code application submittals. Completed cost effectiveness studies were made available to local jurisdictions free of charge. The estimated value to local jurisdictions is

approximately 4-6 months of time for preparation and an estimated $20-30K in consultant fees.

- C&S initiated collaborative delivery of technical support to jurisdictions by coordinating with other programs including Local Government Partnership, Local Public Affairs, Savings By Design and Advanced California Home.

I. Statewide Emerging Technologies Program

Program Description

The statewide Emerging Technologies Program (ETP) is designed to support increased energy efficiency market demand and technology supply (the term supply encompassing breadth, depth, and efficacy of product offerings) by contributing to development and deployment of new and under-utilized measures—including technologies, practices, and tools—and by facilitating their adoption as measures supporting California's aggressive energy and demand savings goals.

ET programs include the following elements or sub-programs: Technology Assessments, Demonstration Showcases, Scaled Field Placements, Market & Behavioral Studies, Technology Development Support, Technology Resource Incubation & Outreach, and Technology Test Centers.

Strategies implemented in 2010

- Accelerated the introduction of EE technologies and analysis tools not widely adopted in various California markets.
- Verified the performance of the technologies in the laboratory under control conditions, as well as in the field.
- Developed computer simulation tools to calculate the energy savings and demand reduction for various energy measures.
- Transferred assessment results to EE Programs for use in creating energy measures.
- Transferred acquired knowledge to customers as well as engineering and design communities.
- Conducted workshops for both internal and external customers.
- Coordinated with other utilities through the Emerging Technology Coordinating Council.

- Developed a statewide database for tracking ET projects.
- Developed an Operations and Procedures Guide.
- Kicked off the first ET Open Forum to solicit technologies from the technology development community.

1. Technology Assessments

Program Description

Through the Technology Assessment element of ETP, energy efficient measures that are new to the market (or underutilized for a given application) are evaluated for performance claims and overall effectiveness in reducing energy consumption and peak demand. A key objective of these assessments is the adoption of new measures into SCE's portfolio.

Strategies Implemented in 2010

- Collaborated with many IOU and non-IOU partners and scanned a wide variety of sources to identify suitable assessment candidates.
- Used the statewide database to report project activities on a quarterly basis.
- Maintained specialized testing capability for Heating, Ventilating, and Air Conditioning (HVAC), lighting, refrigeration, and Zero Net Energy (Note: ZNE TTC to be constructed by 2012).
- Actively engaged the EE Program and other Program stakeholders.
    - Transferred acquired knowledge to customers as well as engineering and design communities.
    - Transferred assessment results to Energy Efficiency Programs for adoption as EE measure.
- Provided information to internal stakeholders from assessments that can help IOUs' Integrated Demand Side Management (IDSM) resource acquisition programs as they develop new measures or revise/integrate existing measures.
- Used a screening and scoring system to identify the most appropriate TA candidates.
- Produced reports describing TA results, conclusions, and recommendations.

2. Scaled Field Placements

Program Description

The Scaled Field Placement (SFP) Projects consist of placing a measure at a number of customer sites as a key step to gain market traction and possibly gain market feedback. Typically, these measures have already undergone an assessment or similar evaluation to reduce risk of failure. Monitoring activities on each scaled field placement will be determined as appropriate.

Strategies Implemented in 2010

- Scanned, screened, and prioritized a wide variety of sources and coordinated closely with EE Programs for measures suitable for SFPs.
- Began developing a strategic marketing plan to promote project exposure, stakeholder awareness, and public information dissemination.

3. Demonstration Showcases

Program Description

The Demonstration Showcase element is designed to provide key stakeholders the opportunity to "kick the tires" on proven combinations of measures that advance ZNE goals. Demonstration Showcases are awareness-generating projects that expose measures on a systems level to large groups of customers, whether it is the general public or a targeted audience, in real-world settings, thus creating broad public and technical community exposure and increased market knowledge. These potentially large-scale projects expose measures to various stakeholders using real-world applications and installations. Key attributes of a DS are that they are open to the stakeholders and they highlight a systems approach rather than an individual approach.

Strategies Implemented in 2010

- Scanned, screened, and prioritized a wide variety of sources and coordinated closely with EE Programs for measures suitable for DS.
- Began developing a strategic marketing plan to promote project exposure, stakeholder awareness, and public information dissemination.
- Demonstrated the technologies in actual field conditions.

4. Market And Behavioral Studies

Program Description

The Market and Behavioral Studies Program is designed to perform targeted research on customer behavior, decision making, and market behavior to gain a qualitative and quantitative understanding of customer perceptions, customer acceptance of new measures, and market readiness and potential for new measures.

Strategies Implemented in 2010

- Performed primary or secondary research, as necessary, to gain market insight.
- Coordinated with the statewide partnership.

5. Technology Development Support

Program Description

TDS is designed to allow the ETP the opportunity to lend assistance to private industry in the development of technology. Although product development is the domain of private industry, there are opportunities where IOUs are well qualified (or in a strong position) to undertake targeted, cost-effective activities that provide value in support of private industry product development efforts. This support increases market readiness, decreases innovator uncertainties, and allows the ETP to have input. ETP looks for targeted opportunities to support EE product development. Product development is the process of taking an early-stage technology, or concept, and transforming it into a saleable product.

Strategies Implemented in 2010

- Reviewed TAs and other element projects.
- Stayed abreast of statewide lighting and HVAC initiatives.
- Collaborated with industry directly and through partners, such as the Western Cooling Efficiency Center (WCEC) and the California Lighting Technology Center (CLTC), to provide targeted support for technology development.

6. Business Incubation Support

Program Description

The Technology Resource Incubator Outreach (TRIO) Program is a statewide program that provides support and networking for EE and demand response entrepreneurs and investors, with the goal of providing participants the necessary perspective and tools to work with IOUs and ultimately introduce new EE measures to the marketplace. TRIO helps to accelerate the successful development of technologies through an array of engineering support, resources, and services, all of which are developed and orchestrated by TRIO and offered both through TRIO and its network of contacts.

Strategies Implemented in 2010

- Recruited and educated innovators from universities and other research institutions.
- Collaborated with the ETCC and IOUs on various activities, including Small Business Administration and the Small Business Innovation Research, and Cleantech Open.
- Developing a screening tool for entrepreneurs to preliminarily assess the viability of their technology.
- Developed business relationships with investors who were interested in funding cost-effective EE measures.
- Provided workshops on "how to do business with utilities. " These workshops helped to educate the investor and technology communities on the requirements necessary to do business with utilities.
- Provided an annual venue to highlight TRIO technologies at the ETCC Summit.

7. Technology Test Centers

Program Description

The Technology Test Centers (TTC) Program is comprised of three test facilities focused on distinct end uses: Refrigeration, HVAC, and Lighting. For the 2010-2012 program cycle, SCE proposed to add a fourth test facility to advance ZNE residential and (to a lesser degree) ZNE commercial goals. This facility, ZTTC, will be used to investigate the viability of integrated EE, DR, smart meters, and on-site renewable generation in ways that meet builder and occupant needs. It will be

designed as a flexible facility to accommodate a range of different envelope, space conditioning, lighting, plug-load, and renewable technologies. The ZTTC will provide the opportunity to examine these technologies on a system level. Thus, the main focus of TTC-funded activities will be to continue to leverage core competencies in technology testing to provide test capabilities to the ETP and other interested programs. The TTC will focus on activities that help remove concerns about performance uncertainties and lack of reliable information as market barriers for customers interested in installing energy-efficient equipment in their businesses.

Strategies Implemented in 2010

- Provided state-of-the-art testing of EE technologies.
- Contributed to the Strategic Plan goal of ZNE residential construction by 2020, and commercial ZNE, including existing buildings, by 2030.
- Contributed to increased EE awareness of California residents.
- Provided unique capabilities to evaluate performance of technologies and systems under realistic operating conditions.
- Performed independent, unbiased lab testing of existing products, new technologies, and control schemes in support of ZNE goals.

J. Statewide Workforce Education & Training Program

The Statewide IOU Workforce Education and Training (WE&T) Program represents a portfolio of education, training, and workforce development planning and implementation funded by or coordinated with the IOUs. The program includes three subprograms: WE&T Centergies, WE&T Connections, and WE&T Strategic Planning and Implementation.

1. WE&T Centergies

Program Description

This subprogram is organized around market sectors and cross-cutting segments to facilitate workforce education and training. Energy Centers represent the largest component of this sub-program. Included in this program are the Energy Center and Food Service Center activities. WE&T

Centergies activities allow potential green workforce candidates to explore energy efficiency, integrated demand-side management technologies and resource management techniques.

Strategies Implemented in 2010

- In response to a recommendation from the 2006-2008 Statewide Program Evaluation in 2010, the statewide team pursued consistency in registration and data tracking, adoption of adult learning principles into the training curriculum, and web-based training was introduced.
- Centergies began investigating improved ways of tracking impacts of its program activities on customers following their attendance at training.
- SCE's energy centers (AGTAC & CTAC) hosted 409 seminars in 2010 that were attended by over 15,000 people.

2. WE&T Connections

Program Description

This subprogram is organized around downstream and upstream IOU relationships with the educational sector as well as entry- and intro-level community-based training efforts that support workforce development in energy efficiency, energy management and new emerging green careers.

Strategies Implemented in 2010

- The Green Campus program which is currently funded by the IOUs at 16 universities and colleges with nearly 100 participating interns, engages students in building pathways into green careers.
- PEAK is a K-12 student training program providing education curriculum on the science of energy use, and how to manage energy use. The existing curriculum materials were recently revised to include the green career awareness and exploration as well as the impacts of energy generation and demand response on the environment including greenhouse gas emissions. PEAK is also focused on recruitment efforts in minority, low income Title I school districts. The IOUs are working together to develop high school level student connections and also

learning more about how social media and related technologies can assist in tracking student matriculation into energy careers.

- While objectives have not changed, the state budget, national economic crises, and labor market instability have created challenges beyond the direct control of the IOUs, all of which have created difficulties in developing sustainable, comprehensive and transformative program implementations.

3. WE&T Strategic Planning And Implementation

Program Description

This subprogram involves management and execution of several strategic statewide planning tasks identified in the Strategic Plan: a) form an IOU/CPUC WE&T Task Force, b) conduct a needs assessment study, c) facilitate Annual WE&T Public Meetings, and d) create a WE&T-specific web portal.

Strategies Implemented in 2010

- The WE&T Taskforce hosted four workshops in 2010.
- The IOUs expanded implementation activities for its Centergies and Connections subprograms in 2010 to more effectively support objectives of increasing workforce interest, knowledge and growth in the energy efficiency industry sector. IOUs began work toward collaboratively creating training for post-secondary education institutions to build stronger linkages for those with energy efficiency careers.
- In conjunction with the completion of the needs assessment study work in 2010, a Workforce Strategies Energy Efficiency and Green Job Summit was hosted in Berkeley on December 8, 2010 to present preliminary study findings to the WET Taskforce and extended parties. The final study report was posted on March 17, 2011 to http://www.engage360.com, California's Energy Efficiency webportal.

K. Statewide Marketing, Education & Outreach Program

SCE's statewide Marketing, Education & Outreach (ME&O) program is comprised of the following subprograms:

1. Statewide ME&O

Program Description

The purpose of statewide Marketing, Education and Outreach (ME&O) is to increase utility consumer awareness and participation in cost-effective energy saving activities offered by the utilities. Additionally, the program promotes behavior changes resulting in energy management efforts that save energy and reduce greenhouse gas emissions, executed in coordination with demand response and renewable self-generation options. To be successful, ME&O must move consumers through a transitional process from awareness and knowledge of energy efficiency to action.

The IOUs and CPUC conducted a Brand Assessment and revised the Flex Your Power (FYP) brand and campaign, which was completed in 2009. This assessment was presented to parties at a public workshop on December 3, 2009. These results informed the decision to retire the FYP brand to make way for a new approach that will encourage greater behavior change in California's ratepayers. The Brand Assessment resulted in the creation of a new statewide "smart energy living1" brand, called Engage 360, encompassing energy efficiency, demand response, low income, and the flexibility to possibly include other demand side management options at a later date.

Strategies Implemented in 2010

- The 2010 Statewide Marketing & Outreach subprogram transition was implemented with the expectation that the new brand, Engage 360, would be introduced and ramped up during the 2010 program year. For this reason, components of the FYP program were slowly transitioned out as the year progressed, prioritizing components of the program that were most effective and efficient to stay longer.
- From a marketing perspective, it made sense to sunset FYP and allow the new brand, Engage 360, a "clean slate" in the public consciousness. During this transition from FYP to Engage 360 in 2010, two Campaign Implementers continued work. The

audiences targeted in the FYP campaign plans were the general market and the rural market. The general and rural market activities were given less attention in the transition period to ensure that the retirement of FYP would not adversely impact the market.

- General market activities consisted of continuing a web presence with www.fypower.org and limiting grassroots activities in eight rural markets that capitalized on the success experienced with community-based organizations in past program years. This strategy still allowed an energy efficiency presence in the marketplace while preparing the stage to strategically introduce Engage 360 as the new brand and the new campaign. The objective of the FYP general and rural campaign implementers was to maintain a minimal level of awareness among the targeted ratepayers about how to take action on energy efficiency by providing tools and information. Overall, the maintenance of the FYP campaign focused on providing information resources about the purchasing of energy efficiency products and services on www.fypower.org. In addition, the campaign focused on behavior changes, including conservation and efficiency actions through the distribution of tip cards at rural market events.

2. ME&O Strategic Plan

Program Description

The ME&O strategic plan sub-program is a non-resource initiative, based on collective input and ratepayer funding from California's IOUs. The goal of the ME&O strategic planning effort is to create a culture in California that practices energy efficiency and other demand-side management options as a way of life resulting in both short-and long-term behavior changes. Because many consumers believe that they are already doing everything they can to save energy, a concerted effort must be made to convince them that they can, in fact, do more.

Strategies Implemented in 2010

- Applied the results of the Brand Assessment, Brand Development, and the Marketing & Integrated Communications Plan
- Launched the new Web Portal

These efforts work collaboratively with the M&O subprogram and the new Engage 360 brand. The projects developed under this subprogram have been: 1) Web Portal, Web Hosting, and Maintenance, and 2) Brand Assessment, Brand Development and the Marketing & Integrated Communications Plan.

L. Statewide Integrated Demand Side Management Program

Program Description

The Strategic Plan recognizes the integration of demand-side management options including energy efficiency, demand response, and distributed generation as fundamental to achieving California's strategic energy goals. To support this initiative, the IOUs have identified integrated demand-side management (IDSM) as an important strategic DSM policy priority and have proposed a series of activities, pilots and other programs in response to the Strategic Plan DSM Coordination and Integration Strategy.

Strategies Implemented in 2010

- An IOU and Energy Division Statewide Integration Task Force was formed in 2010 and is coordinating activities that promote, in a statewide-coordinated fashion, the strategies identified in the Strategic Plan and the eight integration directives described in the EE decision as follows:
  1. Development of a proposed method to measure cost-effectiveness for integrated projects and programs including quantification and attribution methods that includes GHG and water reductions benefits and the potential long-term economic and electric/gas hedging benefits.
  2. Development of proposed measurement and evaluation protocols for IDSM programs and projects.

3. Review IDSM enabling emerging technologies for potential inclusion in integrated programs.
4. Development of cross-utility standardized integrated audit tools using PG&E's developed audits as a starting point.
5. Track integration pilot programs to estimate energy savings and lessons learned and develop standard integration best practices that can be applied to all IOU programs based on pilot program evaluations and the results of additional integration promoting activities (i.e., EM&V and cost-benefit results).
6. Develop regular reports on progress and recommendations to the CPUC.
7. Organize and oversee internal utility IDSM strategies by establishing internal Integration Teams with staff from EE, DR, DG, marketing, and delivery channels.
8. Provide feedback and recommendations for the utilities' integrated marketing campaigns including how the working group will ensure that demand response marketing programs approved as category 9 programs are coordinated with EE integrated marketing efforts.

- In 2010, the Task Force contracted with a consultant to develop a white paper on IDSM cost-effectiveness and by the end of 2010, an initial draft of the white paper was developed. Additionally, the Task Force tracked multiple integrated emerging technologies and reviewed various programs, projects (including IDSM Pilots) and activities to identify integration efforts and opportunities and to develop best practices. The IOUs provided three joint quarterly reports for 2010 (the first covered Q1 and Q2) to Energy Division staff providing updates on the eight integration directives. Additionally, the statewide IDSM Task Force met in person on a quarterly basis to review the status of the various support activities for this IDSM initiative.
- Beginning in March 2010, SCE and Sempra began the extensive development process for the CA Integrated Customer Energy Audit Tool (formerly the Progressive Energy Audit Tool, or "PEAT"). In close coordination with PG&E, both SCE and Sempra identified

the business requirements for a consistent statewide IDSM audit tool. On November 11, 2010 the RFP seeking a vendor to develop the tool was released, and the laborious process of inter-utility consensus scoring, with consultation for Energy Division staff, lead to the selection of a vendor in early April 2011.

M. Local Programs

1. Online Buyer's Guide

Program Description

Promoting energy efficiency to the residential customer presents challenges but provides opportunities to promote energy conservation and foster market transformation. Barriers continue to include lack of information or awareness of specific measures, technologies, and practices. The goal of the Online Buyer's Guide Program is to provide SCE's residential customers with one web-based location that will contain all the information and tools needed to overcome the market barriers that prevent them from purchasing energy efficient products from and from participating in energy efficient programs. The Online Buyers Guide may include: technical information, a product database, savings calculation tools, a shopping guide, rebate program information, and retailer information for a subset of home energy products.

Strategies Implemented in 2010

- Conducted and finalized Business Requirements for the new website.
- Developed the metrics definition summary.
- Summarized the Program Area Requirements for Buyers Guide.
- Developed Goals and Features.
- Finalized the Product Scope and Project Schedule.

2. Financial Solutions

Program Description

The Financial Solutions Program is designed to provide customers additional options for financing energy efficiency projects. The program is offered in conjunction with other core SCE programs to stimulate and enable higher levels of customer participation.

Program elements are as following:

- The Nonresidential OBF Program offers zero-interest financing for the installation of qualifying energy efficient lighting, refrigeration, and air conditioning measures by commercial and governmental institutions customers. This program is a non-resource program that provides OBF as a tool for other SCE programs offered to individual customers in the commercial and industrial market segments, and through the local government partnership program. OBF builds upon the experience of SCE's 2006-2008 pilot program, which provided financial assistance through direct installation of energy efficiency measures for small commercial customers (convenience and small grocery stores). OBF will be offered through other SCE programs, thereby facilitating the expansion of OBF in alignment with the Strategic Plan's Commercial Sector Strategy.
- AB 811 Energy Efficiency for Cities and Counties is California's 2008 legislation to empower municipalities to fund installation of energy efficiency upgrades to an existing residential, commercial, industrial, or other real property.
- The Financial Services Working Group is a statewide effort to assess future options for financing, as well as addressing other financing issues to help transform the market in California.

<u>Strategies Implemented in 2010</u>

- Through AB 811 support, SCE has worked with jurisdictions that fall under AB811 to help inform local decision makers about the legislation, which provides for "financing" of energy efficiency projects via property tax bills and to identify financial sources to be tapped for energy efficiency projects.
- Participated in the statewide Financial Services Working Group to assess future options for financing, as well as addressing other financing issues to help transform the market in California.

- SCE is also presently seeking qualified consultants and advisors to provide an up-to-date evaluation of best practices in the financing of residential DSM projects, the current market for traditional third- party financing of residential DSM projects, and alternative, creative financing vehicles for residential DSM projects.
- The Financial Solutions program will be coordinated with the other IOUs, financial institutions, and both the CPUC and CEC. OBF program launch \took place on August 2, 2010. SCE was committed to ensure customer equity, minimize operational risk and optimized customer satisfaction.

3. Integrated Demand Side Management (IDSM) Pilot For Food Processing

Program Description

The Integrated Demand Side Management (IDSM) Pilot for Food Processing Program is a non-resource program. Industry, trade allies, and other partners promote integrated energy management solutions to end-use customers in the food processing and refrigerated warehouse segments.

The program's integrated approach combines audits for traditional measures such as energy efficiency retrofits and upgrades with strategies to assist customers in managing or reducing their energy demand during peak periods. By combining these approaches, the customer receives a comprehensive solution for managing energy costs. This helps SCE respond to peak energy demand.

While the program implementation focuses on energy efficiency, it also emphasizes integrated solutions in proper sequence (energy efficiency solutions followed by demand response solutions) to support the most cost-effective and satisfactory energy and financial solutions for all customers. Each project receives a comprehensive DSM audit that provides recommendations on how to implement DSM, the channels, trade allies, and specific SCE programs through which the measures will be installed.

Strategies Implemented in 2010

- Work completed in 2010 led to an RFP being issued. (This project went out to bid in 2011. A successful candidate was selected at the end of March and a contract is pending.)

4. Integrated Marketing & Outreach

Program Description

The Integrated Marketing and Outreach program was designed to generate awareness of IDSM solutions through the use of ongoing seasonal marketing campaigns, supporting market intelligence activities, the enhancement of SCE's website to ensure customers receive integrated solutions, and the outreach to customers through the Mobile Education Unit (MEU) and other outreach activities.

Strategies Implemented in 2010

- Conducted seasonal marketing campaigns and sales promotions that featured holistic solutions to common consumer issues. The campaigns included:
    1. Economic Assistance Campaign: The objective of the Economic Assistance Campaign was to generate awareness of solutions, like the Home Energy Efficiency Survey that would help customers find ways to reduce their energy usage, while increasing customer awareness and enrollment in available income-qualified programs – California Alternative Rates for Energy, Family Electric Rate Assistance, and Energy Management Assistance. The campaign period was April 2010 through June 2010.
    2. Summer Solutions Campaign: This campaign was designed to empower and educate SCE's customers to become smarter energy users and increase energy-efficient behavior. The campaign period was July 2010 through September 2010, and its objective was to increase awareness of (and participation in) SCE's diverse suite of EE programs including: Appliance Recycling, Home Energy Efficiency Surveys, and Home Energy Efficiency Rebates. SCE normally would have incorporated messaging on the Summer

Discount Plan into this campaign; however, SCE was unable to market the Demand Response program due to an enrollment cap.

3. Standby Power Campaign: The Standby Power Campaign (also called "Be an Outlet for Change") was an awareness effort dedicated to educating customers about the increasing number of electronic devices consuming energy in homes. During the period of October 2010 through December 2010, the campaign supported business and consumer electronics and lighting, the Home Energy Efficiency Survey, Home Energy Efficiency Rebates, and the Appliance Recycling Program by promoting simple behavior changes and actions that reduce energy waste. From making smart choices such as purchasing energy-efficient products, unplugging electronic devices when not in use and using energy-saving surge protectors, customers were empowered to take control of standby energy waste by making a commitment to "Be an Outlet for Change."

- SCE's Community Outreach Marketing consisted of a mix of several large scale (500+ attendees) events over the course of 2010 which aligned with ongoing Seasonal Campaigns and targeted business communications.

    1. World Ag Expo 2010 – Feb 9 – Feb 11, 2010 – Tulare, CA: The World Agricultural Expo is the world's largest annual agricultural exposition, attracting an average of 100,000 attendees from the agricultural community. SCE's presence at the event consisted of two different locations: one area focusing on residential programs and services and the other focusing on agricultural and business programs. SCE was able to speak to over 1,200 attendees over the 3 day event on programs and services including: Pumping, Food Processing, Water/Wastewater, Low Income Programs, Appliance Recycling, California Solar Initiative, and the Home Energy Efficiency Survey.

2. BOMA 2010 International Conference – Jun 25 – Jun 27, 2010 – Long Beach, CA: The Building Owners and Managers Association International Conference connects contractors, builders, commercial agencies, manufacturers and industry specific companies and association for three days covering a variety of topics including sustainability and energy efficiency. SCE's presence at the event consisted of a 20'x20' exhibit area space focusing on SCE's market segment solutions in the area of offices, industrial manufacturing, retail, government and institutions and water/wastewater. SCE was able to engage with the over 2,000 attendees at the event and specifically address the questions and needs of over 450 customers.
3. Los Angeles County Fair – Sept 4 – Oct 3, 2010 – Pomona, CA: The Los Angeles County Fair is the largest national county fair, attracting over 1 million attendees from the Southern California regional area. SCE's presence at the event consisted of a large 20' x 60' space which highlighted a wide range of SCE's programs and services including: Appliance Recycling, Low Income Programs, Home Energy Efficiency Survey, and information on SmartConnect. Over 8,400 customer interactions were achieved over the 23 day event. This was also the first year where interactive touch screen kiosks were featured in the booth area. Customers were able to look up information, watch videos, and visit the SCE website and sign up for programs directly via the kiosk.

N. <u>Energy Leader Partnership Program</u>

The Energy Leader Partnership Program provides support to local governments to identify and address energy efficiency opportunities in municipal facilities, take actions supporting the Strategic Plan, and increase community awareness and participation in demand side management opportunities. A key goal in SCE's local government partnerships is helping cities and counties lead by example in addressing energy efficiency first in their own municipal facilities. In addition, the program

strives to expand the policies and the energy management capacity at local governments to maintain a long term sustainability focus.

1. City Of Beaumont Partnership Energy Leader Partnership

Program Description

The Beaumont Energy Leader Partnership Program is a local government partnership comprised of the City of Beaumont (the "City" or "Partner") and SCE. This Partnership was created in 2009 under the Local Government Energy Action Resource and renewed the contract for 2010-2012 program cycle. The Partnership focuses on three major objectives namely: municipal retrofits, ME&O, and strategic plan development. The partnership established the leadership by participating SCE's Energy Efficiency Programs through retrofitting/replacement projects. In this way, the city is not only experiencing the enhanced incentive bur also encouraging community to be more energy efficient. The Partnership introduces and promotes various energy efficiency programs to the city and community through continuous education, marketing, and outreach. In addition, the Partnership assists the city to develop their strategic plan according to California's EE Strategic Plan. The City of Beaumont and SCE developed this Partnership plan together as a guiding document for the Partnership's goal and objectives.

Strategies Implemented in 2010

Administrative Successes

- SCE and the City of Beaumont held monthly meetings to discuss initial contract formats, Energy Leader program goals, milestones for marketing, training, and energy efficiency projects.

Municipal Retrofits

- The city completed their PD building lighting retrofit project and resulted in energy savings of 26,315 kWh.
- The Partnership continued to utilize technical assistance for investment grade audits at their facility to identify potential projects in 2011.

Core Program Coordination

- The city launched a Refrigerator Recycling Rebate Program by distribution of co-branded flyers in July utility bills.

2. City Of Long Beach Energy Leader Partnership

Program Description

The Long Beach Energy Leader Partnership Program is a local government partnership comprised of the City of Long Beach (the "City" or "Partner") and SCE. This Partnership will operate through the 2010-2012 program cycle, installing measurable and persistent energy efficiency and conservation devices for the benefit of the City of Long Beach, its constituencies, the State of California, and California IOU ratepayers. Partnership activities focus on implementing energy efficiency in municipal facilities specifically and in the community in whole. The Partnership establishes energy savings goals through City-identified projects, funded by Partnership incentives and technical assistance. The Partnership supports City and community EE efforts through marketing and outreach funds. The City of Long Beach and SCE developed this Partnership plan together as a guiding document for the Partnership's goals and objectives.

Strategies Implemented in 2010

Administrative Successes

- SCE and the City of Long Beach met monthly to discuss initial contract formats, Energy Leader program goals, milestones for marketing, training, and energy efficiency projects.

Municipal Retrofits

- The city completed two major PC Networking Software projects: one at its police department and another at its city hall. The city achieved 474,000 kWh in energy savings with these two efforts.
- The city also launched 15 major retrofit projects using the Express Efficiency program and its ARRA/EECBG funds. Completion of these project activities is expected in 2011.

Core Program Coordination

- The city launched a first of its kind Opportunity Drawing, designed to motivate residents to go online and take SCE's home energy survey.
- The city also spent a great deal of effort in preparing for the launch of Energy Upgrade California.

Education and Outreach

- The city conducted numerous community events which included information on energy efficiency, among them its "Earth Week" series of events in April and its Green Port Festival in October.
- In addition to its own information booths, the city scheduled and used SCE's MEU at each one.

3. City Of Redlands Energy Leader Partnership

Program Description

The Redlands Energy Leader Partnership Program is a local government partnership comprised of the City of Redlands (the "City" or "Partner") and SCE. The City of Redlands Partnership Program delivers energy savings by implementing energy efficiency measures to municipal facilities. The Partnership offers marketing education and outreach to local governments and their communities, coordinates with core utility energy efficiency and demand response programs as well as strategic planning assistance provided to partners.

Strategies Implemented in 2010

Administrative Successes

- SCE and the City of Redlands held monthly meetings to discuss its core objectives, Energy Leader program goals, milestones for marketing, training, and energy efficiency projects.

Municipal Retrofits

- The city completed two major projects: 1) City Hall Lighting Retrofit Project resulted in 18,687 kWh savings; 2) Peak Ponds Pump Retrofit Project resulted in 209,863 kWh savings.

- The city also launched other major retrofit projects using the Customized Solutions program and the installation to be completed in 2011.

Core Program Coordination

- The Partnership launched a Direct Install Program in conjunction with Chamber of Commerce and Business Solutions Organization promoting energy efficiency in small business community.
- The Partnership also launched co-branded outreach and marketing for residential programs, particularly HEES Program and Energy Upgrade California Program.

Education and Outreach

- The city conducted numerous community events which included information on energy efficiency for both commercial and residential customers.
- The Partnership created 30-foot street banner designed to promote the Partnership and energy efficiency.

4. City Of Ridgecrest Energy Leader Partnership

Program Description

The City of Ridgecrest local government partnership program has built on the success of the previous program cycles. This partnership involves the creation of energy partnerships with cities and local governments to set energy efficiency goals and generate measurable, verifiable energy savings through identification of specific energy efficiency projects and community outreach activities. Projects are referred to SCE's core programs and can be residential or non-residential, including: small, commercial and industrial businesses, municipal and other governmental agencies, and non-profit organizations. Low income and demand response programs will also be included.

Strategies Implemented in 2010

Administrative Successes

- SCE and the City of Ridgecrest met monthly to discuss initial contract formats, Energy Leader program goals, milestones for marketing, training, and energy efficiency projects.

Municipal Retrofits

- The partnership identified several retrofit opportunities at the City facilities and the city is considering few of the recommended retrofits.

Core Program Coordination

- The cities also considered methods for increasing small business participation in SCE's Commercial Direct Installation Program and mobile home owner's participation in SCE's Comprehensive Manufactured Homes Program.

Education and Outreach

- The cities conducted four community events which emphasized energy efficiency through brochures and the use of SCE's MEU.

5. City Of Santa Ana Energy Leader Partnership

Program Description

The Santa Ana Energy Leader Partnership Program is a local government partnership comprised of the City of Santa Ana (the "City" or "Partner") and SCE. This Partnership will operate through the 2010-2012 program cycle, installing measurable and persistent energy efficiency and conservation devices for the benefit of the City of Santa Ana, its constituencies, the State of California, and California IOU ratepayers. Partnership activities focus on implementing energy efficiency in municipal facilities specifically and in the community in whole. The Partnership establishes energy savings goals through City-identified projects, funded by Partnership incentives and technical assistance. The Partnership supports City and community EE efforts through marketing and outreach funds. The City of Santa Ana and SCE developed this Partnership plan together as a guiding document for the Partnership's goals and objectives.

Strategies Implemented in 2010

Administrative Successes

- SCE and the City of Santa Ana met monthly to discuss initial contract formats, Energy Leader program goals, milestones for marketing, training, and energy efficiency projects.

Municipal Retrofits

- The city launched approximately 25 Express Efficiency projects using its ARRA/EECBG funding expected to be completed in early 2011.

Core Program Coordination

- The city launched a major effort to promote SCE's Direct Install program within the city's small business community. This effort resulted in energy savings over 9.3 million kWh and 2.2 MW.
- The city planned the launch of SCE's Mobile Home Program into its 29 mobile home parks and reached over 400 students with the LivingWise program.

Education and Outreach

- The city conducted multiple events designed to heighten awareness within the community on matters of energy efficiency utilizing SCE's MEU, including a presentation to the Greater Santa Ana Business Alliance, and the Celebrate Santa Ana annual event.
- The city also conducted a major LED Holiday light exchange to promote awareness for this new, emerging technology.

6. City Of Simi Valley Energy Leader Partnership

Program Description

The Simi Valley Energy Leader Partnership Program is a local government partnership comprised of the City of Simi Valley (the "City" or "Partner") and SCE. Partnership activities focus on implementing energy efficiency in municipal facilities specifically and in the community in whole. The Partnership establishes energy savings goals through City-identified projects, funded by Partnership incentives and technical assistance. The Partnership supports City and community EE efforts through marketing and outreach funds. The City of Simi Valley and SCE developed this Partnership plan together as a guiding document for the Partnership's goals and objectives.

Strategies Implemented in 2010

Administrative Successes

- The SCE and City of Simi Valley Partnership team met monthly to review program goals and discuss plans.
- A Partnership meeting was held at CTAC to give the city staff an opportunity to experience to see the offerings of the facility.

Municipal Retrofits

- 99,167 kWh (105% of goal) and 23 kW (65% of goal) installed in 2010 through pump, lighting and occupancy sensor projects installed.

Strategic Planning Support – Embedded

- Partner attended the October 14th Statewide Energy Efficiency Collaborative (SEEC) Forum in Burbank.
- The City of Simi Valley is preparing to host a Title 24 workshop at CTAC for 2011.
- Core Program Coordination
- Coordinated with Non-Residential Direct Install Program for outreach to the City of Simi Valley in October.
- Coordinated with the Whole House/Energy Upgrade California Program for outreach efforts with the City of Simi Valley.

Education and Outreach

- SCE's Mobile Energy Unit attended Simi Valley's Earth Day Event with approximately 2,000 people in attendance.
- Finalized Agreement and Statement of Work with The Peterson Group to perform marketing functions and create partnership identity in community.

7. <u>City Of South Gate Energy Leader Partnership</u>

<u>Program Description</u>

The South Gate Energy Leader Partnership Program is a local government partnership comprised of the City of South Gate (the "City" or "Partner") and SCE. This Partnership will operate through the 2010-2012 program cycle, installing measurable and persistent energy efficiency and

conservation devices for the benefit of the City of South Gate, its constituencies, the State of California, and California IOU ratepayers. Partnership activities focus on implementing energy efficiency in municipal facilities specifically and in the community in whole. The Partnership establishes energy savings goals through City-identified projects, funded by Partnership incentives and technical assistance. The Partnership supports City and community EE efforts through marketing and outreach funds. The City of South Gate and SCE developed this Partnership plan together as a guiding document for the Partnership's goals and objectives.

Strategies Implemented in 2010

Administrative Successes

- SCE and the City of South Gate met monthly to discuss initial contract formats, Energy Leader program goals, milestones for marketing, training, and energy efficiency projects.

Municipal Retrofits

- The city completed three energy efficiency projects achieving over 100,000 kWh in energy savings.
- The city also launched numerous others expected to be completed in early 2011.

Strategic Planning Support – Embedded

- The City of South Gate worked with consultant in implementing SCADA improvements. The City of South Gate made it a priority in the design phase to be able to look at energy consumption and output from its well sites. As a participant in SCE's Energy on Demand, it is their goal to shed energy during peak times. Project is scheduled for completion by Summer 2011.

Core Program Coordination

- The city launched a major effort to promote SCE's Commercial Direct Installation Program within the city's small business community.
- The city also included information on SCE's core programs in its monthly newsletter and on its website.

Education and Outreach

- The city conducted two major community events promoting energy efficiency and utilizing SCE's MEU – at its annual Azalea Festival and its Family Day in the Park.

8. Community Energy Leader Partnership

Program Description

The Community Energy Partnership (CEP) program is a unique local government partnership comprised of the Cities of Brea, Corona, Irvine, Moreno Valley, San Bernardino, Santa Clarita and Santa Monica, the investor-owned utilities of SCE and SCG, and The Energy Coalition (TEC) based in Irvine. The Partner Cities, Utility Partners and The Energy Coalition (the Partnership) work in collaboration to deliver energy savings and create awareness about energy efficiency among multiple market segments, including municipal, residential, and non-residential. During the 2010-2012 program cycle, the CEP will implement SCE's new Energy Leaders Model and conduct a variety of initiatives that deliver both hard energy savings and community-wide education. The program initiatives include an emphasis on energy efficiency retrofit projects of municipal facilities, activities that support the Strategic Plan, and coordination of utility core programs to Partner City communities.

Strategies Implemented in 2010

Administrative Successes

- Held Efficiency First! ("E1!") Team meetings with City Team Leaders and facility-related city staff; Utility Account Representatives and Public Affairs Managers; and The Energy Coalition (TEC) staff. The purpose of these E1! Team meetings is to further cement new working relationships between Partner Cities, Utilities, and TEC that are essential in successfully reaching all program goals in the 2010-2012 Program cycle.

Municipal Retrofits

- Promoted Demand Response programs to Partner Cities during Efficiency First! Team meetings

- Identified strong pipeline of energy efficiency projects for 2010-2012 program cycle, with majority of these installation dates targeted for 2011.

Strategic Planning Support – Embedded

- Based on feedback collected from Partner Cities during first quarter 2010, the CEP selected the following strategic planning goals:
    - 80% of Partner Cities have appropriate staff trained in the latest energy efficiency and code compliance standards for sustainability
    - 80% of Partner Cities are successfully benchmarking major government facilities with ongoing tracking
    - 60% Partner Cities have ability to properly manage energy usage in municipal facilities
    - 15% of Partner Cities adopt a Climate Policy with a focus on energy efficiency in their General Plan

Core Program Coordination

- Coordinated with SCE on outreach efforts for Direct Install program in Partner Cities.
- Encouraged attendees at the Santa Clarita Green Energy Incentive Program Workshop to leverage non-residential 2010-2012 utility programs and benchmarking when applying for the City grant.
- Distributed information regarding the following programs: HEES Surveys, Operation Light Exchange Events, CSI, and the Appliance Recycling Program.

Education and Outreach

- Completed design and printed E1! NewsFlash for Local Governments quarterly newsletters.
- Assisted in the setup for an MEU at various community events.

9. <u>Desert Cities Energy Leader Partnership</u>

<u>Program Description</u>

The Desert Cities Energy Leader Partnership Program is a local government partnership comprised city of Blythe, Cathedral City, Desert Hot Springs, Indian Wells, Palm Springs, Rancho Mirage, Agua Caliente tribe, SCG, Imperial irrigation District (IID), and SCE. The program is designed to assist local governments to effectively lead their communities to increase energy efficiency, reduce greenhouse gas emissions, increase renewable energy usage, protect air quality and ensure that their communities are more livable and sustainable. This Partnership will operate through the 2010-2012 program cycle, installing measurable and persistent energy efficiency and conservation devices for the benefit of the Cities, their constituencies, the State of California, and California IOU ratepayers. Partnership activities focus on implementing energy efficiency in municipal facilities specifically and in the community in whole. The Partnership establishes energy savings goals through City-identified projects, funded by Partnership incentives and technical assistance. The Partnership supports City and community EE efforts through marketing and outreach funds. The Cities and SCE developed this Partnership plan together as a guiding document for the Partnership's goals and objectives.

Strategies Implemented in 2010

Administrative Successes

- The team met monthly to discuss program goals, milestones, marketing, training, and energy efficiency projects.
- The Partnership also hold Working Group meeting every other month with the cities to discuss their ongoing projects.

Municipal Retrofits

- The partnership cities completed lighting projects for Palm Springs and Agua Caliente. These two projects achieved over 250,000 kWh in energy savings.
- The Partnership assisted Rancho Mirage's library with the chiller system replacement which resulted in 80,000 kWh in energy savings.

Core Program Coordination

- The Partnership promoted the pool pump program to the cities which resulted in higher participation for their residents. This effort resulted in over 880,000 kWh in energy savings.
- The cities participated in SCE's Direct Install program for small Businesses.

Education and Outreach

- The Partnership conducted trainings on Reach Code and Climate Action Plan to promote Strategic Plan support.

10. Eastern Sierra Energy Leader Partnership

Program Description

The Eastern Sierra Energy Leader Partnership is a partnership between SCE and the jurisdictions in the Eastern Sierra region. The partnership identifies opportunities for improving energy efficiency for Eastern Sierra jurisdictions. The program offers customized incentives for municipal projects; conducts energy efficiency training as well as outreach events to drive participation in the core programs.

Strategies Implemented in 2010

Administrative Successes

- SCE and the High Sierra Energy Foundation held monthly meetings to discuss its core objectives, Energy Leader program goals, milestones for marketing, training, and energy efficiency projects.

Municipal Retrofits

- Partnership participated at energy efficiency partnership meeting in Downey.
- The Partnership is currently working with Public Works and providing information for the bid process for the On-bill Finance Town of Mammoth Lakes yards project.
- Mono County is in the final stage of installation of the IT Server Virtualization and Network Software program and working with SCE on completion of application.

- City of Bishop Public Works is working with a consultant on a new storage tank project. Council approved the contract to construct the new storage tank.
- The Partnership continues to reach out to small businesses in Mono County and the Owens Valley to bring them on board for the Direct Install small business program that commences May 18.

Core Program Coordination

- The Partnership launched a direct install strategy in conjunction with Chamber of Commerce and Business Solutions Organization promoting energy efficiency in small business community.
- The Partnership also launched co-branded outreach and marketing for residential programs, particularly HEES Program and Energy Upgrade California Program.

Education and Outreach

- The city conducted numerous community events which included information on energy efficiency for both commercial and residential customers.

11. Energy Leader Partnership Strategic Support

Program Description

SCE, PG&E, SCG, and SDG&E have entered into co-funded contracts with ICLEI, the Institute for Local Government (ILG) and the Local Government Commission (LGC) to provide a coordinated statewide program of workshops, technical assistance, a recognition program, and other means to allow local governments to share best practices associated with energy management. This statewide program is called the Statewide Energy Efficiency Collaborative (SEEC). Work performed in this program is coordinated with the statewide local government energy efficiency best practices coordinator, whose contract is also co-funded by the four IOUs.

Strategies Implemented in 2010

- The Beacon Award was launched on July 30, 2010. As of December 31, 2010, 16 local governments had submitted applications to participate in the program, and 11 have adopted the required resolution committing the agency to participate in

the program. ILG has updated and expanded their California Climate Action Network Best Practices Framework and other resource materials, with emphasis on energy efficiency and energy savings for Local Government's use.

12. Kern County Energy Leader Partnership

Program Description

The Kern local government partnership program has built on the success of the previous program cycles. This partnership is a unique cooperative effort of PG&E, SCE, SCG, the County of Kern and the following cities: Arvin, Bakersfield, California City, Delano, Maricopa, McFarland, Shafter, Taft, Tehachapi, and Wasco. Partnership offerings are available to residents, businesses and municipalities. The Partnership is reducing energy use by providing energy efficiency information, on-bill financing, and direct installation of energy efficient equipment to small businesses in targeted areas, while continuing to retrofit municipal properties. To further achieve energy efficiency in municipal facilities, the partnership is pursuing several goals identified in California's EE Strategic Plan.

Strategies Implemented in 2010

Administrative Successes

- SCE, SCG, PG&E, the Kern Council of Governments, and the participating jurisdiction met monthly to discuss initial contract formats, Energy Leader program goals, milestones for marketing, training, and energy efficiency projects.

Municipal Retrofits

- The partnership identified several retrofit opportunities at the partnership jurisdiction facilities and the cities are considering few of the recommended retrofits.

Core Program Coordination

- The implementing partner is developing marketing communications intended to drive residents and small businesses to SCE's core programs.
- The implementing partner and the cities provided signed letters from the mayors for increasing small business participation in SCE's Commercial Direct

Installation Program and mobile home owner participation in the Comprehensive Manufactured Home Program.

Education and Outreach

- The participating jurisdictions conducted over ten community events which emphasized energy efficiency through brochures and the use of SCE's MEU.
- In addition to its own information booths, the implementing partner scheduled and used SCE's MEU at each one.

13. Orange County Cities Energy Leader Partnership

Program Description/Overview

The Orange County Cities Energy Leader Partnership Program is a local government partnership comprised of the Cities of Huntington Beach, Westminster, Fountain Valley, and Costa Mesa (the "Cities" or "Partners") along with SCE. This partnership will operate through the 2010-2012 program cycle, installing measurable and persistent energy efficiency and conservation devices for the benefit of the Cities, their constituencies, the State of California, and California IOU ratepayers. Partnership activities focus on implementing energy efficiency in municipal facilities specifically and in the community in whole. The Partnership establishes energy savings goals through City-identified projects, funded by Partnership incentives and technical assistance. The Partnership supports City and community EE efforts through marketing and outreach funds. The Cities and SCE developed this Partnership plan together as a guiding document for the Partnership's goals and objectives.

Strategies Implemented in 2010

Administrative Successes

- SCE, SCG, the City of Huntington Beach, Westminster, Fountain Valley, and Costa Mesa met monthly to discuss initial contract formats, Energy Leader program goals, milestones for marketing, training, and energy efficiency projects.

Municipal Retrofits

- The partnership cities completed a major MBCx project at the Huntington Beach Library and a PC Networking Software project at the Costa Mesa city hall. These two projects achieved over 800,000 kWh in energy savings.
- The cities also began work on several other major EE projects expected to be completed in 2011 – a five chiller retrofit project, several lighting projects (including LED streetlights), and an HVAC controls project.

Core Program Coordination

- The cities reviewed proposals from two separate marketing communications firms, with expertise in energy efficiency, pertaining to the development of websites intended to drive residents and small businesses to SCE's core programs.
- The cities also considered methods for increasing small business participation in SCE's Commercial Direct Installation Program.

Education and Outreach

- The cities conducted over twelve community events which emphasized energy efficiency through brochures and the use of SCE's MEU.
- In addition to its own information booths, the city scheduled and used SCE's MEU at each one.

14. Palm Desert Demonstration Partnership

Program Description

The purpose of the Palm Desert Partnership project is to reduce energy consumption and peak demand by 30% over six years, by December of 2012. The first two years of funding were authorized in December of 2006, and the project launched in January of 2007. The program's objective is to provide special incentives that target the best opportunities for energy efficiency in this community. Another goal of the project is to find ways of delivering energy efficiency that can be replicated in other communities.

Strategies Implemented in 2010

Administrative Successes

- The working group responded to the "pilot criteria" requested by the CPUC.
- Nonresidential direct install work began in February with Nonresidential surveys and Direct Install measures installed at more than 100 Palm Desert businesses.
- One vendor was selected to do the majority of the Administrative tasks for the Partnership through June 2010, until the CPUC decision was authorized.
- The City approved and released funds for their AB811, Energy Independence Program, with total budget of six million dollars. The city has begun accepting applications from PD residents.
- The Partnership re-launched the One Stop Shop Pool Pump/Heater and Residential Direct Installation programs in Palm Desert.

Core Program Coordination

- Continued aggressive marketing and promotional campaign including a "Set To Save" branded website and collateral (unique to the Palm Desert Partnership) to support Partnership specific programs as well as SCE core programs.
- The Partnership carefully planned to integrate and feature Energy Upgrade California into the launch its new Residential Program.

Education and Outreach

- Over 500 Palm Desert residents received In-Home Energy Efficiency Surveys along with HVAC Tune-Ups and Direct Installation of CFLs through the Partnership's Energy Efficiency Upgrade Program.
- The Partnership reached out to the entire community through various marketing and outreach channels including the "Set To Save" branded website, the Desert Sun newspaper, the Bright Side newsletter, the Chamber of Commerce newsletter, a letter from the city, various rack cards and flyers, and a presence at over a dozen targeted local events.

15. <u>San Gabriel Valley Energy Leader Partnership Program</u>

<u>Program Description</u>

SGVEWP is a partnership between the SCE and the San Gabriel Valley Council of Governments. The partnership identifies opportunities for improving energy efficiency in the 29 cities of the San Gabriel valley. The program offers customized incentives for municipal projects; conducts energy efficiency training as well as outreach events to drive participation in the core programs.

Strategies Implemented in 2010

Administrative Successes

- Partnership executed its 2010-2012 program cycle Agreement to implement the Energy Leader partnership program.
- The Program held all its monthly regular meetings and supported SCE's effort to select a technical service provider to support the member cities.

Municipal Retrofits

- Several cities retrofitted their municipal facilities in 2010.
- The most significant projects include the West Covina traffic light project, the San Gabriel street delamping project, and the South Pasadena traffic light conversion project. The program exceeded its annual goal by 25%.

Strategic Planning Support – Embedded

- Selected menu item: Adopt codes, ordinances, standards, guidelines or programs that encourage or require building performance that exceeds state requirements.
- The focus should be on using existing models, or if there is something new and unique that it be replicable.
- Completed a library of ordinances and policy for the San Gabriel Valley cities.

Core Program Coordination

- Held its second annual Energy Efficiency awards Luncheon, recognizing the cities of West Covina, Pomona, San Gabriel and South Pasadena.
- Participated in LED light Exchange events in Baldwin Park, La Puente, Claremont, Rosemead, Pomona and Walnut.

Education and Outreach

- Hosted one-on-one meetings with several cities to promote energy efficiency projects and to assist cities with EECBG application.
- Hosted nine Energy Working Group meetings with Staff responsible of managing municipal and community-wide energy programs. Topics include LA County's AB811 and SCE's Whole House Retrofit Program.
- Distributed six bi-monthly e-newsletters to over 250 recipients.

16. San Joaquin Valley Energy Leader Partnership

Program Description

The San Joaquin Valley Partnership is a partnership between SCE and the jurisdictions in the San Joaquin Valley. The partnership identifies opportunities for improving energy efficiency San Joaquin Valley jurisdictions. The program offers customized incentives for municipal projects; conducts energy efficiency training as well as outreach events to drive participation in the core programs.

Strategies Implemented in 2010

Administrative Successes

- SCE, SCG, the San Joaquin Valley Clean Energy Organization, and the participating jurisdiction met monthly to discuss initial contract formats, Energy Leader program goals, milestones for marketing, training, and energy efficiency projects.

Municipal Retrofits

- The partnership cities performed a major upgrade at their waste water treatment plant, lighting upgrades, pump and well upgrades, and several other projects totaling four million kWh savings.

Core Program Coordination

- The implementing partner is developing marketing communications intended to drive residents and small businesses to SCE's core programs.

- The implementing partner and the cities provided signed letters from the mayors for increasing small business participation in SCE's Commercial Direct Installation Program and mobile home owner participation in Comprehensive Manufactured Homes Program.

Education and Outreach

- The participating jurisdictions conducted over ten community events which emphasized energy efficiency through brochures and the use of SCE's MEU.
- In addition to its own information booths, the implementing partner scheduled and used SCE's MEU at each one.

17. South Bay Energy Leader Partnership

Program Description

The South Bay Partnership provides an energy resource center, the South Bay Energy Savings Center (SBESC) and supports fifteen local governments of the South Bay and their communities. The program provides energy information, workshops and community outreach. The Energy Efficiency Plus ("EE+") element of the program provides technical assistance to cities and businesses to help identify energy efficiency opportunities and access to statewide and local energy efficiency incentives and rebates to realize hard energy savings. SCG and The West Basin Municipal Water District are also part of this Partnership.

Strategies Implemented in 2010

Administrative Successes

- The Partnership executed its 2010-2012 program cycle Agreement to implement the Energy Leader partnership program. All four partners signed individual Agreements with SCE and SCG.
- The Program held its monthly meetings.

Municipal Retrofits

- Developed a strong pipeline of energy efficiency projects.

- Two major pumping projects were completed and accounted for 80% of the program 2010 energy savings goal.

Strategic Planning Support – Embedded

- Elected to assist the member cities to: Adopt a Climate Action Plan (CAP), Energy Action Plan (EAP) or adopt energy efficiency language into another policy document, such as a General Plan, to reduce community greenhouse gas emissions with a focus on energy efficiency.
- In 2010, all the fifteen South Bay cities completed their GHG municipal inventory.

Core Program Coordination

- Participated in a major Refrigerator and Freezer pick up event co-sponsored by Sears.
- Other core program coordination events include the City of Carson and Lennox direct install events.

Education and Outreach

- The Program held a monthly energy 101 workshop designed to educate home owner and residents on energy efficiency and green home technology.

18. South Santa Barbara County Energy Leader Partnership

Program Description

The South Santa Barbara County Energy Efficiency Partnership includes SCE and municipal governments within the County of Santa Barbara, including Santa Barbara County and the cities of Santa Barbara, Goleta, and Carpinteria. The program generates energy savings through identification of municipal energy efficiency projects, education and training and marketing and outreach. Cities complete retrofits of their own facilities and conduct community sweeps as well as outreach to residential and business communities to increase participation in core programs. The partnership acts as a portal for all energy offerings including Low income, CARE, Demand Response, Self Generation and California Solar Initiative and demand response programs are included. The

Partnership provides energy information to all market segments, identifies projects for municipal retrofits, and funnels customers to existing SCE core energy efficiency programs.

Strategies Implemented in 2010

Administrative Successes

- The Partnership executed its 2010-2012 program cycle Agreement to implement the Energy Leader partnership program. All four partners signed individual Agreements with SCE and SCG.
- The Program held its monthly meetings.

Municipal Retrofits

- The Program did well in identifying several municipal retrofit projects.
- Two audits were conducted at the City and County of Santa Barbara facilities. Among the projects implemented were the Los Banos pumping for the City of Santa Barbara and the County's elevator retrofit projects.
- The program fell short of its 2010 municipal goal.

Strategic Planning Support – Embedded

- The City of Goleta adopted Reach Codes on December 2010. The ordinance was prepared and supported by the SCE's Codes and Standards. This effort satisfied the development of educational programs for local elected officials, building officials, commissioners, and stakeholders to improve adoption of energy efficiency codes, ordinances, standards, guidelines and programs.

Core Program Coordination

- The Program registered some very successful coordinated events last year that include the Refrigerator and Freezer pick up event and the Earth Day Festival to promote community home energy efficiency.

Education and Outreach

- The program, in coordination with SCE's education center and the National Electric Codes, prepared and organized the Building Operator Certification Level

- Thirty one students attended and received a certificate of completion.

19. Ventura County Energy Leader Partnership

Program Description

The Ventura County Regional Energy Alliance (VCREA), in partnership with the SCG and SCE builds on progress to date towards implementing a targeted Public Sector Program of energy savings for public agencies throughout the Ventura County region. VCREA supports efforts for nine cities (Camarillo, Fillmore, Moorpark, Ojai, Oxnard, Port Hueneme, Santa Paula, Thousand Oaks, and Ventura) and the county of Ventura to engage in the Energy Leader Model program and utilizes the strengths of the VCREA and its utility partners to jointly assist public agencies in leading their communities to greater participation in energy efficiency programs.

Strategies Implemented in 2010

Administrative Successes

- SCE, SCG and Ventura Partners met monthly to discuss initial contract formats, Energy Leader program goals, milestones for marketing, training, and energy efficiency projects.

Municipal Retrofits

- The City of Port Hueneme completed two pump projects in December.
- Technical audits were provided by Partnership technical assistance funds, which resulted in a significant pipeline built for the remaining program cycle.
- CEC funded projects were approved to be installed in 2011, totaling over 2 million kWh.

Strategic Planning Support – Embedded

- Provided Title 24 documentation training for plans examiners and building inspectors. The County of Ventura's Building and Safety Division helped host this regional session, and shared the opportunity with all of the cities in the region. VCREA provided a Title 24 Energy Code Updated for City of Ventura, Thousand Oaks, and Moorpark Building and Safety Division staff at the request

of the city to allow more direct understanding of the new energy codes and lends support to growing local capacity.

- Compiled relevant documents from partnership cities/county to create the basis for their Energy Action Plans and in support of the partnerships Strategic Plan goals.
- VCREA staff attended the October 12, 2010 Statewide Energy Efficiency Conference (SEEC) in Burbank.

Core Program Coordination

- The Partnership assisted in the marketing and education efforts for the Commercial Direct Installation Program.
- The Partnership has been involved with the development of the Whole House/Energy Upgrade California program in order to provide updates to their region.

Education and Outreach

- Prepared and distributed a bi-monthly training schedule, the partnership newsletters, training seminar information and utility brochures throughout the county in conjunction with its kiosk program, the chambers of commerce memberships and public agencies. At present, VCREA has eight kiosks located throughout the region; is a member of nine Chambers of Commerce and has provided information to the County of Ventura as well as all nine cities in the county.
- Launched its new website to increase visibility, connection to energy efficiency information and links to other agencies and organizations.

20. Local Government Strategic Planning Pilot Program (Solicitation)

Program Description

The Local Government Strategic Planning Pilot Program (Solicitation) is designed to engage local governments through a competitive solicitation process to conduct strategic plan activities

centered on energy efficiency and addressing the "Big, Bold" strategies found in the CPUC's Strategic Plan. The solicitation specifically sought activities that would lead to long-term sustainable changes as opposed to support of staffing resources or short-term initiatives that would cease to exist once the funding has ended. Funding for incentives, generation, and greenhouse gas strategies unrelated to energy efficiency, and initiatives replicating existing utility program offerings are excluded. The ultimate goal is to embed and institutionalize energy efficiency in policies, programs, and processes and to establish a culture within local governments. The maximum funding award per city or county is $1,000,000.

Strategies Implemented in 2010

- The solicitation process took place in two phases.
    - Phase 1 of the local government energy efficiency strategic plan strategies solicitation was initiated on January 18, 2010 with the release of a request for proposal.
    - A total of 27 proposals were received by the March 22, 2010 due date.
    - A Public Information Workshop was conducted April 13, 2010 to review the proposals.
    - Initiated negotiations to refine scope of work and budgets.
- Phase 2 of the local government energy efficiency strategic plan strategies solicitation was initiated on August 12, 2010 with the release of a request for proposal.
    - A total of ten proposals were received by the October 15, 2010 due date.
    - A Public Information Workshop was conducted November 3, 2010 to review the proposals.
    - Initiated negotiations to refine scope of work and budgets.
- A Strategic Plan Support Menu was finalized in conjunction with IOUs and the CPUC (with public input from workshops conducted in December 2009) that

define specific goals, strategies to accomplish those goals, and tasks to address the strategies.

21. Western Riverside Energy Leader Partnership

Program Description

The Western Riverside Energy Leader Partnership (WRELP) program delivers energy savings by implementing energy efficiency measure to municipal facilities. The Partnership offers marketing education and outreach to local governments and their communities, coordinates with core utility energy efficiency and demand response programs as well as Strategic Planning assistance provide to participating cities.

WRELP covers an area of over 2,100 square miles in one of the fastest growing areas in the United States. Western Riverside County is a large geographical area in Southern California, generally located east of Orange County, south of San Bernardino County, and north of San Diego County.

Strategies Implemented in 2010

Administrative Successes

- SCE monthly and quarterly meetings to discuss initial contract formats, Energy Leader program goals, milestones for marketing, training, and energy efficiency projects.

Municipal Retrofits

- The city of San Jacinto completed Artesia Well Project and resulted in energy savings of 131,775 kWh.
- The Partnership continued to identify potential projects for 2011 by completing investment grade audits for each participating cities and planning to utilize ARRA/EECBG funds.

Core Program Coordination

- The Partnership coordinated a campaign for Direct Install Program to promote energy efficiency in small business sectors. A presentation on the program was

provided to each City Council, flyers were distributed and the mayor's letters were sent to the businesses, and street banners were used to promote the program.

- The Partnership continued to implement Co-branded marketing strategy for HEES Program, Upgrade California Program and MMHEE program.

Education and Outreach

- The Partnership conducted numerous community events at various cities and SCE's MEU was present at each time.
- The Partnership created an electronic newsletter to notify members of energy efficiency activities occurring in the sub region.

O. Institutional And Government Energy Efficiency Partnership Program

The Institutional and Government Core Energy Efficiency Partnership Program is an umbrella program comprising seven sub-programs. The Institutional Partnerships incorporates two distinct program types: Statewide Institutional Programs and County Local Government Programs.

Statewide Institutional programs include partnerships with California Community Colleges (CCC), California University Systems (UC/CSU), the California Department of Corrections and Rehabilitation (CDCR), and the California State Government (or State of California). County Local Government programs include partnerships with Riverside, San Bernardino and Los Angeles County governments located in SCE territory.

The mutual program objective is to reduce energy usage through facility and equipment improvements, shared best practices, education and training. The Institutional Partnerships model raises awareness regarding energy consumption and efficiency, builds resources and skills, and delivers energy services. To reduce peak demand and create energy savings in existing facilities, Institutional Partnerships works with our Partners' staff to develop a pool of retrofit, New Construction, and RCx/MBCx projects for implementation.

Strategies Implemented in 2010

In 2010, Institutional Partnerships completed 66 audits, 5 RCx/MBCx, 76 Retro-fit, and 20 New Construction projects for the 7 sub-programs under the Institutional Portfolio. In addition, 19 On Bill Financing projects were submitted through the Institutional Portfolio.

1. California Community Colleges Energy Efficiency Partnership

Program Description

In this Partnership, SCE and other IOUs collaborate with the California Community Colleges (CCC) to share energy efficiency best practices and to implement EE projects for immediate and long-term energy savings and peak demand reduction.

Strategies Implemented in 2010

Administrative Successes

- Held quarterly Executive Team meetings to discuss overall program status and policy issues.
- Worked with campuses to enroll projects in the IOU's On Bill Financing programs.
- Worked with each IOU's Savings By Design representatives to further integrate the new construction element into existing program management processes and identified eligible projects.
- Developed an official policy describing how the Partnership will claim and pay incentives on deemed/express measures.
- Actively tracked project savings and schedule data in online tracking tool, and continued to create regular reports to show overall status of program or forecasts relative to goals.
- Continued with bi-weekly project status and delivery meetings with each IOU territory and each university system to document implementation progress, identify and resolve issues, and drive project completion.
- Held follow-up meetings at several campuses to discuss long-term energy goals and develop a series of projects to achieve these goals.

- Continued to implement an enhanced project tracking and scheduling approach giving campuses more direct control and responsibility for project tracking.

Retrofit/Projects

- Worked with Management Team to develop a streamlined MBCx process that was more likely to be successfully implemented in the community college environment.
- Completed retrofit and new construction projects at various CCC campuses such as Sequoias, Barstow, Chaffey, Mount San Antonio, Orange Coast, Golden West, Long Beach, and others campuses.

Education and Outreach

- Evaluation of new project technologies for suitability in the Community College market.
- Planning and participation in CCC conferences.
- Began planning for an educational seminar on the benefits of energy efficiency investments and demonstration of successful technologies for campus chancellors and other executive decision makers.
- Used IOU Energy Resource Centers to conduct training.
- Offered Building Operator Certification classes to faculty and staff.
- Campus meetings with Facilities and O&M staff to review project opportunities and manage follow-on project development efforts. This was greatly enhanced by the development of a Campus Screening Audit and Prioritization Tool.

2. California Department Of Corrections And Rehabilitation Energy Efficiency Partnership (CDCR)

Program Description

The CDCR Partnership is a Statewide program designed to achieve immediate and long-term peak energy demand savings and establish a permanent framework for sustainable, comprehensive energy management programs at CDCR institutions served by California's four large IOUs.

Strategies Implemented in 2010

Administrative Successes

- Met regularly with the respective Institutional Partnership teams and stakeholders (internal and external) to discuss project opportunities, legislative issues related to energy efficiency and demand response issues. In addition to regularly scheduled team meetings, subsequent meetings were held to audit facilities and work with core programs to integrate EE strategies.
- For the partnership, pursued resolution for a delay related to four CDCR projects with approved ARRA loans, beginning 2nd Quarter to allow the ARRA loan funds to be dispersed from DGS to the Energy Service Companies under CDCR contract. Multiple solutions were researched, and finally a process was instituted utilizing reimbursement authority. Notices-to-Proceed were issued in September for the four projects, and construction began in earnest in the 4th Quarter.
- A statewide effort between the CCC, UC/CSU, State of California and CDCR Partnerships and IOU staff continued to integrate the Savings by Design program into the Partnership umbrella. During the first quarter, New Construction projects continued to be submitted to the Partnership.

Retrofit/Projects

- Completed retrofit projects with Waste Water Treatment Plant in Tehachapi, and lighting projects with Norco California Rehabilitation Center.

Education and Outreach

- A new construction workshop was conducted to educate project directors on the CDCR/IOU new construction incentives.

3. County Of Los Angeles Energy Efficiency Partnership

Program Description

The Partnership supports the energy reduction and environmental initiatives described in the Los Angeles County Energy and Environmental Plan, adopted in 2008, and the objectives of the Strategic Plan.

Strategies Implemented in 2010

Administrative Successes

- With the Los Angeles County partnership, held several meetings throughout the year with departments outside of Los Angeles County Internal Services Department, in order to capitalize on additional energy savings opportunities.
- The Partnership team met with the Department of Public Works Senior Management team and developed a strong relationship with them. The team worked on strategies to develop energy savings opportunities and strategic implementation forecasts.

Municipal Retrofits:

- RCx projects include Harbor Hospital, AEEP/AS projects for pumping and several light projects.

Strategic Planning Support

- Worked closely with the LA County Office of Sustainability to develop a Strategic Plan Statement of Work. This competitively bid grant outlines $800,000 for the implementation/expansion of an Enterprise Energy Management Information System (EEMIS) across cities within LA County. An additional $200,000 for another selected activity has been established for the implementer (County) to provide support for local governments in developing and implementing energy efficiency programs by developing a local government energy efficiency resources plan and energy efficiency program documents. The implementer will also work with local governments in using the energy efficiency documents to implement energy efficiency pilot projects.

Core Program Coordination

- LA County Partnership is working very closely with our Residential Programs and the County Office of Sustainability on developing, in tandem, the Energy Upgrade California for the statewide coordinated efforts, and those of the County. The program executed the Contractor Launch for both the County and the utilities in September of 2010. The idea is to brand and market the seamless program to customers, and leverage existing utility processing channels. Contractor training seminars were held throughout various cities within the County to promote this program. Continued collaboration exists between the County and the utilities to launch the "Rebate Ready" program in January 2011.
- Continued to integrate the Savings by Design program into the Partnership umbrella.

Education and Outreach

- Made presentations at the county's energy users group sessions which had representatives from all 38 county departments.

4. <u>County Of Riverside Energy Efficiency Partnership</u>

<u>Program Description</u>

The County of Riverside Partnership is a collaboration with the Riverside County facility manager and other County organizations in efforts to build an infrastructure that will deliver cost-effective energy efficiency projects, and provides comprehensive outreach an energy efficiency education element to the personnel of County departments and agencies.

<u>Strategies Implemented in 2010</u>

Administrative Successes

- Riverside County implemented the Energy Revolving Loan fund, which was approved through the Board of Supervisors. All energy efficiency incentives will be routed to this accounting fund and will be used to procure more EE projects.

Municipal Retrofits

- New construction projects at Palm Desert Sheriffs' Station completed. Submitted six other new construction projects to complete in 2011.

Strategic Planning Support:

- Worked with county to establish Energy Revolving Fund in late 2010.

Core Program Coordination:

- Continued to integrate the Savings by Design program into the Partnership umbrella.

Education and Outreach:

- Met with County project managers in one-on-one meetings to discuss project opportunities and made presentations at two county steering team meetings.

5. County Of San Bernardino Energy Efficiency Partnership

Program Description

The County of San Bernardino Partnership is a collaborative effort with the County and other internal organizations to build an infrastructure that will effectively deliver cost-effective energy efficiency projects and to provide comprehensive outreach and education to facility managers.

Strategies Implemented in 2010

Administrative Successes:

- Worked with San Bernardino County to come up with ways to operate their buildings more efficiently. Utilized technical support to get better understanding of facilities' operations.
- Met with Project team to discuss project status and with other departments (Special District, Sheriff, IT, Library, and Fire) to discuss EE opportunities.
- Monthly meetings to discuss Partnerships activity.

Municipal Retrofits:

- Completed lighting, HVAC, and pump projects at Barstow library, 29 Palms library, Department of General Service, fire stations, and Special District.
- Installed vending misers throughout the whole county.

- Completed new construction projects at Fontana Courthouse and Government Center.

Strategic Planning Support:

- Assisted the County of San Bernardino on the implementation of utility manager for strategic planning initiative.

Core Program Coordination:

- Continued to integrate the Savings by Design program into the Partnership umbrella.
- Utilized enhance incentives from Deemed Incentives Program for the County.

Education and Outreach

- Educated the County of San Bernardino on the importance of energy efficiency. This motivated the county's staff to look for opportunities to reduce their operating costs by implementing energy efficiency projects.

6. State Of California Energy Efficiency Partnership

Program Description

The State of California/IOU Partnership is a Statewide program designed to achieve immediate and long-term peak energy demand savings and establish a permanent framework for sustainable, comprehensive energy management programs at state facilities served by California's four large IOUs.

Strategies Implemented in 2010

Administrative Successes

- Met regularly with the respective Institutional Partnership teams and stakeholders (internal and external) to discuss project opportunities, legislative issues related to energy efficiency and demand response issues. In addition to regularly scheduled team meetings, subsequent meetings were held to audit facilities and work with core programs to integrate EE strategies.

- Held project kickoff meeting with some State agencies such as the Department of Mental Health sites and Department of Developmental Services sites. However, implementation and completion is not scheduled until mid-2011.
- Mobilized the program plan with the Department of General Services, the IOUs and the state hired Energy Service Company to fully encumber funds from the Small Building Program. The first agencies identified for immediate implementation of the project from the Revolving Loan funds are the Department of Motor Vehicles, California Highway Patrol, Department of Water Resources and Calfire. ASHRAE Level 1 audits were performed and the project packages will be incorporated into the loan application.
- A statewide effort between the CCC, UC/CSU, State of California and CDCR Partnerships and IOU staff continued to integrate the Savings by Design program into the Partnership umbrella. During the first quarter, New Construction projects continued to be submitted to the Partnership.

Retrofit/Projects

- Retrofit projects at Patton State Hospital and San Bernardino Courthouse.
- New construction projects with Department of General Services.
- Lighting projects at the County Fairground and CA State Teacher Retirement Center.

Education and Outreach

- With the State of California/IOU partnership, through the first half of the year, the State of California Partnership performed outreach to agencies in conjunction with the State of California Partnership Department of General Services and the IOUs regarding participation in the Small Business Program and the State Revolving Loan Fund. This effort was supported by the Governor's office with a big push for agencies to take advantage of this loan program.

- Periodic communications related to Partnership implementation activities disseminated through a pre-established communication infrastructure were continued throughout 2010.

7. UC/CSU Partnership Energy Efficiency Partnership

Program Description

The UC/CSU Partnership is a Statewide program that establishes a permanent framework for sustainable, long-term, comprehensive energy management at the 33 University of California (UC) and California State University (CSU) campuses served by California's large IOUs.

Strategies Implemented in 2010

Administrative Successes

- Held quarterly Executive Team meeting to discuss overall program status and policy issues.
- Worked with campuses to enroll projects in the IOU's On Bill Financing programs.
- Developed an official policy describing how the Partnership will claim and pay incentives on deemed/express measures.
- Continued with bi-weekly project status and delivery meetings with each IOU territory and each university system to document implementation progress, identify and resolve issues, and drive project completion.
- Held follow-up meetings at several campuses to discuss long-term energy goals and develop a series of projects to achieve these goals and continued to implement an enhanced project tracking and scheduling approach giving campuses more direct control and responsibility for project tracking.
- Continued work to integrate new construction projects into the Partnership by identifying eligible projects and working with individual campus architects and designers to help facilitate the application and approval processes.

Retrofit/Projects

- Developed and approved pipeline of campus energy efficiency projects. All project applications, including those under SCE due diligence, totaled approximately 102% of three-year Program goal.
- Completed retrofit, new construction, and MBCx projects at various UC/CSU campuses such as UCI, UCSB, CSU Long Beach, Pomona, and Fullerton.

Education and Outreach

- For the UC/CSU partnership, the IOUs worked with campus auxiliaries (housing, dining, etc.) and Medical Centers to educate on Partnership processes and incentive opportunities.
- Offered free food service facility audits to all campuses through a collaboration between Training and Education Program and IOU Energy Centers.
- Held LEED Existing Building Operations & Maintenance courses at UC campuses.
- Attended CSU energy managers' meeting to promote participation in Partnership and respond to any questions from campuses.
- Began planning for an educational seminar on the benefits of energy efficiency investments and demonstration of successful technologies for campus chancellors and other executive decision makers.
- Began planning for a joint UC/CSU energy managers' meeting to be held in conjunction with the 2011 Higher Education Sustainability Conference.
- Used IOU Energy Resource Centers to conduct training.
- Offered Building Operator Certification classes to faculty and staff.

P. Third-Party Programs

1. Efficient Affordable Housing

Program Description

The Efficient Affordable Housing Program is a program that addresses the affordable housing retrofit market segment. The program uses a performance-based approach to encourage

affordable housing property owners to choose the most cost-effective measures to achieve a 20% energy improvement over existing building conditions. The intent of the program is to transform the affordable housing retrofit market away from a prescriptive, one-size-fits-all approach, toward a comprehensive building analysis approach that may use energy consultants and California Home Energy Rating System to evaluate the energy efficiency improvement options for rehabilitating properties. In addition, energy education workshops will provide information regarding the retrofit and knowledge about energy efficiency for tenants and owners.

Strategies Implemented in 2010

- SCE is proposing that this program be cancelled and will officially request the CPUC to do so via Advice Letter.

2. Comprehensive Manufactured Home Program

Program Description

The Comprehensive Manufactured Home (CMHP) Program is a direct install program designed to provide a comprehensive energy efficiency program to mobile home customers in collaboration with local communities to maximize service to the citizens of their cities and towns. The program is implemented in coordination with SCG. The program provides installation of energy efficient products in the mobile home dwellings and common areas of mobile home parks at no charge to the customer.

The target customers for this program are mobile homes and mobile home parks that are difficult to reach by other energy efficiency programs. These mobile home customers are typically of moderate or fixed income, elderly, retired, and disabled individuals. The program is designed to enhance the energy efficiency knowledge and program participation within this market segment.

Strategies Implemented in 2010

- Worked with market actors to gain program understanding and promote the program offering. As a result, high customer participation levels were achieved.
- Added new measures to program, including common area measure. As a result, program comprehensiveness was improved.

- Worked internally with SCE Local Government Partnerships to leverage existing relationships to promote program.

3. Comprehensive Home Performance

Program Description

The Comprehensive Home Performance Program (CHPP) is a new addition to the 2010-2012 residential energy efficiency portfolio. The program delivers comprehensive improvement packages tailored to the needs of each existing home and its owner.

The program solicits, screens, and trains qualified residential repair, renovation and HVAC contractors so it can assemble a capable contracting team to perform whole-house diagnostics, develop a comprehensive improvement package, complete the recommended improvements, and verify and report overall results. The program also includes marketing activities to help educate customers to motivate homeowners toward deeper energy savings. Incentives are available to offset the homeowners cost for home performance improvements. The whole house approach will be promoted through the statewide PWHRP in close coordination with CHPP.

Strategies Implemented in 2010

- Continued offering trainings throughout SCE service territory to build an infrastructure of qualified contractors to participate in the program.
- Established incentive amount based on energy savings.
- Coordinated with CPUC, CEC, local government and other IOUs to develop a statewide program name to minimize confusion.
- Released RFP for Recruitment, Training, & Support and Quality Assurance/Quality Control vendor to support the program.
- Developed paper based reservation and application forms for customers/contractors for participation in the program.
- Held orientation/participation workshops to develop contractor infrastructure to participate in the program.

4. Community Language Efficiency Outreach

Program Description

The Community Language Efficiency Outreach (CLEO) Program is a continuation of the existing CLEO Program. In accordance with goals of the Strategic Plan, the CLEO Program will support HEES and whole-house energy solutions. The CLEO Program is used particularly to reach out to customers in multiple languages through seminars and community booths. The CLEO program market energy efficiency programs and offer energy efficiency education and training using local ethnic media, business organizations and community events. The intent of the program's marketing efforts is to increase energy efficiency interest and awareness in hard-to-reach customer segments. The program will also feature an in-language outreach pilot targeting very small business.

Strategies Implemented in 2010

- Conducted the seminars and community booths in local communities within the SCE territory.
- Provided radio ads and newspaper spots on in-language media.
- Generated the newsletter and provided the website update for better communication.
- Delivered the energy efficiency survey during the customer engagement to lead information for Whole House solution.
- Participated in HEES Q4 Winter campaign to support the additional energy savings.
- Strategized and engaged the very small business customer for pilot survey.
- Conducted the pilot study on providing green job training to in-language adult school student.

5. Cool Planet

Program Description

The Cool Planet program is an education, marketing, and outreach program geared towards SCE business customers, implemented by SCE and The Climate Registry (Registry). The

program's main objective is to promote energy efficiency as the most immediate and cost-effective means to reduce greenhouse gas emissions, and to help SCE, and the state of California, meet its EE goals by adding climate change mitigation to the marketing tool kit, which has traditionally focused on saving energy, saving money.

The program incentivizes and rewards business customers who participate in EE programs with an energy and carbon management benefits package, which includes Registry membership (to help measure and manage GHG emissions), a publicity campaign to communicate environmental leadership and share successes with the public, and a Climate Efficient certificate. The assistance provided to help customers complete a high quality GHG inventory captures those energy and carbon reductions already made and further identifies new inefficiencies found within a customer's complete, operational GHG profile.

The Registry is a non-profit organization which represents California's (and most North America's) official voluntary GHG Registry. The Registry assists its member organizations with measuring an accurate, comprehensive GHG inventory, offering technical help to do so, GHG accounting software, a best practices database, and a recognition program for members who set carbon reduction goals and achieve those targets.

<u>Strategies Implemented in 2010</u>

- Internal Awareness Campaign – The Cool Planet program educates internal utility staff on climate policies impacting their customers, and mitigation strategies and best practices through BCD presentations, distributed collateral, and monthly news alerts.

  Marketing Collateral – The Cool Planet program developed new collateral for the program's 2010-2012 program cycle, describing program eligibility and benefits; additional collateral includes relevant energy and climate policy one-pagers and more technical collateral for measuring and managing energy and carbon output.
- External Education – The Cool Planet program conducted an Energy Efficiency & Climate Mitigation webinar series in 2010; conducted a half-day GHG 101

class/workshop at SCE's CTAC facility; and was presented at over a dozen industry/association meetings and seminars (some include Association of Energy Engineers, Association of California Water Agencies, Industry Environmental Association, California Manufacturers & Technology Association).

- Outreach – The Cool Planet staff met individually with SCE customers to present information about energy efficiency and climate mitigation, provide further educational resources, strategize customers' environmental initiatives (EE projects), and share best practices in energy and carbon management.

6. Healthcare EE Program

Program Description

The Healthcare EE Program addresses the complex issue of this industry's hesitancy to adopt energy efficiency behaviors and initiate facility upgrades. HEEP accomplishes this goal through a dedicated retrofit and retrocommissioning program providing comprehensive energy efficiency services to network healthcare facilities within SCE's service territory. HEEP provides a wide range of support services to hospitals including energy audits, engineering analysis, project implementation consulting, financial incentives, and coordination of other hospital demand reduction activities to comprehensively address the needs of the targeted hospital facilities.

Strategies Implemented in 2010

- HEEP continues to build on its marketing efforts by actively engaging customers with facilities which have already enrolled in the program
- Program expanded to the Medical Office Building market to serve outpatient facilities, physician and dental offices, as well as smaller surgical centers.
- Program continues outreach efforts by actively promoting the program offerings with new and existing healthcare facility representatives, as well as by partnering with vendors, and serving in a leadership capacity with the California Society for Healthcare Engineers.

7. Livestock Industry Resource Advantage

Program Description

The livestock Industry Resource Advantage program targets agricultural facilities, focusing on dairies, poultry productions, egg production, hog and pig farming, and aquaculture.

Strategies Implemented in 2010

- SCE is proposing that this program be cancelled and will officially request the CPUC to do so via Advice Letter.

8. Comprehensive Beverage Manufacturing And Resource Efficiency

Program Description

The Comprehensive Beverage Manufacturing and Resource Efficiency Program is a new turnkey program for the 2010-2012 program cycle. It will deliver electric energy savings and demand reduction opportunities for the beverage manufacturing industry throughout SCE's service territory. The program will offer facility audits and incentives for the installation of energy efficiency measures that address major electric end-uses in beverage manufacturing facilities. Each beverage manufacturing facility is examined to deliver electricity savings and provides the customer with step by-step assistance through the program process. The program includes a comprehensive approach including both low-cost improvements and capital investments to systems at beverage manufacturing facilities.

Strategies Implemented in 2010

- Third Party contracts executed in 2nd quarter of 2010
- Outreach targeted Trade Associations, Industry functions and Conferences that serve the local manufacturers.
- Engaged in weekly conference calls with implementer.
- Sponsored a summer mixer event with implementer and BCD.
- Improved our project process by reducing the amount of requested documents.
- Increased customer incentive on selected lighting measures for three months.
- Contract Manager visited implementers' office in Northern California to improve project process flow.

9. Solid Waste Energy Efficiency Program

Program Description

The Solid Waste Energy Efficiency Program will deliver energy savings, and demand reduction opportunities by offering facility audits and incentives for the installation of energy efficiency measures to qualifying waste management customers.

Strategies Implemented in 2010

- SCE is proposing that this program be cancelled and will officially request the CPUC to do so via Advice Letter.

10. Data Center Energy Efficiency

Program Description

The Data Center Energy Efficiency Program (DCEEP) addresses the hesitancy of data center facilities to adopt energy efficiency behaviors and initiate facility upgrades. DCEEP is a comprehensive energy efficiency retrofit program targeting small, medium, and large Data Center and IT related facilities combing both demand response with existing demand reduction strategies. The program delivers energy efficiency upgrades specific to IT equipment, such as cooling system optimization. The program coordinates all program activities from marketing and customer recruitment to measure installation and verification.

Strategies Implemented in 2010

- Worked closely to reach out to existing customers which may have been hesitant to invest in energy efficiency upgrades.
- Focused on Comprehensive Whole Building/System Technical Audits to identify opportunities perhaps based on recent developments in data center energy efficiency technology.
- Program was also actively engaged in trade associations and roadshows in conjunction with data center energy efficiency vendors and partners.

11. Data Center Optimization

Program Description

The Data Center Optimization program serves SCE's data center customers. This comprehensive energy efficiency program will impact a variety of electric end uses such as: facility site infrastructure loads (cooling, fans, pumps, lighting, and uninterruptible power supplies); and computer network equipment (servers, CPU, storage hardware). The program scope includes a comprehensive facility assessment and report, recommendations, and estimated energy savings, plus project management support for implementation, and incentives for gross kWh reductions.

Strategies Implemented in 2010

- SCE is proposing that this program be cancelled and will officially request the CPUC to do so via Advice Letter.

12. Lodging EE Program

Program Description

The Lodging EE Program (LEEP) is a comprehensive energy efficiency retrofit program that delivers multi-measure retrofits and Retro-commissioning to small, medium, and large lodging facilities. The Program provides an integrated approach to energy efficiency specifically tailored to the hotel and motel market segment throughout facilities serviced by SCE. The Program provides a wide range of support services to lodging facilities including energy audits, engineering analysis, project implementation consulting, financial incentives, and coordination of other demand reduction activities to comprehensively address the needs of the targeted lodging facilities.

Strategies Implemented in 2010

- Initial outreach of targeted lodging facilities based established relationships.
- Comprehensive technical audits to identify and inventory all retrofit project opportunities available to be completed by each lodging facility.
- Leveraging existing supplier/contractor relationships with lodging facilities.
- Expanding services provided beyond energy efficiency to the retrocommissioning market.

13. Food & Kindred Products

Program description

The Food & Kindred Products program plans to deliver energy savings and demand reduction by offering facility audits, design and technical assistance, and incentives for the installation of energy efficiency measures to qualifying customers served by SCE. The program targets facility owners in the food & kindred products industry, ranging from small food companies to large food companies. The customers represent a broad spectrum of food producers, from bread and breakfast cereals to starch and sugar producers.

Strategies Implemented in 2010

- Contracts fully executed 2nd quarter of 2010
- Outreach consisted of attending Trade Associations, Industry functions and Conferences serving local manufacturers.
- Engaged in weekly conference calls with implementer.
- SCE sponsored a summer mixer event with implementer and BCD.
- Improved our project process by reducing the amount of requested documents.
- Increased customer incentive on selected lighting measures for three months.

14. Primary And Fabricated Metals

Program Description

The Primary and Fabricated Metals Program plans to deliver energy savings and demand reduction by offering facility audits, design and technical assistance, and incentives for the installation of energy efficiency measures to qualifying customers served by SCE. Target customers for the program include facilities in the primary and fabricated metals industry. There are many facilities in the primary and fabricated metals industry in SCE's service territory.

Strategies Implemented in 2010

- Fully executed contracts in the 2nd quarter of 2010.
- Outreach consisted of attending Trade Associations, Industry functions and Conferences serving local manufacturers.
- Engaged in weekly conference calls with implementer.
- SCE sponsored a summer mixer event with implementer and BCD.

- Improved our project process by reducing the amount of requested documents.
- Increased customer incentive on selected lighting measures for three months.

15. Industrial Gases

Program Description

Customers served through the Industrial Gases program are industrial gas manufacturing facilities located throughout SCE's service territory. Industrial gas is a group of gases that are commercially manufactured and sold for uses in other applications. These gases are mainly used in industrial processes, such as steelmaking, oil refining, medical applications, fertilizer, and semiconductors. They may be both organic and inorganic, are produced by extraction from the air by a process of separation or are produced by chemical synthesis, and will take various forms such as compressed, liquid, or solid.

Strategies Implemented in 2010

- Fully executed contracts 2nd quarter of 2010
- Outreach consisted of attending Trade Associations, Industry functions and Conferences that serve the local manufacturers.
- Engaged in weekly conference calls with implementer.
- Sponsored a summer mixer event with implementer and BCD.
- Improved our project process by reducing the amount of requested documents.
- Increased customer incentive on selected lighting measures for three months.

16. Nonmetallic Minerals And Products

Program description

The Nonmetallic Minerals and Products (NMMP) program provides energy efficiency and demand reduction services to cement reduction plants, primary cement distribution terminals and large ready-mix plants throughout SCE's service territory. Cementplants are part of the classification of manufacturers producing non-metallic minerals and products. This also includes bricks, ceramics, glass, and glass products.

Strategies Implemented in 2010

- Fully executed contract 2nd quarter of 2010
- Outreach consisted of attending Trade Associations, Industry functions and Conferences serving local manufacturers.
- Engaged in weekly conference calls with implementer.
- Sponsored a summer mixer event with implementer and BCD.
- Improved our project process by reducing the amount of requested documents.
- Increased customer incentive on selected lighting measures for three months.

17. Comprehensive Chemical Products

Program Description

Deliver reliable electric energy savings and demand reduction for the chemical and allied products and transportation equipment manufacturing industries throughout SCE's service territory. The Program will oversee all program activities from marketing and recruitment to installation verification of energy efficiency measures and incentive/rebate payment documentation. The program will coordinate efforts of industrial end-users, vendors, trade associations and utility personnel to overcome market barriers and maximize savings; and apply a comprehensive approach that optimizes energy savings and peak demand reduction, while helping customers identify opportunities for demand response, reduced air pollutant and greenhouse gas emission, efficient water use, and distributed renewable generation.

Strategies Implemented in 2010

- Contracts fully executed 2nd quarter of 2010
- Outreach consisted of attending Trade Associations, Industry functions and Conferences serving local manufacturers.
- Engaged in weekly conference calls with implementer.
- Sponsored a summer mixer event with implementer and BCD.
- Improved our project process by reducing the amount of requested documents.
- Increased customer incentive on selected lighting measures for three months

18. Chemical Products Efficiency Program

Program Description

The Chemical Products Efficiency Program (CPEP) helps industrial chemical production customers achieve long-term, cost-effective electrical energy savings by promoting comprehensive retrofits and new construction projects for all industrial processes and process support systems. The program also provides energy audits services to identify energy efficiency opportunities within a facility, and provides design assistance and financial incentives to customers.

Strategies Implemented in 2010

- Contract fully executed 2nd quarter of 2010
- Outreach consisted of attending Trade Associations, Industry functions and Conferences serving local manufacturers.
- Engaged in weekly conference calls with implementer.
- Sponsored a summer mixer event with implementer and BCD.
- Improved our project process by reducing the amount of requested documents.
- Increased customer incentive on selected lighting measures for three months.

19. Comprehensive Petroleum Refining

Program Description

The Comprehensive Petroleum Refining program (CPR) targets all the major petroleum refineries in SCE's service territory to produce long-term, cost-effective electrical energy savings. The program achieves this goal by implementing a comprehensive set of calculated and deemed approaches to address every major electric operation within the oil refining industry.

Strategies Implemented in 2010

- Contracts fully executed 2nd quarter of 2010
- Outreach consisted of attending Trade Associations, Industry functions and Conferences serving local manufacturers.
- Engaged in weekly conference calls with implementer.
- Sponsored a summer mixer event with implementer and BCD.

- Improved our project process by reducing the amount of requested documents.
- Increased customer incentive on selected lighting measures for three months.

20. Oil Production

Program Description

The Oil Production (OP) program targets oil production facilities in SCE's service territory with the goal of producing long-term, cost-effective electrical energy savings. The target market consists of independent oil producers and their production wells to replace existing motor and pumping systems with more efficient systems.

Strategies Implemented in 2010

- Contract fully executed 2nd quarter of 2010
- Outreach consisted of attending Trade Associations, Industry functions and Conferences serving local manufacturers.
- Engaged in weekly conference calls with implementer.
- Sponsored a summer mixer event with implementer and BCD
- Improved our project process by reducing the amount of requested documents.
- Increased customer incentive on selected lighting measures for three months.

21. Refinery Energy Efficiency Program

Program description

The Refinery Energy Efficiency Program (REEP) targets all the major petroleum refineries in SCE's service territory. The purpose of the program is to provide services to achieve long-term, cost-effective electrical energy savings and demand management in the petroleum industry. The program will target both new and existing facilities and include comprehensive re-commissioning.

Strategies Implemented in 2010

- Contracts fully executed 2nd quarter of 2010
- Outreach consisted of attending Trade Associations, Industry functions and Conferences serving local manufacturers.
- Engaged in weekly conference calls with implementer.

- Sponsored a summer mixer event with implementer and BCD.
- Improved our project process by reducing the amount of requested documents.
- Increased customer incentive on selected lighting measures for three months.

22. Cool Schools

Program Description

The Cool Schools Program is designed to overcome cost constraints and trade-offs that would otherwise halt energy efficiency upgrades at public schools. In general, public schools considering energy efficiency measures face the dilemma of trading off between consuming a higher proportion of capital budgets on energy efficient but more expensive equipment versus using more energy to power less efficient equipment that has a smaller purchase price. The Cool Schools Program will target schools that present the greatest potential for energy savings resulting from the purchase and installation of highly efficient cooling equipment. A key value of the program is the penetration of a difficult hard to reach market sector for the installation of EE measures.

Strategies Implemented in 2010

- Continuing to build relationships and utilize SCE's internal sales team to promote the program.
- Marketing plans and collateral have been approved and marketing flyers have been posted on the implementer's main website.
- Ten Unified School Districts have signed a program agreement. Benchmarking has been the primary tool to assist Districts in the prioritization of projects and capital funding.

23. Public Pre-Schools, Elementary Schools And High Schools

Program Description

The Public Pre-schools, Elementary Schools and High Schools Program brings energy efficiency retrofits to public school districts. The program delivers subsidized implementation of low-cost/no-cost lighting retrofit measures and performs energy audits to identify all energy efficiency and demand response opportunities.

Strategies Implemented in 2010

- Conducted regular conversations with SCE representatives for public school districts.
- Received Customer Authorization Forms for 31 public school district customers.
- Conducted conversations with public school district representatives that expressed interest in lighting retrofits.

24. Retail Energy Action Program

Program Description

The Retail Energy Action Program (REAP) is a multi-source cooperative approach designed to pinpoint privately owned commercial retail buildings for an equipment-incentive-centric plan enabling the Consultant to introduce both energy efficiency and demand response measures that have traditionally had a low degree of commercial office market penetration. The program brings incentives from SCE's Public Goods Charges to accelerate conversion from end of useful life equipment. The program provides comprehensive energy audits and financial projections from in-house engineering staff, and the internal and external funding sources of the Energy Services Company model to a market where lack of capital has traditionally been a significant barrier to the upgrading of capital equipment. This allows for extended repayment periods, positive cash flows, and low-to-no net up-front cost. The program will provide comprehensive energy efficiency services to retail stores and retail buildings on a first-come-first-served basis. The consultant will provide a complete turnkey program, overseeing all program activities from marketing and recruitment to installation, verification of EE and DR measures and incentive/rebate payment documentation.

Strategies Implemented in 2010

- Marketing plans and collateral have been approved and marketing flyers have been posted on the implementer's main website.
- LED lighting measures have been added to the program with additional customer incentives to promote early adoption and market transformation.

25. Commercial Utility Building Efficiency

Program Description

The Commercial Utility Building Efficiency (CUBE) Program is a multi-source cooperative approach designed to pinpoint privately owned commercial office buildings for an equipment-incentive-centric plan enabling the program to introduce both energy efficiency and demand response measures that have traditionally had a low degree of commercial office market penetration. The program provides comprehensive energy audits and financial projections from in-house engineering staff, and the internal and external funding sources of the Energy Services Company model to a market where lack of capital has traditionally been a significant barrier to the upgrading of capital equipment. This allows for extended repayment periods, positive cash flows, and low-to-no net up-front cost. The program will provide comprehensive energy efficiency services to commercial multi-story, single story office buildings on a first-come-first-served basis. The program will provide a complete turnkey program, overseeing all program activities from marketing and recruitment to installation, verification of EE and DR measures and Incentive/Rebate payment documentation.

Strategies Implemented in 2010

- Marketing plans and collateral have been approved and marketing flyers have been posted on the implementer's main website.
- LED lighting measures have been added to the program with additional customer incentives to promote early adoption and market transformation.

26. Monitoring-Based Commissioning

Program Description

The Monitoring-Based Commissioning Program (MBCx) is designed to combine retrocommissioning and continuous commissioning activities with ongoing, technology-based monitoring to ensure persistent savings.

Strategies Implemented in 2010

- Kicked off program in late 2010.
- Prepared marketing collateral and program agreements to be used in the program.

27. Monitoring-Based Persistence Commissioning Program

Program Description

The Monitoring-Based Persistence Commissioning Program (MBPCx) is designed to provide marketing, technical assistance, and financial incentives to customers for the implementation of traditional retrocommissioning and monitoring-based persistent commissioning measures. It will also provide comprehensive energy-efficiency upgrades and retrofits for HVAC and lighting systems that result in energy savings. The program will target facilities that have a modern Direct Digital Control Building Automation System and that are at least 100,000 square feet.

Strategies Implemented in 2010

- Kicked off program in the middle of 2010.
- Finalized program agreements and marketing collaterals for use in the program.
- Initiated marketing and outreach to large commercial and institutional facilities.

28. Sustainable Portfolios

Program description

The purpose of the Sustainable Portfolios program is to achieve significant energy, water, waste, and greenhouse gas reductions in the hard-to-reach market of leased commercial office space. Sustainable Portfolios seeks commitments from real estate owners, investors and major tenants to "green" their portfolios of leased commercial office space. vTarget facilities include leased Class A and Class B office space. Marketing efforts will focus on leased floor space of at least 100,000 square feet.

Strategies Implemented in 2010

- SCE is re-bidding this program because the originally selected bidder dropped out of contract negotiations. SCE is hopeful that a vendor can be found to continue the implementation of this innovative program as it was first introduced to SCE (and subsequently funded) via an open, not targeted, solicitation. An RFP is being completed and will be issued in the first half of 2011.

29. Management Affiliates Program

Program Description

The Management Affiliates Program (MAP) is designed to address access to commercial office building and retail areas by partnering with property managers to identify and implement energy efficiency opportunities. The program provides offerings for buildings that range in sizes from 20,000 to 1 million square feet.

Strategies Implemented in 2010

- Worked with building management companies and trade association for preferred access to their member buildings.

30. Private College Campus Housing

Program description

The Private College Campus Housing program provides energy efficiency and demand management services to private college campus housing. The program targets both campus dormitories and off-campus buildings that house high densities of students and other young adults. Students living on campus as underclassmen often move off campus in their senior year, and therefore the inclusion of off-campus buildings can multiply program successes.

Strategies Implemented in 2010

- SCE is proposing that this program be cancelled and will officially request the CPUC to do so via Advice Letter.

31. Automatic Energy Review For Schools

Program description

The Automatic Energy Review for Schools (AERS) program targets public schools in SCE's territory. New facilities are eligible, as well as existing facilities with substantial additions or repairs that require compliance with California's Title 24. Also eligible are related school facilities such as administration and service buildings. The program will increase the energy performance of new and modernized school buildings by utilizing the Department of State Architects (DSA) review and approval process. The program will work with DSA staff to flag and refer projects that just marginally exceed the state energy code. The projects will be referred to the automatic plan review technical assistance team of the consultant to SCE. The consultant team will review the project and coordinate with DSA to help

identify potential energy-saving design modification opportunities. This will allow intervention in the process where final changes to building project drawings normally occur.

Strategies Implemented in 2010

- SCE is proposing that this program be cancelled and will officially request the CPUC to do so via Advice Letter.

32. Sustainable Communities

Program Description

The Sustainable Communities Program (SCP) is a non-resource program that provides design/technical assistance, training, and other professional resources to new construction projects. The program intervenes to incorporate sustainable/green building practices on large scale master planned projects and unique, smaller scale, zero net energy projects. The program offerings are tailored to large mixed use projects that may potentially include single and multi-family master-planned communities, office campuses, and retail space. As a new pilot program for PY2006-2008, SCP was designed to assist the developers of these large projects to achieve energy savings beyond the core new construction program requirements and incorporate sustainable building practices beyond energy efficiency. Renewed for PY2010-2012, Sustainable Communities is continuing promotion of sustainable development for community-scale projects and places a new emphasis on the goal of pursuing zero net energy.

Strategies Implemented in 2010

- The SCP is on target with six active community-scale projects assisted during 2010 and more in the pipeline. The target of 12 community-scale projects is anticipated to be met.
- Program implementation has included representatives from SBD and CAHP in each project, as appropriate, projecting a smooth transition from the SCP to these resource programs at the proper project phase.
- The SCP continues to include the creation and refinement of tools to support project teams.

33. Energy Efficiency For Entertainment Centers

Program Description

The Energy Efficiency for Entertainment Centers Program brings energy efficiency retrofits to movie theaters, movie companies, dinner theaters, arcades, bowling alleys, casinos, fitness centers, golf courses and country clubs, marinas and skiing facilities. The Program delivers subsidized implementation of low-cost/no-cost HVAC, lighting, plug load and refrigeration measures and performs energy audits to identify all energy efficiency and demand response opportunities.

Strategies Implemented in 2010

- Developed marketing material.
- Received Customer Authorization Forms for sites including theater, ice-skating rink, bowling center and miniature golf course customers.
- Performed a customer demographic analysis for all eligible Customers in SCE service territory.
- Targeted chain movie theater and fitness center customers to market to in 2010.

34. Private Schools And Colleges Program

Program Description

The Private Schools and Colleges Program brings energy efficiency retrofits to private schools and private colleges. The Program delivers subsidized implementation of low-cost/no-cost lighting retrofit measures and performs energy audits to identify all energy efficiency and demand response opportunities.

Strategies Implemented in 2010

- Received customer authorization forms for several private schools and private college customers.
- Marketing was put on hold effective December 2010 due to full commitment of Program funds.

35. California Preschools Program

Program Description

California Preschool Energy Efficiency Program (CPEEP) is a unique and innovative program that brings energy efficiency retrofits to existing preschool facilities as well as new construction and remodels. The program's educational component develops age and language-appropriate curriculum and information about energy efficiency for thousands of preschool children and their families served by the centers. CPEEP coordinates activities with SCE's WE&T Connections Program to ensure that all possible energy efficiency options are used to avoid missed opportunities.

Strategies Implemented in 2010

- Hosted workshops on energy efficiency and CPEEP at local conferences.
- Outreached to local Resource and Referral Agencies and LPCs and provided brochures to distribute to centers.
- Mailed CPEEP brochures, fact sheets and sent email marketing material to child care center entities in the SCE territory.
- Presented CPEEP information to child care center councils in the SCE territory.
- Participated as an exhibitor at conferences targeting child care center directors.

III.

SECTION 1: ENERGY SAVINGS

Table 1

Table 1:
Electricity and Natural Gas Savings and Demand Reduction

Annual Results	Installed Savings [1]	CPUC Goal Adopted in D.09-09-047	% of Goal	% of 2010 Portfolio Goal	Balance
2010 Energy Savings (GWh) – Annual [2]	*2,236*	*1,117*	*200%*	*200%*	-
2010 Energy Savings (GWh) – Lifecycle [3]	*17,403*	-			-
2010 Natural Gas Savings (MMth) – Annual	-	-			-
2010 Natural Gas Savings (MMth) – Lifecycle [3]	-	-			-
2010 Peak Demand savings (MW) [2]	*430*	*245*	*175%*	*175%*	-

[1] Results from activity installed in 2010 only.
[2] Includes savings associated with Low Income Energy Efficiency and Codes and Standards programs.
[3] Does not include lifecycle savings associated with Low Income Energy Efficiency and Codes and Standards programs.

Footnote [1]

Programs and program strategies that were successfully implemented during the past year that contributed to the portfolio energy savings results.

In 2010, the following programs and program strategies were successfully implemented during the past year, and contributed greatly to the portfolio energy savings results:

Residential Lighting Incentive Program for Basic CFLs

In 2010, the Program delivered considerable demand reduction and energy savings results. In-store signage stated: "Don't wait for your old incandescent light bulbs to burn out. Install your new CFLs today and save!" The program met its internal goal of exceeding the key performance indicator targets by October despite an unexpectedly high rate of late-term cancellations. It delivered three years worth of savings for 23 to 26 Watt basic CFLs incentivized during 2010. This approach fit with long-term strategic plans envisioned by California regulators and lawmakers.

Advanced Consumer Lighting Program

[1] The data shown in this annual report is based on SCE's *ex ante* savings, adjusted for actual installations and have not been approved by the CPUC.

The program came close to meeting its 3 year kW demand target by the end of the first year by focusing on the most demand-reducing advanced products. Signage on in-store displays featured photos of various specialty bulbs and explanations as to their uses. Doing so reinforced the message that CFLs now come in many shapes to fit more sockets. This consumer education helped accelerate product sales, whereas the incentive discounts proved most effective because they addressed the strong market barrier of high initial price.

Commercial Deemed Incentives Program

In 2010, the Commercial Deemed Incentive Program made substantial contributions to energy savings goals. Program strategies added LED lighting measures, increased outreach to trade professionals, and temporarily increased incentives in key measures. All strategies contributed to increased participation and helped exceed the goals.

Industrial Calculated Energy Efficiency Program

In 2010, the Industrial Calculated Energy Efficiency Program made substantial contributions to energy savings in 2010. Industrial customers provide deep energy savings from comprehensive projects. Outreach events and leads from third party programs were folded into the Statewide Industrial Energy Efficiency Program with results coming in 2010.

Commercial Direct Install Program

In 2010, the Commercial Direct Installation Program achieved significant energy savings and made a substantial contribution to the portfolio's total energy savings. Commercial Direct Install surpassed the highest annual volume since inception of the program in 2005 by retrofitting over 27,000 small business customers and contacting more than 45,000 customers. Commercial Direct Install implemented a marketing plan that emphasized a collaborative Outreach effort with Business Customer Division (BCD), Customer Experience Management (CEM), Local Public Affairs (LPA), and Partnerships to maximize program awareness and to stimulate greater participation. This collaborative effort was a significant element in the success of the program with its energy walks, direct mailers,

banners, public service announcements, and a telemarketing effort. The program's marketing plan also included providing language appropriate brochures and flyers where applicable.

Programs that were ultimately dropped from the portfolio program during the past year and why.

On November 23, 2009 SCE submitted Advice Letter 2410-E which complied with D.09-09-047 (2010-2012 program cycle funding decision) and presented the final programs and budgets for the 2010-2012 program cycle. This advice letter was later approved by the Commission on April, 8 2010.

Throughout the Application and approval process, three programs from the original Application were not implemented in 2010. Three programs include High Performance Hospitals, Leased Office Space Retrofit Program, and the Third Party Solicitations Program. The first two programs did not pass the contracting phase and therefore were not included in Advice Letter 2410-E, while the third was not approved by the Commission in D.09-09-047.

How the utility plans to meet the Commission's portfolio goals in the coming year.

In D. 09-09-047, the Commission adopted the energy efficiency goals for the 2010-2012 program cycle. SCE's portfolio is designed not only to meet the Commission's portfolio goals for the 2010-2012 program cycle, but also to make significant progress towards the Commission's long-term aspirational goals outlined in the California Energy Efficiency Strategic Plan.

IV.

SECTION 2: EMISSION REDUCTIONS

Table 2

Table 2: *Environmental Impacts*								
Annual Results [1]	Annual tons of CO2 avoided	Lifecycle tons of CO2 avoided	Annual tons of NOx avoided	Lifecycle tons of NOx avoided	Annual tons of SOx avoided [2]	Lifecycle tons of SOx avoided [2]	Annual tons of PM10 avoided	Lifecycle tons of PM10 avoided
2010 Portfolio Targets [3]	*726,787*	*7,535,953*	*196,242*	*2,041,758*	*N/A*	*N/A*	*93,391*	*967,476*
2010 Total	**1,136,857**	**10,075,734**	**152**	**1,353**	**-**	**-**	**73**	**648**

[1] Environmental impacts do not include any associated with Low Income Energy Efficiency or Codes and Standards programs.

[2] The avoided SOX reductions are not calculated in the E3 calculator. It was determined by E3 that none of the IOUs use coal power on the margin and the energy efficiency savings have impact on the margin only. This is the basis for the E3 analysis as reviewed by all interested parties and approved by the Commission.

[3] SCE's Compliance Advice Letter 2410-E, filed November 23, 2009 and approved by the Commission on April 8, 2010 establishes SCE's electric emission reduction targets for the 2010-2012 program cycle.

Footnote[2]

Programs and program strategies that were successfully implemented during the past year that contributed to the emissions reductions reported in the table above.

SCE embraces the fact that energy efficiency is the utility sector's first and most cost-effective response to global climate change, and SCE is firmly committed to make major contributions to California's climate change commitments. As a result of such a commitment, SCE's programs are designed to maximize energy savings results and therefore are maximized to reduce greenhouse gas emissions. SCE's most successful programs and program strategies are described in detail in Section 1 above.

The Commission has mandated that the utilities report their results using the E3 Calculator tool. This tool includes many imbedded calculations, such as avoided costs and emission factors, all of which have been approved by the Commission. Pursuant to the Commission's authorization to use the E3 Calculator tool, SCE entered its results into the E3 Calculator tool and determined the amount of emission reductions attributed to the successful implementation of the 2010 portfolio of energy efficiency programs. These results are shown in the table above.

[2] The data shown in this annual report is based on SCE's *ex ante* savings, adjusted for actual installations and have not been approved by the CPUC.

Brief explanation of the assumptions used in the calculation, i.e., the emission rate used, gas combustion type, net-to-gross.

The environmental benefits (annual and lifecycle CO2, NOx, and PM10 reductions) in this document are pursuant to the values adopted in D.05-04-024, as developed by Energy and Environmental Economics, Inc. (E3) and produced in their 2004 Report. In April 2010, the Commission issued D.10-04-029 which updated the price of CO2 to $30 per tonne.

E3 calculated the avoided environmental cost, or emissions costs, as the sum of NOx, PM10, and carbon emission (CO2) costs, increased by marginal energy losses for each TOU period. E3 estimated the emissions avoided cost streams by multiplying the costs per pollutant (on a yearly basis) by the emission rate (per hour of the year). The emissions costs vary by voltage level, hour, and year.

- The NOx costs ($/MWh) are based on California offset prices generators must pay for NOx emissions, and the estimated emission rate of NOx at the implied heat rate of the market price. The NOx cost per MWh of energy saved at the customer site is increased by the incremental energy losses in each TOU period between the end use and the bulk system. In Period 1, when the forward market prices of electricity are based on NYMEX forward market prices, the assumption is that these prices already include the cost of NOx emissions so this value is equal to zero in Period 1.
- The PM10 costs ($/MWh) are computed similarly to the NOx costs, with the emission cost based on the California PM10 market prices and the estimated rates of emissions by the implied heat rate. The PM10 costs are also assumed to be included in the NYMEX forward market prices.
- The CO2 costs ($/MWh) are an estimate of avoided costs for reduction in CO2 per MWh saved at the customer site. Currently there is no requirement to purchase CO2 offsets in California so the avoided cost of the CO2 emissions is based on prices in other markets.

The environmental benefits utilized in the cost-effectiveness analysis of the programs herein are only applicable to the reporting of energy efficiency programs. The factors utilized in the development of these environmental benefits were agreed to specifically to reflect an appropriate and approximate

value for the reduced energy savings due to energy efficiency programs. As such, these environmental benefits should not be used in any other context and should also be reviewed for future use in energy efficiency program planning and evaluation.

The emission reduction values for SOx are not included in the environmental benefits (annual or lifecycle) in this document; as such values were not included in D.05-04-024, as developed by E3 and produced in their 2004 Report.

How these numbers are consistent with the current developments in the Green House Gas Proceeding currently open before the Commission or its successor proceeding (R.06-04-009).

The environmental benefits utilized in the cost-effectiveness analysis of the programs herein are as adopted for the energy efficiency programs only and are currently applicable to the reporting of energy efficiency programs. The factors utilized in the development of these environmental benefits were agreed to specifically reflect an appropriate and approximate value for the reduced energy savings due to energy efficiency programs. As such, these environmental benefits should not be used in any other context and should also be reviewed for future use in energy efficiency program planning and evaluation.

V.

SECTION 3: EXPENDITURES

Table 3

Table 3: *Expenditures*				
Summary of Portfolio Expenditures	**2010 Adopted Program Budget [1]**	**Cumulative Annual Expenditures**	**Percent of Portfolio Budget**	**Percent of Total Annual Expenditures**
Total Portfolio Expenditures				
Administrative Costs		$ 28,465,011	8.46%	10.50%
Marketing/ Advertising/ Outreach Costs		$ 15,072,086	4.48%	5.56%
Direct Implementation Costs		$ 227,594,898	67.63%	83.94%
Total Portfolio Expenditures [2]	**$ 336,513,281**	**$ 271,131,995**	**80.57%**	**100.00%**
Total Competitive Bid Program Expenditures (sub-component of portfolio) [3]				
Administrative Costs		$ 12,094,463	3.59%	4.46%
Marketing/ Advertising/ Outreach Costs		$ 5,646,233	1.68%	2.08%
Direct Implementation Costs		$ 82,748,953	24.59%	30.52%
Total Competitive Bid Program Expenditures	**$ 118,446,236**	**$ 100,489,649**	**29.86%**	**37.06%**
Total Partnership Program Expenditures (sub-component of portfolio)				
Administrative Costs		$ 2,763,842	0.82%	1.02%
Marketing/ Advertising/ Outreach Costs		$ 516,117	0.15%	0.19%
Direct Implementation Costs		$ 12,928,320	3.84%	4.77%
Total Partnership Program Expenditures	**$ 30,105,271**	**$ 16,208,280**	**4.82%**	**5.98%**
Total EM&V Expenditures				
EM&V IOU		$ 2,365,749	14.45%	89.05%
EM&V JOINT STAFF		$ 290,818	1.78%	10.95%
Total EM&V Expenditures	**$ 16,373,333**	**$ 2,656,567**	**16.22%**	**100.00%**

[1] SCE's Compliance Advice Letter 2410-E, filed November 23, 2009 and approved by the Commission on April 8, 2010 contained SCE's annual budgets for the 2010-2012 program cycle.

[2] Does not include the budget or expenditures associated with EM&V.

[3] Competitive Bid program budget and expenditures include customer incentives and allocated SCE expenses.

Footnote[3]

Description of SCE's Partnership programs that were included in the portfolio in the past year.

[3] The data shown in this annual report is based on SCE's *ex ante* savings, adjusted for actual installations and have not been approved by the CPUC.

In the table below, SCE describes the partnership programs that were operating in 2010:

Partnership Name	**Program Description**
Energy Leader Partnership Program	SCE's Energy Leader Partnership (ELP) program optimizes the opportunities for jurisdictions and their communities to work toward the common goal of achieving short and long-term energy savings, reduced utility bills, and an enhanced level of comfort in municipal and commercial buildings as well as homes. Partners are offered technical assistance to overcome barriers to energy efficiency. Premium incentives over utility core program incentive rates are offered for municipal retrofit projects. The incentive structure is tiered so that the more energy savings achieved over time, the greater the incentive received. The partnership will help establish civic energy leadership through co-branded marketing and outreach campaigns. The local government leverages its communications infrastructure to provide messaging and information to businesses and residents on utility programs to save energy, save money and the environment. One of the major benefits to partners is the opportunity to provide environmental stewardship and leadership to their communities in the wise use of scarce energy resources. Additionally, the ELP model supports the local government's actions toward supporting the Strategic Plan through the funding of activities.

Partnership Name	**Program Description**
City of Beaumont Energy Leader Partnership	The Beaumont partnership implements the ELP concept with the City of Beaumont.
City of Long Beach Energy Leader Partnership	The Long Beach partnership implements the ELP concept with the City of Long Beach.
City of Redlands Energy Leader Partnership	The Redlands partnership implements the ELP concept with the City of Redlands.
City of Ridgecrest Energy Leader Partnership	The Ridgecrest partnership implements the ELP concept with the City of Ridgecrest.
City of Santa Ana Energy Leader Partnership	The Santa Ana partnership implements the ELP concept with the City of Santa Ana.
City of Simi Valley Energy Leader Partnership	The Simi Valley partnership implements the ELP concept with the City of Simi Valley.
City of South Gate Energy Leader Partnership	The South Gate partnership implements the ELP concept with the City of South Gate.
Community Energy Leader Partnership	The Community Energy partnership implements the ELP concept with the Cities of Brea, Corona, Irvine, Moreno Valley, San Bernardino, Santa Clarita, and Santa Monica.
Desert Cities Energy Leader Partnership	The Desert Cities partnership implements the ELP concept with the Cities of Blythe, Cathedral City, Desert Hot Springs, Indian Wells, Rancho Mirage, Blythe and the Augua Caliente Band of Cahuilla Indians.

Partnership Name	**Program Description**
Eastern Sierra Energy Leader Partnership	The Eastern Sierra Energy Initiative partnership implements the ELP concept working with the Town of Mammoth, City of Bishop and counties of Mono and Inyo.
Energy Leader Partnership Strategic Support	SCE, PG&E, SCG and SDG&E have entered into co-funded contracts with ICLEI, the Institute for Local Government (ILG) and the Local Government Commission (LGC) to provide a coordinated statewide program of workshops, technical assistance, a recognition program, and other means to allow local governments to share best practices associated with energy management.
Kern County Energy Leader Partnership	The Kern County partnership implements the ELP concept with the cities of California City, Delano, McFarland, Tehachapi, and Kern County.
Orange County Cities Energy Leader Partnership	The Orange County partnership implements the ELP concept with the Cities of Huntington Beach, Westminster, Fountain Valley and Costa Mesa.

Partnership Name	**Program Description**
Palm Desert Demonstration Partnership	The Palm Desert partnership is a fully resourced energy efficiency program with its own unique set of measures, incentive amounts, and goals. This program seeks to achieve maximum energy and demand savings through the combined efforts of the City of Palm Desert, the energy Coalition, SCG and SCE. Aggressive goals of 30% reductions in energy usage and demand have been established. In addition to these quantifiable goals, the purpose of this partnership is to establish a model for other communities to replicate.
San Gabriel Valley Energy Leader Partnership	The San Gabriel Valley Energy Wise partnership implements the ELP concept with the 29 member cities of the San Gabriel Valley COG.
San Joaquin Valley Energy Leader Partnership	The San Joaquin Valley partnership implements the ELP concept with the Cities of Visalia, Tulare, Lindsay, Hanford, Porterville and Tulare County.
South Bay Energy Leader Partnership	The South Bay partnership implements the ELP concept with the Cities of Carson, El Segundo, Gardena, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lomita, Manhattan Beach, Palos Verdes Estates, Rancho Palos Verdes, Redondo Beach, Rolling Hills, Rolling Hills Estates, and Torrance.

Partnership Name	**Program Description**
South Santa Barbara County Energy Leader Partnership	The South County partnership implements the ELP concept with the Cities of Santa Barbara, Goleta, Carpentaria and the County of Santa Barbara.
Ventura County Energy Leader Partnership	The Ventura County partnership implements the ELP concept with the Cities of Camarillo, Fillmore, Moorpark, Ojai, Oxnard, Port Hueneme, Santa Paula, Thousand Oaks City of Ventura and Ventura County.
Local Government Strategic Planning Pilot Program	The Local Government Strategic Plan Strategies Solicitation is designed to engage local governments through a competitive solicitation process to conduct strategic plan activities centered on energy efficiency and addressing the "Big, Bold" strategies found in the CPUC's California Energy Efficiency Strategic Plan.
Western Riverside Energy Leader Partnership	The Western Riverside Energy Leader partnership implements the ELP concept with the Cities of Calimesa, Canyon Lake, Hemet, Lake Elsinore, Menifee, Murrieta, Norco, Perris, San Jacinto, Temecula, and Wildomar.
Institutional and Government Core Energy Efficiency Partnership Program	IGPP is an umbrella program comprising of seven sub-programs and incorporates two distinct program types: Statewide institutional and local county government programs.
California Community Colleges Partnership Energy Efficiency Partnership	The CCC partnership collaborates to share energy efficiency best practices, and to implement EE projects for immediate and long-term energy savings and peak demand reduction.

Partnership Name	**Program Description**
California Department of Corrections and Rehabilitation Energy Efficiency Partnership	The CDCR Partnership is a Statewide program designed to achieve immediate and long-term peak energy demand savings and establish a permanent framework for sustainable, comprehensive energy management programs at CDCR institutions served by California's four large IOUs.
County of Los Angeles Energy Efficiency Partnership	The Partnership supports the energy reduction and environmental initiatives described in the Los Angeles County Energy and Environmental Plan, adopted in 2008, and the objectives of the CEESP.
County of Riverside Energy Efficiency Partnership	The County of Riverside Partnership is a collaboration with the Riverside County facility manager and other County organizations in efforts to build an infrastructure that will deliver cost-effective energy efficiency projects, and provides comprehensive outreach an energy efficiency education element to the personnel of County departments and agencies.
County of San Bernardino Energy Efficiency Partnership	The County of San Bernardino Partnership is a collaborative effort with the County and other internal organizations (nine different departments) to build an infrastructure that will effectively deliver cost-effective energy efficiency projects and to provide comprehensive outreach and education to facility managers.

Partnership Name	Program Description
State of California Energy Efficiency Partnership	The State of California/IOU Partnership is a Statewide program designed to achieve immediate and long-term peak energy demand savings and establish a permanent framework for sustainable, comprehensive energy management programs at state facilities served by California's four large IOUs.
UC/CSU Energy Efficiency Partnership	The University of California (UC) and California State University (CSU) Partnership is a Statewide program that establishes a permanent framework for sustainable, long-term, comprehensive energy management at the 33 UC and CSU campuses served by California's IOUs.

Descriptions of programs that were selected as part of the competitive bid process are located in EE Program Overview - Third Party Program section.

As of the end of 2010, over 28 percent of SCE's 2010-2012 energy efficiency programs were procured through a competitively bid solicitation.

Review of any problems encountered with either the partnerships or competitive bid programs during the past year.

The following are issues and concerns that were observed during the implementation of partnership programs. Resolution of these issues may facilitate in successful program implementation.

- The 2010 program year ushered in SCE's new Energy Leader Partnership (ELP) model for all local government partners. The implementation this model results in a consistent offering and delivery of program benefits to participating local governments. The ELP model offers premium incentives for local government municipal facilities retrofit

projects, offers additional technical assistance to help identify and plan retrofit opportunities, conducts marketing and outreach sending a message of civic energy leadership to the community and funds local government Strategic Plan Support activities. By the end of 2010, the initial roll-out efforts have been completed and local governments have fully embraced this model and its attractive offers that drive toward deeper savings and civic engagement.

- Government and institutional partners' budget cycle was inconsistent with the utility program cycle. Due to the difference in budget cycle, it is difficult to engage the partners in projects to capture savings during the first year of the program cycle. Longer running program cycles help overcome the initial difficulties of the partner customer committing funds mid-fiscal year.
- The difficult economic situation in 2010 further exacerbated the institutional and local government partners' ability to fund energy efficiency projects. In addition, residential customers have also been similarly financially challenged. Local jurisdictions that had begun developing AB 811-type financing programs have had to suspend the financing program or greatly alter their programs due to federal lending restrictions. Local government and institutional partners expressed a strong interest in On-Bill Financing to help fund projects. However, many local government projects fall below the commercial lending threshold and will not qualify for financing, thus postponing the project until the fiscal picture improves. SCE will continue to work with the government and institutional entities to find creative solutions to overcome funding issues.

VI.

SECTION 4: COST-EFFECTIVENESS

Table 4

Table 4:
Cost Effectiveness

Annual Results	Total Cost to Billpayers (TRC) [1]	Total Savings to Billpayers (TRC)	Net Benefits to Billpayers (TRC) [1]	TRC Ratio	Total Cost to Billpayers (PAC) [1]	PAC Ratio	PAC Cost per kW Saved ($/kW) [2]	PAC Cost per kWh Saved ($/kWh) [3]	PAC Cost per therm Saved ($/therm)
2010 Targets [3]	$ 495,441,489	$ 646,873,945	$ 151,432,457	1.31	$ 305,570,479	2.12		0.06 cents/kWh	$0.00 /therm
2010 TOTAL [4]	$ 514,233,103	$ 941,643,317	$ 427,410,215	1.83	$ 308,963,259	3.05		0.04 cents/kWh	$0.00 /therm

[1] Includes SCE's 2010 shareholder incentive payment of $24,091,646 awarded by the Commission in December 2010 (D.10-12-049).

[2] The adopted avoided cost methodology does not provide information to provide a meaningful value for PAC Cost per kW saved. The adopted avoided cost methodology created kWh costs values that vary for each hour of the year that includes kW generation capacity costs. The current PAC Cost per kWh saved includes all ratepayer financial costs incurred in producing electric savings. The same costs would have to be reallocated if a PAC Cost per kW saved were presented. Additionally, the current approved E3 Calculator does not have the capability to calculate discounted kW, nor is it clear whether an annualized cost per kW saved or total cost per kW saved is more useful.

[3] SCE's Compliance Advice Letter 2410-E, filed November 23, 2009 and approved by the Commission on April 8, 2010 established the cost-effectiveness of SCE's 2010-2012 portfolio. SCE determined a 2010 target based off of the kWh forecast in 2010 relative to the 2010-2012 program cycle.

[3] The levelized PAC cost per kWh saved for SCE's 2010-2012 portfolio.2010-2012 program cycle.

Footnote[4]

Description of what each metric means in terms of the overall portfolio's progress in producing net resource benefits for California's ratepayers.

The Total Resource Cost Test (TRC) measures the net benefits of a program as a resource versus the participants' costs and program administration costs. TRC Net Benefits (Net Rbn) are the subtraction of the Total TRC costs from the Total Resource Benefits. The Total Resource Net Benefit is a measure of the total resource benefits from a measure or program, as derived by multiplying the energy savings by the appropriate avoided costs and reduced by the net-to-gross ratio. Total TRC Costs shown in the tables include the sum of the total administrative costs and the incremental measure or participant cost. The TRC costs also represent the changes to the TRC test made in Decision 07-09-043.[5]

The Program Administrator Cost Test (PAC) measures the net benefits of a program as a resource versus the total program costs, including both the program incentive and program

[4] The data shown in this annual report is based on SCE's *ex ante* savings, adjusted for actual installations and have not been approved by the CPUC.

[5] Decision 07-09-043 includes the cost incurred by free riders in the total TRC Costs.

administration costs. PAC Net Benefits are the subtraction of the Total PAC costs from the Total Resource Benefits, Net (RBn). The Total Resource Net Benefit is a measure of the total resource benefits from a measure or program, as derived by multiplying the energy savings by the appropriate avoided costs and reduced by the net-to-gross ratio. Total PAC Costs shown in the tables include the sum of the total program administrative and incentive costs.

Brief explanation of the assumptions used in the calculation, i.e., incremental measure costs used, how rebates (transfers) were applied.

The cost-effectiveness tables provided in this report reflect a summary of the cost-effectiveness calculations developed for SCE's 2010 programs. These tables provide energy savings and program costs associated with activity in 2010.

Pursuant to Policy Rule IV.11., to the extent possible, the assumptions that are used to estimate load impacts (e.g., kWh and kW savings per unit, program net-to-gross ratios, incremental measure costs and useful lives) in the calculation of the TRC and PAC tests are taken from the Database for Energy Efficient Resources (DEER) 2008 v2.05. For measures where the required load impacts for cost-effectiveness test inputs were not available in DEER, SCE has developed work paper documentation in support of such measures.

Units (Number and Definition)

Measure of the unit counts are displayed as collected in program tracking databases during 2010. The definition of the unit is tailored to the specifications of the individual measure(s) offered by the program.

Energy and Capacity Savings (Per Unit and Total)

The annual program energy and capacity reductions are derived from *ex ante* estimates of energy and capacity savings. Annual program energy and capacity reduction estimates for the programs are the result of a summation of measure-level savings from the measures installed as a result of the 2010

programs. The measure-level savings information used to calculate the 2010 program results are based upon estimates contained in DEER 2008 v2.05. In such cases were DEER does not contain an estimate, SCE's energy and capacity savings are documented in SCE's workpapers.

The gross amounts of the annual energy and capacity savings are reduced by appropriate net-to-gross ratios for the particular measure or end use and extended through their useful lives by the appropriate effective useful life estimates (see more information in Net-to-Gross and Effective Useful Life sections below).

For all of the tables presented in this report, SCE has presented the capacity savings based upon the estimated summer on-peak savings. Thus, the total capacity savings of each measure has been reduced to show only the applicable percentage of savings that fall in the defined summer on-peak period for the particular measure, as defined in D.06-06-063. All energy savings results are a total of the savings across all time periods.

Net-to-Gross (NTG) Ratio

Gross energy savings are considered to be the savings in energy and demand seen by the participant at the meter level. Net savings are assumed to be the savings that are attributable to the program. That is, net savings are gross savings minus those changes in energy use and demand that would have happened even in the absence of the program (free riders). The net-to-gross ratio is a factor that is applied to gross program load impacts to convert them into net program load impacts. This factor is also used to convert gross measure costs into net measure costs.

Each net-to-gross ratio utilized in the report is taken from DEER 2008 v.2.05, as required by the Commission.

Effective Useful Life (EUL)

The EUL is the length of time (years) for which the load impacts of an energy efficiency measure are expected to last. Each of the EULs utilized in the report are taken from DEER 2008 v.2.05, as required by the Commission.

Incremental Measure Cost (Per Unit and Total)

These costs generally represent the incremental costs of energy efficiency measures over the standard replacement measures. The gross amounts of these costs are reduced by appropriate net-to-gross ratios for the particular measure or end use. SCE relies upon DEER 2008 v2.05 for *ex ante* incremental measure cost values, as required by the Commission. In such cases were DEER does not contain an estimate, SCE's incremental measure costs are typically derived from a recent measure cost study and documented in SCE's work papers.

Program Incentive Cost (Per Unit and Total)

Incentive costs are the amount of incentives to pay to customers during 2010. The incentive cost totals are based upon the per unit incentive costs paid to the customer multiplied by the total number of units.

Program Administrative Cost

Program administrative costs include all expenditures directly charged to the program with the exception of incentive costs. The administrative costs consist of allocated administrative, labor, non-labor (i.e., material and other), and contract labor cost.

Labor costs consist of SCE labor charges that are directly charged to the program. These costs include salaries and expenses of SCE employees engaged in developing energy efficient marketing strategies, plans, and programs, developing program implementation procedures, reporting, monitoring, and evaluating systems. Costs reflect actual costs incurred in 2010 in support of the programs.

Non-labor costs include materials and other miscellaneous costs charged directly to the program. These costs include items such as booklets, brochures, promotions, training, membership dues, postage, telephone, supplies, printing/photocopying services, and computer support services.

Contract labor costs consist of contract employees and consultant labor charges that are directly charged to the program. These costs include salaries and expenses of contract employees and

consultants engaged in developing energy efficient marketing strategies, plans, and programs, developing program implementation procedures, reporting, monitoring, and evaluating systems.

Allocated administrative costs represent those for building lease and maintenance costs and management oversight expenditures.

How these numbers are consistent with the instructions provided by Commission in the avoided costs proceeding, R.04-04-025, particularly D.06-06-063 and the December 21, 2006 ALJ Ruling.

The tables provided in this report include modifications to the cost-effectiveness calculations pursuant to the direction the Energy Efficiency Policy Manual, the avoided costs rulemaking (R.04-04-025), and recent Decisions related to energy efficiency cost-effectiveness, including D.06-06-063 and D.07-09-043.

VII.

SECTION 5: BILL PAYER IMPACTS

Table 5

Table 5: *Ratepayer Impacts*				
2010	Electric Average Rate (Res and Non-Res) $/kWh [1]	Gas Average Rate (Core and Non-Core) $/therm	Average First Year Bill Savings ($)	Average Lifecycle Bill Savings ($)
SCE	$0.144	$0.000	$ 321.54	$ 2,502.16

[1] SCE's actual recorded system average rate in 2010 for bundled-service customers was 14.378 cents per kWh.

Footnote[6]

Explanation of the impact of the energy efficiency activities on customer bills relative to the level without the energy efficiency programs.

In 2010, SCE was authorized to collect nearly $398 million (D.09-09-047) in rates to implement approved energy efficiency programs. Customer rates were increased starting January 1, 2010 as program implementation began. Therefore energy efficiency programs increase customer bills up front, as funds are collected to fund the energy efficiency programs. However, upon implementation, the programs lead to lower energy usage due to improvements in energy efficiency by customers and subsequent reductions in participant bills. In the long-term all users will benefit through reductions in the avoided costs of energy. The tables provided above show the bill impacts of participating customers from 2010.

Brief explanation of the assumptions used in the calculation.

The bill impacts included in this report reflect the net impact on bills, accounting for the benefits of the programs. The overall impact of SCE's programs is that customer bills will decrease relative to the level without the energy efficiency programs.

[6] The data shown in this annual report is based on SCE's *ex ante* savings, adjusted for actual installations and have not been approved by the CPUC.

The following methodology was utilized for the calculation of bill impacts resulting from the 2010 energy efficiency portfolio:

The calculation methodology for determining the average first year bill savings utilizes the total gross energy savings per year multiplied by the average rate denominated in kWh. The product of these numbers results in a total bill savings for all program participants.

Similarly, the calculation methodology for determining the average lifecycle bill savings utilizes the total lifecycle gross energy savings multiplied by the average rate denominated in kWh. The product of these numbers results in a total lifecycle bill savings for all program participants.

VIII.

SECTION 6: GREEN BUILDING INITIATIVE

Table 6

Table 6 :
Green Building Initiative

		GWh			MW			MMTh		
2010	Expenditures [1]	Goal [2]	Annual	% of Goal	Goal [2]	Annual	% of Goal	Goal	Annual	% of Goal
SCE	$91,191,700	757	470	62%	155	112	72%	-	-	-

[1] Expenditures reflect incentive payments from activity installed in 2010 only.

[3] SCE's Compliance Advice Letter 2410-E, filed November 23, 2009 and approved by the Commission on April 8, 2010 establishes the GBI targets of SCE's 2010-2012 portfolio. SCE determined a 2010 target based off of the kWh forecast in 2010 relative to the 2010-2012 program cycle.

Footnote[7]

Description of the programs that contributed to the GBI savings.

Governor Arnold Schwarzenegger signed Executive Order S-20-04 regarding Green Buildings on December 14, 2004. It established the State of California's priority for energy and resource-efficient high performance buildings.

The Executive Order sets a goal of reducing energy use in state-owned buildings by 20 percent by 2015 (from a 2003 baseline) and encourages the private commercial sector to set the same goal. The order also directs compliance with the Green Building Action Plan, which details the measures the State will take to meet these goals.

SCE is committed to helping California meet the Governor's Green Building Initiative (GBI). In 2010, SCE's programs have made significant contributions, as indicated in the table above.

The following programs contributed in 2010 towards GBI energy savings:

- Appliance Recycling Program
- Calculated Incentives Program
- Deemed Incentives Program
- Commercial Direct Install Program
- Industrial Deemed Energy Efficiency Program

[7] The data shown in this annual report is based on SCE's *ex ante* savings, adjusted for actual installations and have not been approved by the CPUC.

- Agriculture Calculated Energy Efficiency Program
- Agriculture Deemed Energy Efficiency Program
- Pump Test Services Program
- Savings By Design
- Upstream HVAC Equipment Incentive
- Residential and Commercial Quality Maintenance Development
- Healthcare EE Program
- Public Pre-Schools, Elementary Schools and High Schools
- Retail Energy Action Program
- Management Affiliates Program
- Automatic Energy Review for Schools Program
- Energy Efficiency for Entertainment Centers
- California Preschools Program
- City of Beaumont Energy Leader Partnership
- City of Long Beach Energy Leader Partnership
- City of Redlands Energy Leader Partnership
- City of Santa Ana Energy Leader Partnership
- City of Simi Valley Energy Leader Partnership
- City of South Gate Energy Leader Partnership
- Community Energy Leader Partnership
- Desert Cities Energy Leader Partnership
- Orange County Cities Energy Leader Partnership
- Palm Desert Demonstration Partnership
- San Gabriel Valley Energy Leader Partnership
- San Joaquin Valley Energy Leader Partnership
- South Bay Energy Leader Partnership
- South Santa Barbara County Energy Leader Partnership

- Western Riverside Energy Leader Partnership
- California Community Colleges Energy Efficiency Partnership
- California Department of Corrections and Rehabilitation Energy Efficiency Partnership
- County of Los Angeles Energy Efficiency Partnership
- County of Riverside Energy Efficiency Partnership
- County of San Bernardino Energy Efficiency Partnership
- State of California Energy Efficiency Partnership
- UC/CSU Energy Efficiency Partnership

Assessment of the status of the portfolio's progress in meeting GBI goals.

SCE successfully implemented its energy efficiency programs in 2010 and is on its way to achieve the goals established for the Governor's Green Building Initiative. The table above illustrates the progress that SCE has achieved towards the GBI goals.

IX.

SECTION 7: SHAREHOLDER PERFORMANCE INCENTIVES

The 2006-2008 shareholder performance incentive mechanism, or Risk/Reward Incentive Mechanism (RRIM), was established by the Commission in D.07-09-043 and further modified by D.08-01-042, D.08-12-059, D.09-12-045, and D.10-12-049.

California's Energy Action Plan establishes energy efficiency as the preferred resource, first in the utility loading order to secure the state's energy future. A successful RRIM, including consistent, timely, and annual payments is the cornerstone of ensuring that all cost-effective energy efficiency is pursued. Such a mechanism will elevate energy efficiency to an equal footing with supply-side investments and entrench of energy efficiency as an essential component of the California utility business model.

Operationally, the RRIM is a shared savings mechanism that allows for both financial incentives and economic penalties based on the SCE's performance toward meeting the Commission energy efficiency goals. Under the revised mechanism, SCE has the opportunity to earn an incentive of 7% of the value of total energy efficiency savings if it achieves more than 85% of its energy efficiency goals. Economic penalties would be imposed in the event SCE achieves less than 65% of its goals. The mechanism has a deadband between 65% and 85% of energy efficiency goals, where no economic penalty or incentive would be earned. For SCE, both incentives and economic penalties for each three-year period are capped at $200 million.

In 2010, the Commission awarded SCE an earnings amount of $24.1 million.[8] This award constituted the third and final payment associated with the 2006-2008 program cycle.

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[8] D.10-12-049, Ordering Paragraph 2, page 73.

In 2008, SCE was authorized to receive a first interim incentive reward of $24.7 million for activities in 2006 and 2007.[9] In 2009, SCE was authorized to receive a second interim incentive award of $25.6 million for performance in 2008.[10]

[9] D.08-12-059, Ordering Paragraph 5, page 28.

[10] D.09-12-045, Ordering Paragraph 1, page 83.

X.

SECTION 8: SAVINGS BY END-USE

Table 8

Table 8:
Annual Savings By End-Use

2010	GWH	% of Total	MW	% of Total	MMTh	% of Total
Residential	**927**	**41.47%**	**156**	**36.32%**		
Appliances	0	0.00%	0	0.01%		
Consumer Electronics	46	2.08%	5	1.24%		
HVAC	6	0.25%	7	1.60%		
Lighting	760	33.97%	122	28.46%		
Pool Pump	2	0.11%	0	0.08%		
Refrigeration	97	4.33%	14	3.22%		
Water Heating	1	0.03%	0	0.03%		
Other	16	0.71%	7	1.67%		
Nonresidential	**1,036**	**46.31%**	**217**	**50.58%**		
HVAC	109	4.85%	25	5.84%		
Lighting	683	30.56%	157	36.50%		
Office	12	0.52%	0	0.00%		
Process	114	5.09%	16	3.68%		
Refrigeration	50	2.23%	6	1.49%		
Other	68	3.05%	13	3.07%		
Low Income Energy Efficiency	**35**	**1.56%**	**10**	**2.28%**		
Codes & Standard Energy Savings	**238**	**10.66%**	**47**	**10.82%**		
SCE Annual Portfolio Savings	**2,236**	**100%**	**430**	**100%**		

[1] Results from activity installed in 2010 only.

[2] SCE's Applicance Recycling program and rebates for energy efficient refrigerators are represented in the refrigeration end use.

Footnote[11]

Description of how the programs and program strategies implemented in the past year produced energy savings reported in the table above are consistent with the Commission's policy rules.

The Commission's energy efficiency reporting requirements mandates that SCE submit regular reports to the Commission quantifying the accomplishments of the portfolio. One such requirement, reporting portfolio performance of energy savings and demand reduction by end use, as shown in the

[11] The data shown in this annual report is based on SCE's *ex ante* savings, adjusted for actual installations and have not been approved by the CPUC.

table above, is reported on a regular basis as part of SCE's monthly report. The table above illustrates the 2010 results, by end use, of SCE's portfolio of energy efficiency programs.

Brief explanation of the source of the LIEE savings reported above, i.e., which Impact Evaluation report provides the savings numbers.

The 2010 Low Income Energy Efficiency program relies on the most up-to-date evaluation data in order to determine the program's effectiveness. Primarily, SCE relies upon the Impact Evaluation of the 2005 California Low Income Energy Efficiency Program Final Report as it contains the latest and best available information for the energy savings and demand reduction associated with low income measures for this program cycle. In the cases that SCE's program implemented measures that were not evaluated as part of the aforementioned study; the program utilized impacts from the Impact Evaluation of the 2001 Statewide Low Income Energy Efficiency program and internally developed SCE workpapers. Together, these sources stemming from vetted and approved EM&V studies developed a robust set of information in which SCE relied upon to report the energy savings and demand reduction associated with its Low Income programs.

XI.

SECTION 9: COMMITMENTS

Table 9

Table 9:
Commitments

	Commitments Made in the Past Year with Expected Implementation by December 2012			
	Committed Funds	Expected Energy Savings		
2010	$	GWH	MW	MMTh
SCE Total	$ 79,950,187	581	107	-

	Commitments Made in the Past Year with Expected Implementation ***after*** December 2012			
	Committed Funds	Expected Energy Savings		
2010	$	GWH	MW	MMTh
SCE Total	$ 2,102,449	3	2	-

[1] Committed Funds represent incentive amounts only.
[2] Savings impacts are ex-ante and have not been adjusted.

Footnote[12]

Description of the programs implemented during the past year that did not result in installed savings but reflect commitments entered into by the utilities that are expected to produce installed savings during the 2010-2012 program cycle.

The following programs had commitments that will be installed during the duration of the 2010-2012 program cycle:

[12] The data shown in this annual report is based on SCE's *ex ante* savings, adjusted for actual installations and have not been approved by the CPUC.

Statewide Program For Residential Energy Efficiency	Comprehensive Chemical Products
Commercial Energy Efficiency Program	Chemical Products Efficiency Program (CPEP)
Industrial Energy Efficiency Program	Comprehensive Petroleum Refining
Agriculture Energy Efficiency Program	Oil Production
New Construction Program	Refinery Energy Efficiency Program (REEP)
Energy Leader Partnership Program	Public Pre-Schools, Elementary Schools and High Schools
Institutional and Government Core Energy Efficiency Partnership	Retail Energy Action Program (REAP)
Comprehensive Manufactured Home	Commercial Utility Building Efficiency (CUBE)
Healthcare EE Program (HEEP)	Management Affiliates Program (MAP)
Data Center Energy Efficiency	Energy Efficiency for Entertainment Centers
Food & Kindred Products	Private Schools and Colleges Program
Primary and Fabricated Metals	California Preschools Program (CPEEP)
Nonmetallic Minerals and Products	

In 2010, the above mentioned programs secured commitments in the amount of almost $80 million, over 581 gigawatt-hours of energy savings, and over 107 megawatts in demand reduction..

Description of the programs implemented during the past year that did not result in installed savings but reflect commitments entered into by the utilities that are expected to produce installed savings after December 2012.

The following programs had commitments that will be installed in 2012 and beyond:

New Construction Program
Institutional and Government Core Energy Efficiency Partnership

In 2010, the above mentioned programs secured commitments of more than $2 million, almost 3 gigawatt-hours of energy savings, and nearly 2 megawatts in demand reduction.

Explanations of how commitments are calculated and reported in the above tables, i.e., are these commitments from incentives only.

In 2010, SCE actively enrolled customers into energy efficiency programs. These programs work with customers at various stages in their decision-making process in order to influence them to implement the energy efficient choice. When a customer has firmly committed to the program, an incentive payment is reserved on their behalf to be paid when the customer implements the energy efficient activity. It is only when that firm commitment is received (in the form of a contract, reservation, etc.), that it is counted as a program commitment and is reported to the Commission. The tables above reflect the summation of energy savings and demand reduction that is committed to be installed by SCE customers.

Appendix A

Southern California Edison Programs for 2010

Appendix A contains the list of programs included in SCE's 2010 Energy Efficiency Portfolio, and the date the programs were added or removed where applicable.

Southern California Edison Programs for 2010

CPUC ID	Program Name	Date Added	Date Removed
SCE-SW-001	Residential Energy Efficiency Program	1/1/2010	N/A
SCE-SW-001A	Home Energy Efficiency Survey Program	1/1/2010	N/A
SCE-SW-001B	Residential Lighting Incentive Program for Basic CFLs	1/1/2010	N/A
SCE-SW-001C	Advanced Consumer Lighting Program	1/1/2010	N/A
SCE-SW-001D	Home Energy Efficiency Rebate Program	1/1/2010	N/A
SCE-SW-001E	Appliance Recycling Program	1/1/2010	N/A
SCE-SW-001F	Business and Consumer Electronics Program	1/1/2010	N/A
SCE-SW-001G	Multifamily Energy Efficiency Rebate Program	1/1/2010	N/A
SCE-SW-001H	Whole House Prescriptive Program	1/1/2010	N/A
SCE-SW-002	Commercial Energy Efficiency Program	1/1/2010	N/A
SCE-SW-002A	Non-Residential Audits	1/1/2010	N/A
SCE-SW-002B	Calculated Incentives Program	1/1/2010	N/A
SCE-SW-002C	Deemed Incentives Program	1/1/2010	N/A
SCE-SW-002D	Commercial Direct Install Program	1/1/2010	N/A
SCE-SW-002E	Continuous Energy Improvement	1/1/2010	N/A
SCE-SW-003	Industrial Energy Efficiency Program	1/1/2010	N/A
SCE-SW-003A	Industrial Energy Audit Program	1/1/2010	N/A
SCE-SW-003B	Industrial Calculated Energy Efficiency Program	1/1/2010	N/A
SCE-SW-003C	Industrial Deemed Energy Efficiency Program	1/1/2010	N/A
SCE-SW-003D	Industrial Continuous Energy Improvement	1/1/2010	N/A

CPUC ID	Program Name	Date Added	Date Removed
	Program		
SCE-SW-004	Agriculture Energy Efficiency Program	1/1/2010	N/A
SCE-SW-004A	Agriculture Energy Audit Program	1/1/2010	N/A
SCE-SW-004B	Agriculture Calculated Energy Efficiency Program	1/1/2010	N/A
SCE-SW-004C	Agriculture Deemed Energy Efficiency Program	1/1/2010	N/A
SCE-SW-004D	Agriculture Continuous Energy Improvement Program	1/1/2010	N/A
SCE-SW-004E	Pump Test Services Program	1/1/2010	N/A
SCE-SW-005	New Construction Program	1/1/2010	N/A
SCE-SW-005A	Savings By Design	1/1/2010	N/A
SCE-SW-005B	California Advanced Homes	1/1/2010	N/A
SCE-SW-005C	Energy Star Manufactured Housing	1/1/2010	N/A
SCE-SW-006	Statewide Lighting Market Transformation Program	1/1/2010	N/A
SCE-SW-007	Residential and Commercial HVAC Program	1/1/2010	N/A
SCE-SW-007A	Upstream HVAC Equipment Incentive	1/1/2010	N/A
SCE-SW-007B	HVAC Technologies and System Diagnostics Advocacy	1/1/2010	N/A
SCE-SW-007C	Commercial Quality Installation	1/1/2010	N/A
SCE-SW-007D	ENERGY STAR Residential Quality Installation Program	1/1/2010	N/A
SCE-SW-007E	Residential Quality Maintenance and	1/1/2010	N/A

CPUC ID	Program Name	Date Added	Date Removed
	Commercial Quality Maintenance Development		
SCE-SW-007F	HVAC Workforce Education & Training	1/1/2010	N/A
SCE-SW-008	SW Codes and Standards	1/1/2010	N/A
SCE-SW-008A	Building Codes and Compliance Advocacy	1/1/2010	N/A
SCE-SW-008B	Appliance Standards Advocacy	1/1/2010	N/A
SCE-SW-008C	Compliance Enhancement	1/1/2010	N/A
SCE-SW-008D	Reach Codes Subprogram	1/1/2010	N/A
SCE-SW-009	SW Emerging Technologies	1/1/2010	N/A
SCE-SW-009A	Technology Assessments	1/1/2010	N/A
SCE-SW-009B	Scaled Field Placements	1/1/2010	N/A
SCE-SW-009C	Demonstration Showcases	1/1/2010	N/A
SCE-SW-009D	Market and Behavioral Studies	1/1/2010	N/A
SCE-SW-009E	Technology Development Support	1/1/2010	N/A
SCE-SW-009F	Business Incubation Support	1/1/2010	N/A
SCE-SW-009G	Technology Test Centers	1/1/2010	N/A
SCE-SW-009Rollup	Program Mgmt & CPUC Reporting	1/1/2010	N/A
SCE-SW-010	SW Workforce Education & Training	1/1/2010	N/A
SCE-SW-010A	WE&T Centergies	1/1/2010	N/A
SCE-SW-010B	WE&T Connections	1/1/2010	N/A
SCE-SW-010C	WE&T Planning	1/1/2010	N/A
SCE-SW-011	SW Marketing, Education & Outreach	1/1/2010	N/A
SCE-SW-011A	Statewide ME&O	1/1/2010	N/A

CPUC ID	Program Name	Date Added	Date Removed
SCE-SW-011B	ME&O Strategic Plan	1/1/2010	N/A
SCE-SW-012	Integrated DSM	1/1/2010	N/A
SCE-L-001	On-Line Buyer's Guide	1/1/2010	N/A
SCE-L-002	Financial Solutions	1/1/2010	N/A
SCE-L-003	Integrated Demand Side Management Pilot for Food Processing	1/1/2010	N/A
SCE-L-004	Energy Leader Partnership Program	1/1/2010	N/A
SCE-L-004Rollup	Energy Leader Partnership Program	1/1/2010	N/A
SCE-L-004A	City of Beaumont Energy Leader Partnership	1/1/2010	N/A
SCE-L-004B	City of Long Beach Energy Leader Partnership	1/1/2010	N/A
SCE-L-004C	City of Redlands Energy Leader Partnership	1/1/2010	N/A
SCE-L-004D	City of Ridgecrest Energy Leader Partnership	1/1/2010	N/A
SCE-L-004E	City of Santa Ana Energy Leader Partnership	1/1/2010	N/A
SCE-L-004F	City of Simi Valley Energy Leader Partnership	1/1/2010	N/A
SCE-L-004G	City of South Gate Energy Leader Partnership	1/1/2010	N/A
SCE-L-004H	Community Energy Leader Partnership	1/1/2010	N/A
SCE-L-004I	Desert Cities Energy Leader Partnership	1/1/2010	N/A
SCE-L-004J	Eastern Sierra Energy Leader Partnership	1/1/2010	N/A
SCE-L-004K	Energy Leader Partnership Strategic Support	1/1/2010	N/A
SCE-L-004L	Kern County Energy Leader Partnership	1/1/2010	N/A
SCE-L-004M	Orange County Cities Energy Leader Partnership	1/1/2010	N/A
SCE-L-004N	Palm Desert Demonstration Partnership	1/1/2010	N/A

CPUC ID	Program Name	Date Added	Date Removed
SCE-L-004O	San Gabriel Valley Energy Leader Partnership	1/1/2010	N/A
SCE-L-004P	San Joaquin Valley Energy Leader Partnership	1/1/2010	N/A
SCE-L-004Q	South Bay Energy Leader Partnership	1/1/2010	N/A
SCE-L-004R	South Santa Barbara County Energy Leader Partnership	1/1/2010	N/A
SCE-L-004S	Ventura County Energy Leader Partnership	1/1/2010	N/A
SCE-L-004T	Local Government Strategic Planning Pilot Program	1/1/2010	N/A
SCE-L-004U	Western Riverside Energy Leader Partnership	6/1/2010	N/A
SCE-L-005	Institutional and Government Core Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005Rollup	IGREEN	1/1/2010	N/A
SCE-L-005A	California Community Colleges Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005B	California Department of Corrections and Rehabilitation Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005C	County of Los Angeles Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005D	County of Riverside Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005E	County of San Bernardino Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005F	State of California Energy Efficiency	1/1/2010	N/A

CPUC ID	Program Name	Date Added	Date Removed
	Partnership		
SCE-L-005G	UC/CSU Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-006	Integrated Marketing & Outreach	1/1/2010	N/A
SCE-TP-001	Efficient Affordable Housing	1/1/2010	N/A
SCE-TP-002	Comprehensive Manufactured Home	1/1/2010	N/A
SCE-TP-003	Comprehensive Home Performance	1/1/2010	N/A
SCE-TP-004	Community Language Efficiency Outreach	1/1/2010	N/A
SCE-TP-005	Cool Planet	1/1/2010	N/A
SCE-TP-006	Healthcare EE Program	1/1/2010	N/A
SCE-TP-007	Livestock Industry Resource Advantage	1/1/2010	N/A
SCE-TP-008	Comprehensive Beverage Manufacturing and Resource Efficiency	1/1/2010	N/A
SCE-TP-009	Solid Waste Energy Efficiency Program	1/1/2010	N/A
SCE-TP-010	Data Center Energy Efficiency	1/1/2010	N/A
SCE-TP-011	Data Center Optimization	1/1/2010	N/A
SCE-TP-012	Lodging EE Program	1/1/2010	N/A
SCE-TP-013	Food & Kindred Products	1/1/2010	N/A
SCE-TP-014	Primary and Fabricated Metals	1/1/2010	N/A
SCE-TP-015	Industrial Gasses	1/1/2010	N/A
SCE-TP-016	Nonmetallic Minerals and Products	1/1/2010	N/A
SCE-TP-017	Comprehensive Chemical Products	1/1/2010	N/A
SCE-TP-018	Chemical Products Efficiency Program	1/1/2010	N/A
SCE-TP-019	Comprehensive Petroleum Refining	1/1/2010	N/A
SCE-TP-020	Oil Production	1/1/2010	N/A

CPUC ID	Program Name	Date Added	Date Removed
SCE-TP-021	Refinery Energy Efficiency Program	1/1/2010	N/A
SCE-TP-023	Cool Schools	1/1/2010	N/A
SCE-TP-024	Public Pre-Schools, Elementary Schools and High Schools	1/1/2010	N/A
SCE-TP-025	Retail Energy Action Program	1/1/2010	N/A
SCE-TP-026	Commercial Utility Building Efficiency	1/1/2010	N/A
SCE-TP-027	Monitoring-Based Commissioning	1/1/2010	N/A
SCE-TP-028	Monitoring-Based Persistence Commissioning Program	1/1/2010	N/A
SCE-TP-030	Sustainable Portfolios	1/1/2010	N/A
SCE-TP-031	Management Affiliates Program	1/1/2010	N/A
SCE-TP-032	Private College Campus Housing	1/1/2010	N/A
SCE-TP-033	Automatic Energy Review for Schools	1/1/2010	N/A
SCE-TP-034	Sustainable Communities	1/1/2010	N/A
SCE-TP-036	Energy Efficiency for Entertainment Centers	1/1/2010	N/A
SCE-TP-037	Private Schools and Colleges Program	1/1/2010	N/A
SCE-TP-038	California Preschools Program	1/1/2010	N/A

Appendix B

Part 1 contains SCE's final December Monthly Report for 2010

Part 2 contains SCE's final 4th Quarter Report for 2010

Appendix B Part 1

Appendix B – Part 1 contains SCE's final December Monthly report for 2010.

For access, please visit the California Public Utilities Commission Energy Efficiency Groupware Application at http://eega.cpuc.ca.gov.

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Appendix B

Appendix B – Part 2 contains SCE's final 4th Quarter Report for 2010.

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Appendix C

2010 Workforce Education and Training Taskforce Annual Progress Report

Southern California Edison

2010 Workforce Education and Training Taskforce Annual Progress Report

The following report for the statewide Workforce Education and Training program is being submitted, pursuant to Commission Decision 09-09-047. Decision 09-09-047 requires the Investor Owned Utilities (IOUs) to provide annual progress reports to Energy Division highlighting the status of the utilities' statewide WE&T program's progress toward meeting its stated goals and objectives.

I. Overview of the Statewide IOU Workforce Education and Training Program

The Statewide IOU Workforce Education and Training (WE&T) Program represents a portfolio of education, training and workforce development planning and implementation funded by or coordinated with the IOUs: Pacific Gas & Electric (PG&E), Southern California Edison (SCE), San Diego Gas & Electric (SDG&E), and Southern California Gas Company (SCG). The program includes three subprograms: Centergies; Connections; and Strategic Planning and Implementation.

Centergies

This subprogram is organized around market sectors and cross-cutting segments to facilitate workforce education and training. Energy Centers represent the largest component of this sub-program. Included in this program are training sessions, tool loans, consultations and events. Such Centergies activities allow potential green workforce candidates to explore energy efficiency, integrated demand-side management technologies and resource management techniques.

In 2010, the Customer Technology Application Center (CTAC) and the Agricultural Technology Application Center (AgTAC) exceeded their filed goals while making strategic changes to best align with the CPUC Long Term Strategic Plan and pending Program Performance Metrics.

Highlights for both centers include:

- Statewide Energy Centers Collaboration Meeting: On April 29th, Energy Center Management from SCE, SDG&E, PG&E, and SMUD met in Sacramento (SMUD Energy Center) for the quarterly collaboration meeting in which plans and developments on the following were discussed:

  - Zero Net Energy Program advancements and planned development
  - Web Based On-Demand Seminars – Planning to approach this initiative collectively
  - Registration systems and possible unification of registration formats of all ECs
  - CSI & Renewable Program funding sources – PGC or GRC?
  - Tour of the SMUD Energy Center and discussion of adding SMUD to future meetings and initiative updates
  - A second meeting was held on June 28th with a continued focus on developing a unified strategy for implementing Web Based On-Demand Seminars.

- Energy Centers Facilitate Statewide Energy Center Planning for On Demand Web-Based Training Course Pilot: SCE facilitated discussions with the statewide Energy Centers to scope out business requirements for implementing a web-based training pilot statewide. The team discussed in detail items that should be included in the program functionality, items that need to be researched further and concerns. A follow-up meeting will be held at the end of the month where preliminary cost estimates will be shared. The statewide Energy Centers are pursuing web-based training in response to recommendations from the EM&V evaluations for the 2006-2008 program cycle.

- Workforce Education & Training (WET) Task Force Meeting: On October 26th, the Energy Centers held the Southern California Region WE&T Task Force meeting with the CPUC at CTAC. Participants included IOU representatives, industry stakeholders from HVAC, Lighting, trade unions, educational sector, and non-profit workforce training and development organizations. University California Berkeley presented a status update on the Needs Assessment; Opinion Dynamics shared the results of the Energy Centers indirect impact evaluation from 2006-2008; and a presentation was made highlighting a new training curriculum designed to build energy workforce competences among low-skilled workers.

- Responding to CPUC recommendation: In response to a recommendation from the 2006-2008 Statewide Program Evaluation sponsored by the CPUC to incorporate Adult Learning Principles into the training curriculum, the Energy Centers coordinated and sponsored a training program offered by Laurel and Associates titled “Adult Learning Principles to Make Learning Stick”. This one day training was offered on two separate days to all Energy Center employees from all statewide IOUs’, SCE EE program managers, and Design & Engineering Services (D&ES) staff that develop and/or deliver training. A total of 30 people registered to participate in the training and, based on survey results, the training proved to be valuable to all that attended.

- Workforce Strategies Energy Efficiency and Green Job Summit: Several members of the Energy Centers attended the Workforce Strategies Energy Efficiency and Green Job Summit facilitated by the UC Berkeley Labor Center. This summit brought together a one year effort by UC Berkeley to communicate key finding and recommendations for the CPUC funded statewide Needs Assessment. This summit highlighted, needs, challenges, and workforce opportunities in California and was attended by California IOU's, California Energy Commission, CPUC, California Air Resources Board (CARB), and various universities and community colleges to name a few. Information included research results, several break-out sessions, and a presentation on the California Advanced Lighting Controls Training Program (CALCTP).

- AGTAC Receives Statewide 2009 WRAP Winner Award - Waste Reduction Awards Program: Southern California Edison's AGTAC was presented with a certificate from the State of California Environmental Protection Agency and signed by California Integrated Waste Management Board for Improving the Environment by Reducing Waste. The Waste Reduction Awards Program (WRAP) is administered by the California Department of Resources Recycling and Recovery (CalRecycle). WRAP provides an opportunity for California businesses and nonprofit organizations to gain public recognition for their outstanding waste reduction efforts and lets the community know our business takes waste reduction seriously. The award nominations ended June 2009 and winners were announced in December 2009.

- AGTAC Supports Tulare County Youth Summit: On March 11, AGTAC attended the Tulare County Youth Summit at the McDermont Field House in Lindsay--a newly constructed energy efficient community center. Over 1,000 high school students were in attendance. AGTAC engaged students with questions about energy efficiency, energy efficient technologies, sustainability, and green jobs. AGTAC provided information about "green careers" and highlighted the resources available through the Energy Center for continued education and skill development opportunities.

- Energy Centers 2010 Customer Satisfaction Exit Survey: On January 1st a newly designed exit survey was implemented at both SCE Energy Centers (CTAC and AgTAC). This survey, which was a collaborative effort between in the Energy Centers and the SCE EM&V team is a direct result of the recommendations to enhance the survey and update questions that would respond to CPUC reporting directives and requirements.

- City of Tulare Hosts Energy Efficiency Classes at AGTAC: The City of Tulare hosted two Title 24 classes at AGTAC in January. Attendees

included building inspectors, city officials, and contractors from Bakersfield, Fresno, Tulare, and King Counties. The exposure of what AGTAC offers to these surrounding cities and counties opens up new opportunities for customers who may not have reached through other means.

- AGTAC to Support Whole House Residential Retrofit Regional Workforce Summit: AGTAC is part of a statewide team consisting of the California Energy Commission, CPUC, Workforce Investment Boards, IOU SW Residential Whole House Retrofit Program, Home Performance Contractors and other training entities to bring a statewide Residential Retrofit workforce development summit to the Central Valley.

- NATE/IHACI Partnership: In partnership with the North American Technician Excellence (NATE) and Institute of Heating and Air Conditioning Industries (IHACI) CTAC delivered 3 courses to 121 attendees. These courses are designed to assist HVAC Technicians prepare for the NATE Certification Exam. (QUESTION: Should this reference CTAC or AgTAC?)

- AGTAC Billboard: AGTAC's Digital Billboard was installed and put into operation in March. The billboard stands 35 feet high with a highly efficient LED display screen that measures approximately 12' x 20'. The billboard has capability of full color graphics used to advertise seminars and workshops, special events, and SCE programs. The operation and display software for the billboard is maintained and controlled from a remote PC in the Energy Center offices. The software allows personnel to create, edit, configure, manage, and schedule display information content using features of this intuitive and flexible tool.
-
- AGTAC Hosts and Coordinates San Joaquin Valley Residential Retrofit Action Clinic: On June 2nd, AGTAC hosted the San Joaquin Valley Residential Retrofit Action Clinic, a collaborative effort led by SCE's AGTAC with support of the California Energy Commission, SCE's Whole House Retrofit Program, and the Tulare County Workforce Investment Board. The purpose was to: Educate and inform the contractor community, workforce trainers, and local governments of the emerging residential retrofit sector and the demand-driven programs emerging at the federal, state and regional levels.

- AGTAC Partners with City of Delano for City Energy Efficiency Kick-Off Campaign: On June 24th, AGTAC partnered with the City of Delano on the City of Delano's "Green Zone" Campaign. AGTAC's contribution to the event was bringing energy efficiency education through the workshop "Save Energy, Save Money: An Introduction to Energy Efficiency and Rebates." The City of Delano highlighted the energy efficiency grant they

are administering which will cover more than 50% of the costs for energy efficiency upgrades for customers in their downtown district (up to the grant award).

- AGTAC Participates in ENLACES: SCE hosted “ENLACES: A Community Forum” in Valencia to an audience of community organizations, faith-based groups, small businesses, and residential customers. The goal was to create, renew, and strengthen strategic relationships between Latino communities and SCE. The event was attended by approximately 200 people. AgTAC’s collaborated with SCE Community Partnerships Project Manager, and LPA, in organizing the event. AGTAC was given space on the agenda to promote current educational programs.

- SCE's CSI Group Hosts Solar Fair at AGTAC: The purpose of the fair was to educate the attendees on the money-savings and environmental benefits of solar energy. Attendees were informed of the options that exist for financing a solar system and received up-to-date California Solar Initiative and SCE energy efficiency rebate information to help lower out-of-pocket costs.

- IHACI’s 31st Annual HVAC/R/SM Product and Equipment Trade Show: Representative from AGTAC attended IHACI’s 31st Annual HVAC/R/SM Product and Equipment Trade Show in Pasadena. This event is recognized as the largest HVAC/R/SM show in the west by HVAC corporations throughout the United States. Hundreds of vendors showcased new technologies and innovative HVAC equipment. Potential instructor leads, class offerings and training program contacts were made.

- New Partnership with Local Chapter of U.S. Green Building Council (USGBC): Starting January, 2011, the Tulare-Kings Branch of USGBC will hold monthly presentations at AGTAC. The partnership will bring local green building professionals, USGBC members and non-members to the facility. USGBC selected AGTAC as the ideal facility to educate local communities on energy efficiency and sustainable technologies.

- Dairy Energy Management: PG&E and SCE hosted, in partnership, the Dairy Energy Management Seminar at AGTAC with 53 in attendance. The half-day conference featured speakers from both PG&E and SCE providing details on Programs, Rebates and Incentives for Energy Efficiency, and the top energy efficiency opportunities for dairies. A representative from SCE’s Economic Development Services (EDS) presented a rate overview and described the role EDS plays in facilitating business retention and expansion.

- Piensa Verde 2010: AGTAC held the 2nd Annual Piensa Verde (Think Green) Hispanic Heritage Month Celebration. The event was a success

with approximately 200 in attendance. SCE, various businesses and community organizations from Tulare and Visalia participated and shared information on programs and services that can save customers money, energy, and the environment. SCE customer and local successful company founder, Fred Ruiz, long time SCE customer and founder of Ruiz Foods shared his company's commitment to energy efficiency. Other activities and organizations provided information on green job opportunities and energy programs available for local city residents. Music and entertainment was provided by local students.

CTAC hosts 8th Annual Black History Month Event
On February 5, 2010, CTAC hosted the 8th Annual Connecting the Evolution of Electricity to Black History…Empowered By The Past, Energized For The Future event, held during National Black History Month. The objective of this event is to recognize and celebrate the accomplishments of African-American inventors for their influences in the evolution of electricity and electrical technological advances, their contribution to the economic growth and stability of our region, and for being energy efficient “champions” in their businesses.

CTAC NATE/IHACI Partnership
In partnership with the North American Technician Excellence (NATE) and Institute of Heating and Air Conditioning Industries (IHACI) CTAC delivered 3 courses to 191 attendees during the 1st quarter. These courses are designed to assist HVAC Technicians prepare for the NATE Certification Exam.

CTAC On Location Workshops Setting Out For a New Frontier
April 13, 2010 was the date for the successful launch of a new partnership between the Energy Centers and the recently opened Frontier Project in Rancho Cucamonga. The Frontier Project, a LEEDTM Platinum sustainable demonstration building open to the public, is the newest host facility for Energy Center On-Location workshops. A perfect partnership for energy efficiency and sustainable design education, the Frontier Project serves to demonstrate the latest methods and technologies in water, energy and site conservation. In addition to modeling many of the workshop suggested energy efficiency and sustainable design measures, the Frontier Project also demonstrates the importance of working with SCE’s Savings by Design (SBD) Program. SBD recently awarded the Frontier Project with more than $34,000 in incentives for a variety of energy-efficient installations included in the new, green showcase facility. Twenty-two customers were able to enjoy the beautiful surroundings while attending the well-presented and informational Basic HVAC workshop. Going forward, with two to three scheduled workshops per quarter; many more customers will be able to take advantage of this newly formed partnership.

CTAC at 5th Annual - Asian American Pacific Islander Heritage Month
On May 7th, Southern California Edison (SCE) highlighted the importance of diversity through the celebration of Edison's 5th Annual - Asian American Pacific Islander Heritage Month – Asian Fusion: Energy & Entrepreneurship held at the Customer Technology Application Center (CTAC) in Irwindale. Lynda Ziegler, CSBU Senior Vice President, provided opening remarks and delivered key messages to the audience including diversity, energy efficiency, and economic assistance. This year's keynote speaker was Judge Ronald Lew, United States District Court, and special guest speaker was Yakout Mansour, President and CEO, California Independent System Operator Corporation. Al Fohrer, SCE CEO and Chairman, and Erwin Furukawa, SCE Vice President, Customer Programs and Services, presented the Leadership Award to William Wang, CEO, VIZIO; the Corporate Award to Huy Fong Foods; and the Community Service Award to the United Cambodian Community, Inc. Diversity Supplier Awards were presented to DT Graphics and APR Consulting Company. Ted Chen, News Anchor, KNBC-TV4 was the Emcee for this year's event. A total of 527 people attended this event including customers, SCE officers, executives, and employees.

CTAC Hosts 17th Annual Water Conference
The 17th Annual Water Conference was held at the CTAC on September 27th and 28th. This free two-day event focused on educating water and wastewater agencies on how to save energy, money and the environment. The first day featured a general session where renowned speakers shared their energy management success stories followed by a panel discussion. Concurrent seminars followed in the afternoon including Managing Energy in Water and Wastewater System, a two-day program presented by the University of Wisconsin-Madison in partnership with SCE.

CTAC 2010 Emerging Technologies Summit
Representatives from CTAC attended the 2010 Emerging Technologies Summit held in Sacramento on November 7th and 9th along with representatives from SCE's Business Customer Division (BCD) and Customer Programs & Services (CP&S) Division. Seminars focused on Zero Net Energy, Smart Metering/Smart Grid, Electric Vehicles, Commercial and Residential HVAC Systems, Lighting, and Demand Response programs. In coordination with Customer Energy Efficiency & Solar (CEES) Offer Management, TP&S and D&ES, this information will be used to assist in planning for seminars and displays for the next EE program cycle.

Energy Center On-Location Pilots New Codes and Standards Workshop

On November 30th, Energy Center On-Location Workshops partnered with D&ES' Codes and Standards for the delivery of a new Statewide Codes and Standards Compliance workshop. Designed specifically for Plan Examiners and Building Inspectors (PEBI), this workshop was offered by special invitation to target and train those individuals responsible to understand and enforce the energy code for nonresidential projects. Hosted in partnership with the City of Irvine, this full day workshop held at Irvine's City Hall had 39 attendees; 34 PEBIs from various cities including Irvine, Brea, Buena Park, Huntington Beach, Newport Beach, Orange, Fountain Valley, Santa Ana, Tustin, Long Beach and Santa Clarita, and 5 observers from the statewide instructional development team. Using this first time delivery as a pilot class provided the team of instructional designers and program managers from California IOUs the opportunity to observe, evaluate and identify ideas for improvement for this newly developed course. Much was gained as the feedback provided by the CTAC Program Manager, instructor, designers and those in attendance will help to improve this valuable workshop. In 2011, great effort will be made to increase the number of Codes and Standards workshops to help ensure the workforce is ready to meet the growing need for better energy code compliance.

CTAC Three Big Ideas to Save Energy for Golf Courses & Municipal Pumps
CTAC collaborated with BCD Government and Institution (G&I) representatives to deliver a new pumping class aimed at customers responsible for water pumping applications. This class is planned to be delivered to the Inland Empire in April 2011 to address the many golf courses in that area.

CTAC Launches Smart Energy ExperienceTM
On August 24, 2010 CTAC opened an exhibit displaying the latest tools and technologies that are helping to create a cleaner, smarter and more reliable electric grid. The Smart Energy Experience introduces customers to the progress SCE is making in developing new technologies to build a smart grid, as well as demonstrating new energy efficient devices, smart appliances that communicate with a smart meter over a home area network, a garage fully equipped for the next generation of plug-in electric vehicles and online tools to help customers monitor and manage their energy costs.

2010 Performance:

Deliverable	AgTAC	CTAC	Total
Seminars	119	290	409
Total EE Attendance	3,882	11,136	15,018
Total On-location	13	59	72

seminars			
EE Consultations	110	203	313
EE Equipment Demonstrations	24	44	68

Connections

The WE&T Connections Subprogram focuses on expanding and/or infusing energy efficiency, demand response, distributed generation and green career awareness into curriculum and related activities that inspire interest in energy careers, new and emerging technology, as well as skills to advance the energy initiatives and goals within the K-12 educational sector and provide information to increase awareness of introductory-level community-based training efforts. Efforts by SCE in 2010 focused on the following:

K-12
SCE is working with our educational partners on updating curriculum and/or activities for energy fundamentals, energy efficiency, demand response, distributed generation and green career awareness. The new educational materials are being written to include content as defined in the Strategic Plan and WE&T Needs Assessment. Work will continue into 2011.

Community Colleges
SCE was in the development stages for an Energy educational program to serve the community college sector of our educational portfolio. This program will 1) Promote energy efficiency awareness through education, 2) Engage students and encourage hands-on participation, and 3) Provide green workforce exposure and career opportunities. This program was initiated in Q2/2011 and will continue into 2012.

Colleges/Universities
SCE supports the statewide Green Campus program managed by The Alliance to Save Energy on 16 universities and colleges and employing nearly 100 interns each year, the program engages students in building pathways to green careers, realizing measurable energy savings, infusing energy and energy efficiency concepts into academic curricula, and promoting energy efficiency awareness. Work will continue into 2011.

This educational content in all the sectors above will include, but not limited to the environmental impacts of energy production and energy use, the nexus of energy and water, greenhouse gas emissions, the greenhouse effect, global warming, global climate change and exploring a green career path. As age appropriate the materials will cover these topics along with content about demand response and distributed generation. In addition, for our K-12 sector, materials may include a take home material for parents and guardians on energy efficiency and actions that families can take to conserve resources and protect

the environment. All materials will include age appropriate actions that students can take at school, home or their communities.

Strategic Planning and Implementation Subprogram

The WE&T Strategic Planning and Implementation sub-program involves management and execution of several strategic statewide planning tasks and resulting project implementation actions initiated from the Strategic Plan. The tasks and projects are seen as instrumental in delivering mechanisms and protocols that facilitate on-going momentum and focus on the achievement of workforce, education and training long-term goals. The WE&T Planning sub-program facilitates implementation and completion of the four key strategic tasks identified in the Strategic Plan to drive long-term WE&T development:

A) Form an IOU/CPUC WE&T Task Force
B) Conduct a Needs Assessment
C) Create a WE&T Specific Web Portal
D) Facilitate bi-Annual WE&T public stakeholder workshops

II. Progress Towards Key Strategic Tasks

A) Form an IOU/CPUC WE&T Task Force

The inaugural WE&T Taskforce meeting was held January 28, 2009 with primary purposes of sharing information on green training initiatives and to focus resources on completing a Workforce, Education & Training statewide needs assessment study, as well as create a WE&T web portal site. In total, the WE&T Taskforce hosted four workshops in 2010.

B) Conduct a Needs Assessment

The WE&T Taskforce developed a WE&T needs assessment study Request For Proposal (RFP). A study contractor was selected and work consummated on the needs assessment study in the first quarter of 2010.

The WE&T Taskforce developed committees organized around completing the statewide WE&T needs assessment study. The Taskforce, with leadership from the needs assessment study project manager, successfully moved the project along to completion. The Taskforce provided input on the process and progress of the needs assessment by responding to monthly needs assessment study updates, which were provided January 2010 through August 2010.

In conjunction with the completion of the study, a Workforce Strategies Energy Efficiency and Green Job Summit was hosted on campus at the University of California, Berkeley on December 8, 2010 to present preliminary study findings to the WE&T Taskforce and other key

stakeholders. The final study was posted on March 17, 2011 to the Energy Efficiency Web-portal – engage360.com. The first annual WE&T public workshop will occur on April 6th 2011 when results and recommendations from the WE&T needs assessment study will be presented for public discussion and comment.

C) Create a WE&T Specific Web Portal

In 2009, the Taskforce developed a Request For Proposal seeking a web developer to assist in the creation of a WE&T specific web portal. In coordination with the Energy Division, the decision was made to develop the web portal in conjunction with the roll out of the Energy Efficiency web portal. In 2010, the Energy Efficiency web portal, engage360.com, went live as the integrated, comprehensive, user-friendly, and secure platform providing access to information and networking that advances energy efficiency practices, policies, technologies, as well as other clean energy options. The IOUs and the CPUC have been in communication with the developer of engage360.com to determine leveraging opportunities.

D) Facilitate bi-Annual WE&T public stakeholder workshops

In 2010, the WE&T Taskforce hosted four public workshops.

1. February 23, 2010 – PG&E Pacific Energy Center, San Francisco
Accomplishments:
    - The CPUC staff provided an update on the WE&T Program Performance Metrics.
    - The Federal Home Star Program was presented.
    - Research studies conducted by Chuck Goldman (LBNL) on workforce needs of the Energy Efficiency Services Sector were presented.

2. April 27, 2010 – CPUC Office, San Francisco (Video conferencing available)
    - Workforce program updates were presented.
    - City Build, Los Angeles Trade Tech Community College, Orange County Workforce Investment Board (WIB), Pacific Gateway WIB, Riverside/San Bernardino WIB, San Diego WIB, South Bay WIB, Glendale Water & Power, the Employee Development Department and the California Energy Commission presented information on new training courses.
3. July 27, 2010 – CPUC Office, San Francisco (Video conferencing available)

- The Apollo Alliance (California Apollo Program) presented on advocacy work done on Assembly Bill 32.
- The UC Berkeley needs assessment study team shared updates on research and study progress relative to the needs assessment study.
- The needs assessment study project manager shared the communication plan and committee update on the scheduled 12/8 Workforce Jobs Summit.
- Ascentium presented the Energy Efficiency Web Portal.
- Rising Sun presented on its Community Based Youth and Adult workforce training program.

4. October 26, 2010 – CPUC Office, San Francisco (Video conferencing available)
    - Updates of the research and study progress made on the needs assessment study were presented.
    - Opinion Dynamics presented summary findings from the 2006-2008 statewide IOU energy centers evaluation study.
    - “Roots of Success,” a new environmental curriculum program being promoted nationally to educational institutions, was presented.

Appendix D

SCE Reporting and Narratives for Approved Program Performance Metrics

Program Year 2010

PROGRAM PERFORMANCE METRICS for STATEWIDE PROGRAMS
Reporting of 2a Metrics for Year End 2010
Narrative Report
Submitted May 2, 2011
Southern California Edison

The following narratives for 2010-2012 Energy Efficiency Portfolio Statewide Programs and Subprograms are submitted, pursuant to Commission Decision (D.) 09-09-047 and Resolution E-4385. Resolution E-4385 approved Program Performance Metrics (PPMs) and requires annual reporting of metric type 2a for certain Statewide Programs and Subprograms. The narrative responses to this information are below and supplement the 2010 PPM reporting table.

This information supplements Attachment D, Part 2 "PPM Reporting Table" and reflects program performance for only those metrics that required a narrative response.

COMMERCIAL - SCE-SW-002

The 2010 Statewide Commercial Energy Efficiency Program offers strategic energy planning support; technical support, such as facility audits, and calculation and design assistance; and financial support through rebates and incentives aimed at providing integrated energy management solutions: energy efficiency, demand response, and distributed generation, including renewables. Targeted segments include distribution warehouses, office buildings, hotels, motels, restaurants, schools, universities, colleges, hospitals, high tech facilities, bio tech facilities, retail facilities, entertainment centers, and smaller customers that have similar buying characteristics.

The five statewide subprograms — Nonresidential Audits, Calculated Incentives, Deemed Incentives, Direct Install, and Continuous Energy Improvement — comprise the core product and service offerings for the Commercial program. Each utility also offers local program elements such as Third Party and Local Government Partnership programs that complement and enhance these core offerings in their region.

#	Program ID	Type	Metric
CIA-1	SCE-SW-002	2a	Number and percent (relative to all eligible customers) of commercial, industrial and agricultural customers participating in sub-programs (NRA, Deemed, Calculated, and CEI) by NAICS code, by size (+/- 200 kW per yr or +/- 50K therms per yr), and by Hard to Reach (HTR)[1] *Data to be reported in disaggregate form by SW program (commercial, industrial, and agricultural)

Program progress towards meeting program metric goals

For progress towards CIA metric 1, please see Table CIA-1. It should be noted that SCE used one unique identifying service account number to represent each customer. Each customer location may have more than one service account number.

In 2010, SCE continued to partner with its commercial customers to deliver large and cost-effective savings through more efficient technologies as well as operation improvements. SCE account representatives and partners constantly reach out to new customers to expand the impact of the Energy Efficiency programs. New participants generally start with deemed measures before launching more complex calculated projects. Utilities have used a variety of means to outreach their commercial customers including direct contacts through their account managers;

[1] "HTR" is as defined in the EE Policy Manual

coordination with manufacturers, distributors, retailers and vendors; workshops, web based information and resources, and marketing collaterals including direct mail, case studies and best practices.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

The economy has started a slow recovery and customers continued to struggle with lower production rate, lower margins, and lack of access to capital. All these factors impacted the implementation of energy efficiency projects. A focus on customers at the subsegment level will facilitate targeting them by addressing their barriers to participation, outside of the economic conditions.

COMMERCIAL – CEI – SCE-SW-002e

The Commercial Continuous Energy Improvement (CEI) Program is a non resource program which provides a toolkit of planning and other resources, including analysis, benchmarking, goal setting, project implementation support, performance monitoring, and energy management certification

#	Program ID	Type	Metric
CIA-2 (CEI)	SCE-SW-002e	2a	Number and percent of commercial, industrial, and agricultural CEI participants that meet short-term (2010-2012) milestones as identified by their long term energy plans. * Data to be reported in disaggregate form by SW program (commercial, industrial, and agricultural).
CIA-4 (CEI)	SCE-SW-002e	2a	Number and percent of commercial, industrial and agricultural customers that created an energy plan via CEI will be tracked by program. *Data to be reported in disaggregate form by SW program (commercial, industrial, and agricultural).

Program progress towards meeting program metric goals

CIA -2: For progress towards CIA metric 2, please see Table CIA-2. The program kicked off late in the third quarter of 2010. While the program had not yet enrolled any commercial participants in the program by the end of 2010, SCE was in discussions with several commercial customers and continues to pursue new participants by actively working with SCE and SCG account managers to identify potential customers for the program. We use rigorous screening criteria to make sure that the participant is committed to the process, and will benefit from CEI participation.

CIA-4: For progress towards CIA metric 4, please see Table CIA-4. The program kicked off in late in the third quarter of 2010. While the program had not yet enrolled any commercial participants in the program by the end of 2010, the program has been in discussions with several commercial customers and continues to pursue new participants by actively working with SCE and SCG program managers to identify potential customers for the program. We use rigorous screening criteria to make sure that the participant is committed to the process, and will benefit from CEI participation.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

CIA-2: The program spent most of 2010 finalizing program design and ramping up services. In response to past "lessons learned", the program initially focused efforts on creating a program plan that clearly outlines program requirements and procedures prior to implementation.

CIA-4: The program spent most of 2010 finalizing program design and ramping up services. In response to past "lessons learned", the program focused efforts on creating a program plan that clearly outlines program requirements and procedure prior to implementation.

COMMERCIAL – Deemed Incentives - SCE-SW-002c

The Commercial Deemed Incentives Program offers rebates to customers in an easy to use mechanism to offset the cost of off-the-shelf energy saving equipment.

#	Program ID	Type	Metric
CIA-7 (Deemed)	SCE-SW-002c	2a	Number and percent of new, improved, or ETP measures[2] installed in the commercial, industrial and agricultural programs. *Data to be reported in disaggregate form by SW program (commercial, industrial, and agricultural).

Program progress towards meeting program metric goals

For progress towards CIA metric 7, please see Table CIA-7. The figures in the table indicate the total number of occurrences of new, improved, or ET measures installed in the Commercial sub-programs, compared to the total number of measures installed in these sub-programs.

The program is continually working to improve, and expand measure offerings to customers based on new technologies, customers' interest and conditions of eligibility. For example, a new process has been developed that allows SCE to better track Emerging Technologies that can be adopted in our programs. This new process also accommodates technology ideas from various market actors, customers, and delivery channels and serves as an initial gate for impactful measures into the programs.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

A new process has been developed that allows SCE to better track Emerging Technologies that can be adopted in our programs. This new process also accommodates technology ideas from various market actors, customers, and delivery channels and serves as an initial gate for impactful measures into the programs.

COMMERCIAL – Calculated Incentives - SCE-SW-002b

The Commercial Calculated Incentives Program offers incentives for customized retrofit and retro-commissioning energy efficiency projects. The program also provides comprehensive technical and design assistance.

2 "ETP measure" defined as ET measures first introduced into the EE portfolio since January 1, 2006.

#	Program ID	Type	Metric
CIA-8 (Calc)	SCE-SW-002b	2a	Number and percent of new, improved, or ETP measures installed in completed calculated projects. *Data to be reported in disaggregate form by SW program (commercial, industrial, and agricultural).

Program progress towards meeting program metric goals

For progress towards CIA metric 8, please see Table CIA-8. The figures in the table indicate the total number of new, improved, or ET measures installed in the calculated Commercial sub-programs, compared to the total number of calculated measures installed in these sub-programs. Please note that while additional new, improved, and ETP measures have been introduced to the portfolio in 2010, these figures only represent installed measures that were paid in 2010.

The program is continually working to improve, and expand measure offerings to customers based on new technologies, customers' interest and conditions of eligibility. For example, a new process has been developed that allows SCE to better track Emerging Technologies that can be adopted in our programs. This new process also accommodates technology ideas from various market actors, customers, and delivery channels and serves as an initial gate for impactful measures into the programs.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

New and specific solutions for customers were highly affected by the economy. Low cost, easy to implement and proven technologies were installed in lieu of new or highly customized measures.

COMMERCIAL – Direct Install - SCE-SW-002d

The Commercial Direct Install Program is designed to deliver free energy efficiency hardware retrofits, through installation contractors, to reduce peak demand and increase energy savings for commercial customers with monthly demand of less than 100 kW.

#	Program ID	Type	Metric
Comm-2.1	SCE-SW-002d	2a	Number of Direct Install participants that participate in other resource programs or OBF.
Comm-2.2	SCE-SW-002d	2a	Percent of Direct Install participants that participate in other resource programs or OBF.
Comm-3.1	SCE-SW-002d	2a	Number of participants that are hard to reach (HTR).
Comm-3.2	SCE-SW-002d	2a	Percent of participants that are hard to reach (HTR).

Program progress towards meeting program metric goals

Comm-2: For progress towards Commercial metric 2, please see Table Comm-2. The In 2010, 177 Direct Install customers (0.72%) participated in other nonresidential resource programs or OBF. On projects that exceed Direct

Install project limits, customers are directed to other options that are available for them to investigate. Customers are directed to the Direct Install website and a link that will take them to: "Other Low Cost Opportunities For Your Business." Here they learn about solutions to help businesses use less energy and save money and can also investigate other options and resources, such as On-Bill Financing, Summer Discount Plan, Refrigerator and Freezer Recycling, and others.

Comm-3: For progress towards Commercial metric 3, please see Table Comm-3. In 2010, 7,775 Direct Install Customers (31.55%) were hard to reach. The Direct Install program addresses HTR customers through in-language mailings and collateral for Spanish, Vietnamese and Chinese (Mandarin) customers. Mailings precede the arrival of the Direct Install program in each community and in-language collateral pieces (Fact Sheets) are also provided to each customer during the site visit. The program also provides translators to assist contractors in communication and cultural norm training in communities with strong cultural concentrations. In addition, contractors also have staff members that are bilingual to assist in communication.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

N/A

INDUSTRIAL - SCE-SW-003

The 2010 Statewide Industrial Energy Efficiency Program partners with industry stakeholders to promote integrated energy management solutions to end use customers. The program offerings together are designed to not only overcome the traditional market barriers to energy efficiency, but also use efficiency to advance distributed generation (DG) and demand reduction (DR) opportunities. Customers from the industrial sector include printing plants, plastic injection molding facilities, component fabrication, lumber and paper mills, cement and quarries, metals processing, petroleum refineries, chemical industries, assembly plants, and water and wastewater treatment plants.

The four statewide sub-programs — Nonresidential Audits, Calculated, Deemed, and Continuous Energy Improvement — comprise the core product and service offerings for the Industrial market. Each utility also offers local program elements such as Third Party and Local Government Partnership programs that complement and enhance these core offerings in their region.

#	Program ID	Type	Metric
CIA-1	SCE-SW-003	2a	Number and percent (relative to all eligible customers) of commercial, industrial and agricultural customers participating in sub-programs (NRA, Deemed, Calculated, and CEI) by NAICS code, by size (+/- 200 kW per yr or +/- 50K therms per yr), and by Hard to Reach (HTR) * Data to be reported in disaggregate form by SW program (commercial, industrial, and agricultural).
Ind-1.1	SCE-SW-003	2a	Number of first time[3] participants in energy efficiency programs. (Report disaggregate data by sub-program).
Ind-1.2	SCE-SW-003	2a	Percent of first time participants in energy efficiency programs. (Report disaggregate data by sub-program).

[3] "First time" means customer has not participated in energy efficiency programs since December 31, 2005.

Program progress towards meeting program metric goals

CIA-1: For progress towards CIA metric 1, please see Table CIA-1. It should be noted that SCE used one unique identifying service account number to represent each customer. Each customer location may have more than one service account number.

In 2010, SCE continued to partner with its industrial customers to deliver large and cost-effective savings through more efficient technologies as well as operation improvements. SCE account representatives and partners constantly reach out to new customers to expand the impact of the Energy Efficiency programs. New participants generally start with deemed measures before launching more complex calculated projects. Utilities have used a variety of means to outreach their industrial customers including direct contacts through their account managers; coordination with manufacturers, distributors, retailers and vendors; workshops, web based information and resources, and marketing collaterals including direct mail, case studies and best practices.

Ind-1: For progress towards Industrial metric 1, please see Table Ind-1. The SCE's account representatives and partners constantly reach out to new customers to expand the impact of the Energy Efficiency programs. Among the 936 industrial program participants, 854 (91%) were first time customers. New participants generally start with deemed measures before launching more complex calculated projects. Utilities have used a variety of means to outreach their industrial customers including direct contacts through their account managers, partnering with industry specific association, workshops, web based information and resources, and marketing collaterals including case studies and best practices.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

CIA-1: The economy has started a slow recovery and customers continued to struggle with lower production rate, lower margins, and lack of access to capital. All these factors impacted the implementation of energy efficiency projects.

Ind-1: The economy has started a slow recovery and customers continued to struggle with lower production rate, lower margins, and lack of access to capital. All these factors impacted the implementation of energy efficiency projects.

INDUSTRIAL – CEI - SCE-SW-003b

The Industrial Continuous Energy Improvement (CEI) Program is a non-resource program which provides a toolkit of planning and other resources, including analysis, benchmarking, goal setting, project implementation support, performance monitoring, and energy management certification

#	Program ID	Type	Metric
CIA-2 (CEI)	SCE-SW-003b	2a	Number and percent of commercial, industrial, and agricultural CEI participants that meet short-term (2010-2012) milestones as identified by their long term energy plans. *Data to be reported in disaggregate form by SW program (commercial, industrial, and agricultural).
CIA-4 (CEI)	SCE-SW-003b	2a	Number and percent of commercial, industrial and agricultural customers that created an energy plan via CEI will be tracked by program. *Data to be reported in disaggregate form by SW program (commercial, industrial, and agricultural).

Program progress towards meeting program metric goals

CIA-2: For progress towards CIA metric 2, please see Table CIA-2. The program kicked off late in the third quarter of 2010. By the end of 2010, the program signed up one industrial customer and was in discussions with several commercial customers. The enrolled customer has not reached the stage where it is ready to create energy plans, but SCE is working with them to reach this milestone. In addition, SCE continues to pursue new participants by actively working with SCE and SCG program managers to identify potential customers for the program. We use rigorous screening criteria to make sure that the participant is committed to the process, and will benefit from CEI participation.

CIA-4: For progress towards CIA metric 4, please see Table CIA-4. The program kicked off late in the third quarter of 2010. By the end of 2010, the program signed up one industrial customer and was in discussion with several commercial customers. The enrolled customer has not reached the stage where it is ready to create energy plans, but SCE is working with them to reach this milestone. SCE continues to pursue new participants by actively working with SCE and SCG program managers to identify potential customers for the program. We use rigorous screening criteria to make sure that the participant is committed to the process, and will benefit from CEI participation.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

CIA-2: The program spent most of 2010 finalizing program design and ramping up services. In response to past "lessons learned," the program focused efforts on creating a program plan that clearly outlines program requirements and procedure prior to implementation.

CIA-4: The program spent most of 2010 finalizing program design and ramping up services. In response to past "lessons learned," the program focused efforts on creating a program plan that clearly outlines program requirements and procedure prior to implementation.

INDUSTRIAL – Deemed Incentives - SCE-SW-003c

The Industrial Deemed Incentives Program offers rebates to customers in an easy to use mechanism to offset the cost of off-the-shelf energy saving equipment.

#	Program ID	Type	Metric
CIA-7 (Deemed)	SCE-SW-003c	2a	Number and percent of new, improved, or ETP measures** installed in the commercial, industrial and agricultural programs. *Data to be reported in disaggregate form by SW program (commercial, industrial, and agricultural).

Program progress towards meeting program metric goals

For progress towards CIA metric 7, please see Table CIA-7. The figures in the table indicate the total number of new, improved, or ET measures installed in the deemed Industrial sub-programs, compared to the total number of deemed measures installed in these sub-programs.

The program is continually working to improve, and expand measure offerings to customers based on new technologies, customers' interest and conditions of eligibility. For example, a new process has been developed that allows SCE to better track Emerging Technologies that can be adopted in our programs. This new process also accommodates technology ideas from various market actors, customers, and delivery channels and serves as an initial gate for impactful measures into the programs.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

A new process has been developed that allows SCE to better track Emerging Technologies that can be adopted in our programs. This new process also accommodates technology ideas from various market actors, customers, and delivery channels and serves as an initial gate for impactful measures in the programs.

INDUSTRIAL – Calculated Incentives - SCE-SW-003b

The Industrial Calculated Incentives Program offers incentives for customized retrofit and retro-commissioning energy efficiency projects. The program also provides comprehensive technical and design assistance.

#	Program ID	Type	Metric
CIA-8 (Calc)	SCE-SW-003b	2a	Number and percent of new, improved, or ETP measures installed in completed calculated projects. *Data to be reported in disaggregate form by SW program (commercial, industrial, and agricultural).

Program progress towards meeting program metric goals

For progress towards CIA metric 8, please see Table CIA-8. The figures in the table indicate the total number of new, improved, or ET measures installed in the calculated Industrial sub-programs, compared to the total number of calculated measures installed in these sub-programs. Please note that while additional new, improved, and ETP measures have been introduced to the portfolio in 2010, these figures only represent installed measures that were paid in 2010.

The program is continually working to improve, and expand measure offerings to customers based on new technologies, customers' interest and conditions of eligibility. For example, a new process has been developed that allows SCE to better track Emerging Technologies that can be adopted in our programs. This new process also accommodates technology ideas from various market actors, customers, and delivery channels and serves as an initial gate for impactful measures into the programs.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

New and specific solutions for customers were highly affected by the economy. Low cost, easy to implement and proven technologies were installed in lieu of new or highly customized measures.

AGRICULTURAL - SCE-SW-004

The 2010 Statewide Agricultural Energy Efficiency Program offers strategic energy planning support; technical support, such as facility audits and calculation and design assistance; and financial support through rebates and incentives aimed at providing integrated energy management solutions: energy efficiency, demand response, and distributed generation, including renewables. Targeted segments from the agricultural sector may include agricultural growers (crops, fruits, vegetable and nuts), greenhouses, post-harvest processors (ginners, nut hullers and associated refrigerated warehouses), dairies and water and irrigation districts/agencies. Targeted segments from the food processing sector include fruit and vegetable processors (canners, dryers and freezers), prepared food manufacturers, wineries and other beverage manufacturers.

The Statewide Agricultural Energy Efficiency Program includes five statewide subprograms: Nonresidential Audits, Calculated Incentives, Deemed Incentives, Continuous Energy Improvement (CEI), and Pump Test Services.

Each utility also offers local program elements such as Third Party and Local Government Partnership programs that complement and enhance these core offerings in their region.

#	Program ID	Type	Metric
CIA-1	SCE-SW-004	2a	Number and percent (relative to all eligible customers) of commercial, industrial and agricultural customers participating in sub-programs (NRA, Deemed, Calculated, and CEI) by NAICS code, by size (+/- 200 kW per yr or +/- 50K therms per yr), and by Hard to Reach (HTR) * Data to be reported in disaggregate form by SW program (commercial, industrial, and agricultural).

Program progress towards meeting program metric goals

For progress towards CIA metric 1, please see Table CIA-1. It should be noted that SCE used one unique identifying service account number to represent each customer. Each customer location may have more than one service account number.

In 2010, SCE continued to partner with its agricultural customers to deliver large and cost effective savings through more efficient technologies as well as operation improvements. SCE account representatives and partners constantly reach out to new customers to expand the impact of the Energy Efficiency programs. New participants generally start with deemed measures before launching more complex calculated projects. Utilities have used a variety of means to outreach their agricultural customers including direct contacts through their account managers; coordination with manufacturers, distributors, retailers and vendors; workshops, web based information and resources, and marketing collaterals including direct mail, case studies and best practices.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

The economy has started a slow recovery and customers continued to struggle with lower production rate, lower margins, and lack of access to capital. All of these factors impacted the implementation of energy efficiency projects.

AGRICULTURAL – CEI - SCE-SW-004d

The Agricultural Continuous Energy Improvement (CEI) Program is a non-resource program which provides a toolkit of planning and other resources, including analysis, benchmarking, goal setting, project implementation support, performance monitoring, and energy management certification

#	Program ID	Type	Metric
CIA-2 (CEI)	SW-004d	2a	Number and percent of commercial, industrial, and agricultural CEI participants that meet short-term (2010-2012) milestones as identified by their long term energy plans. * Data to be reported in disaggregate form by SW program (commercial, industrial, and agricultural).
CIA-4 (CEI)	SW-004d	2a	Number and percent of commercial, industrial and agricultural customers that created an energy plan via CEI will be tracked by program. *Data to be reported in disaggregate form by SW program (commercial, industrial, and agricultural).

Program progress towards meeting program metric goals

CIA-2: For progress towards CIA metric 2, please see Table CIA-2. The program kicked off late in the third quarter of 2010. By the end of 2010, there were no agricultural participants in the program, although the program was in discussion with one agricultural customer; the program continues to promote recruitment by actively working with SCE and SCG program managers to identify potential customers for the program. We use rigorous screening criteria to make sure that the participant is committed to the process, and will benefit from CEI participation.

CIA-4: For progress towards CIA metric 4, please see Table CIA-4. The program kicked off late in the third quarter of 2010. While there were no agricultural participants in the program by the end of 2010, the program was in discussions with one agricultural customer, and continues to pursue new participants by actively working with SCE and SCG program managers to identify potential customers for the program. We use rigorous screening criteria to make sure that the participant is committed to the process, and will benefit from CEI participation.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

CIA-2: The program spent most of 2010 finalizing program design and ramping up services. In response to past "lessons learned," the program focused efforts on creating a program plan that clearly outlines program requirements and procedure prior to implementation.

CIA-4: The program spent most of 2010 finalizing program design and ramping up services. In response to past "lessons learned," the program focused efforts on creating a program plan that clearly outlines program requirements and procedure prior to implementation.

AGRICULTURAL – Deemed Incentives - SCE-SW-004c

The Agricultural Deemed Incentive Program offers rebates to customers in an easy to use mechanism to offset the cost of off-the-shelf energy saving equipment.

#	Program ID	Type	Metric
CIA-7	SCE-SW-004c	2a	Number and percent of new, improved, or ETP measures installed in the commercial, industrial and agricultural programs. *Data to be reported in disaggregate form by SW program (commercial, industrial, and agricultural).

Program progress towards meeting program metric goals

For progress towards CIA metric 7, please see Table CIA-7. The figures in the table indicate the total number of new, improved, or ET measures installed in the Agricultural sub-programs, compared to the total number of measures installed in these sub-programs.

The program is continually working to improve, and expand measure offerings to customers based on new technologies, customers' interest and conditions of eligibility. For example, a new process has been developed that allows SCE to better track Emerging Technologies that can be adopted in our programs. This new process also accommodates technology ideas from various market actors, customers, and delivery channels and serves as an initial gate for impactful measures into the programs.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

A new process has been developed that allows SCE to better track Emerging Technologies that can be adopted in our programs. This new process also accommodates technology ideas from various market actors, customers, and delivery channels and serves as an initial gate for impactful measures in the programs.

AGRICULTURAL – Calculated Incentives - SCE-SW-004b

The Agricultural Calculated Incentive Program offers incentives for customized retrofit and retro-commissioning energy efficiency projects. The program also provides comprehensive technical and design assistance.

#	Program ID	Type	Metric
CIA-8 (Calc)	SCE-SW-004b	2a	Number and percent of new, improved, or ETP measures installed in completed calculated projects. *Data to be reported in disaggregate form by SW program (commercial, industrial, and agricultural).

Program progress towards meeting program metric goals

For progress towards CIA metric 8, please see Table CIA-8. The figures in the table indicate the total number of new, improved, or ET measures installed in the Agricultural sub-programs, compared to the total number of measures installed in these sub-programs. Please note that while additional new, improved, and ETP measures have been introduced to the portfolio in 2010, these figures only represent installed measures that were paid in 2010.

The program is continually working to improve, and expand measure offerings to customers based on new technologies, customers' interest and conditions of eligibility. For example, a new process has been developed that allows SCE to better track Emerging Technologies that can be adopted in our programs. This new process also accommodates technology ideas from various market actors, customers, and delivery channels and serves as an initial gate for impactful measures into the programs.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

New and specific solutions for customers were highly affected by the economy. Low cost, easy to implement and proven technologies were installed in lieu of new or highly customized measures.

RESIDENTIAL SCE-SW-001

California has set an ambitious market goal of reaching all 13 million existing homes with comprehensive energy efficiency improvements by 2020. To achieve significant progress toward this goal, programmatic efforts must be more integrated, and coordinated and scaled significantly over the next nine years. To work towards this goal, California's IOUs have been and will continue to work closer with the publicly owned utilities (POUs), water agencies, and other organizations in the state. In the 2010-2012 program cycle, the IOUs continue to offer comprehensive activities to reach California's diverse population, climate zones and socio-economic classes to tap the economic potential available while advancing the initiatives of California's Long Term Energy Efficiency Plan (Strategic Plan).

The 2010-2012 California Statewide Program for Residential Energy Efficiency (SPREE) is designed to offer and promote specific and comprehensive energy solutions within the residential market sector. The Residential portfolio employs various strategies and tactics to overcome market barriers and to deliver programs and services aligned to support the Strategic Plan by encouraging adoption of economically viable energy efficiency technologies, practices, and services.

RESIDENTIAL – Home Energy Efficiency Rebate - SCE-SW-001d

The statewide HEER program offers rebates to residential end-use customers to cover some of the incremental costs of purchasing energy efficiency Appliances. Some products are rebated through an on-line or mail-in application processes while others provide point-of-sale (POS) immediate rebates. It is a prescriptive program where rebates are offered for a specific list of energy efficient products; this list of rebated measures may vary by utility. Recently, measures that support savings in natural gas and water use have been added to the electric saving measures. The measure list includes items that can be delivered then plugged-in such as Energy Star Qualified® Refrigerators, ENERGY STAR Qualified Room Air Conditioners, Water Heaters, Whole House Fans and Variable Speed Pool Pumps that may involve contractors support. Finally, the statewide HEER program is traditionally supported by various marketing initiatives that may be funded by the program or other indirect impact marketing programs such as statewide Marketing Education Outreach (MEO) program and local marketing program such as SCE's Integrated Marketing Outreach Program (IMO).

#	Program ID	Type	Metric
RES-3	SCE-SW-001d	2a	Percentage of program rebates made through the point-of-sale mode relative to all rebates.
RES-4	SCE-SW-001d	2a	Percentage of participating stores located in hard-to-reach (HTR) zipcodes relative to all program participating stores.

Program progress towards meeting program metric goals

For progress towards Residential metric 3, please see Table RES-3. For progress towards Residential metric 4, please see Table RES-4. The combined SW majority of the applications were submitted through mail-in or online applications, the remainder of the applications were received through point of sale transactions. The program's success was partially due to the effectiveness and ease of use of the point of sale delivery mechanism. Due to the effectiveness and customer satisfaction of the point of sale mechanism, it is quickly being adopted as a statewide implementation procedure between all SW HEER IOUs. The success of these metrics is attributed to multiple marketing and outreach campaigns which contributed to the SW HEER program meeting or exceeding its respective Program Implementation Plan (PIP) forecasts.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

In 2010, SCE had a total of 125,952 applications which came through mail-in, online and point of sale methods. Of the total applications, 45.8% were mail-in or online, and were mostly attributed to marketing campaigns such as physical mailers, email communications to SCE customers which promoted all the available rebates of the program. The remainder, 54.2% were received from a point of sale transaction. Point of sale transactions were mostly attributed to in-store promotional material posted on store floors and also to the convenience for the customer

because they are able to receive the rebate at the register. Of the point of sale participating store locations, 43.5%, or 124 retail stores, were located in hard to reach zip codes. There are no program or economic changes impacting metric performance, especially due in part to the popularity of the point of sale delivery method which has been widely accepted by multiple retail partners across all IOU's.

RESIDENTIAL – Multifamily Energy Efficiency Rebate - SCE-SW-001g

SCE's Multifamily Energy Efficiency Rebate (MFEER) Program offers prescribed rebates for energy efficient products to motivate the multifamily property owners and managers to install energy efficient products in both common and dwelling areas of multifamily complexes and common areas of mobile home parks and condominiums. An additional objective is to heighten the energy efficiency awareness of property owners/managers and tenants.

The MFEER must address the ongoing concern with "split incentives," where the residents are not the owners of the property, so they lack incentive to improve their energy usage. Similarly, the property owners do not live on-site and pay higher utility expenses due to inefficient appliances, thus lack any incentive to upgrade. MFEER was designed to drive this customer segment toward participation by offering property owners a variety of energy efficiency measures and services.

#	Program ID	Type	Metric
RES-5	SCE-SW-001g	2a	Percentage of non-lighting measure savings as compared to the total EE measured adopted in the MFEER program. (KWh for single-commodity IOU and BTU for mixed-commodity IOU.)

Program progress towards meeting program metric goals

For progress towards Residential metric 5, please see Table RES-5. The Statewide Multifamily EE Rebate Team has implemented reporting to track savings from lighting measures as compared to non-lighting measures and is working to diversify measures offerings such that non-lighting measures represent a greater percentage of program savings.

SCE is currently working with their engineering support team to identify cost-effective non-lighting measures that can be introduced into the multifamily marketplace.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

Lighting measures continue to drive program savings. Lighting measures are the most cost-effective energy saving measures offered under the Multifamily EE Rebate Program; current rebates offered provide property managers and owners with low to no cost solutions for energy saving projects. SCE believes that lighting still represents a significant energy savings opportunity within this segment.

Current rebate levels offered for non-lighting measures only offset a small portion of the energy efficient retrofit. However, larger appliances and systems (boilers, hot water heaters, general improvements, etc.) require an initial capital investment. As a result of the current economic climate, many property managers and owners are unable or unwilling to proactively move forward with more costly energy efficient retrofit projects. Most property owners will only consider non-lighting energy efficient upgrades upon burnout; thereby impacting our ability to aggressively diversify our measure mix.

RESIDENTIAL – Business Consumer Electronics - SCE-SW-001f

The Business and Consumer Electronics Program (BCE) provides midstream incentives to retailers, manufacturers, and distributors to encourage increased stocking, promotion, and sales of high-efficient electronic products including computers, computer monitors, cable and satellite set-top boxes, televisions, smart power strips and additional business and consumer electronics as they become available to the market. The program provides

incentives to the market actor best positioned to influence purchasing, stocking, and specification decisions and provides field support services to update marketing materials in retail stores and support education to the retailer sales force. The BCE may also use on-line systems to help educate customers and enable identification of the most energy-efficient and environmentally friendly products available in the market for multiple categories, including televisions, appliances, and computers.

#	Program ID	Type	Metric
RES-6	SCE-SW-001f	2a	Number of participating retailers, and number of retail store locations by retailer, and other resellers receiving training.
RES-7	SCE-SW-001f	2a	Number of participating retailers receiving detailing.[4]

Program progress towards meeting program metric goals

For progress towards Residential metric 6, please see Table RES-6. For progress towards Residential metric 7, please see Table RES-7. In 2010, the BCE program drove continual reductions in residential and business plug load energy use by continuing to incent the most efficient electronics, expanding the number of channel participants and exploring new products to include in the BCE Program for future program years. The specifications for the three existing products (televisions, computers and monitors) increased from 2009 to 2010, ensuring continual advances in the availability of increasingly efficient products. The BCE program also worked with ENERGY STAR to help in the development of more advanced ENERGY STAR specifications for electronics.

The SCE program has established additional retailers, adding Costco and Howards to the program. All retailers participating in the program receive sales associate training and point of sale signage placed on qualifying products, to assist with consumer education around the benefits of purchasing energy-efficient electronics. The BCE program also explored the addition of notebook computers and imaging equipment to the BCE Program, work papers were developed and the products may be launched in 2011.

There were 5 participating retailers, Best Buy, Sears, Costco, Kmart, and Howard's enrolled in the program by the end of 2010, representing 171 retail store locations. Each of the retailers received sales associate training throughout 2010 in various formats, including: sales associate brochures, education to the sales associates by the detailers, and online training modules. Each of the retailers also received detailing throughout 2010.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

The electronics industry continues to face a challenging economic environment. Retail sales were down 25% from 2009 sales. SCE did have a brief disruption waiting for contracts with retailers to be signed as a new contract was executed and established with retailers for 2010.

RESIDENTIAL – Advanced Consumer Lighting - SCE-SW-001c

The Advanced Consumer Lighting Program provides customers with incentives in the form of discounts that significantly reduce the cost of energy efficient lighting products, introduces energy efficient lighting products to the market and strives to influence future purchasing behaviors of customers. A broad array of product types, models, and technologies will likely be available for this program's incentives. Typical technologies include specialty CFLs, LEDs, cold cathode, and high-efficiency incandescent. In addition, the IOUs will collaborate on a statewide Lighting Market Transformation program strategy that will coordinate IOU efforts to further efficient lighting technology in California.

[4] Detailing: people visit stores to make sure point of purchase materials properly identify qualifying products.

#	Program ID	Type	Metric
RES-9	SCE-SW-001c	2a	Percent KW/kWh/Quantity of incented products under the advanced lighting program as compared to the Basic Lighting program, by product type.
RES-10	SCE-SW-001c	2a	Percent of products incented under the Advanced Lighting Program by distribution channel and by hard-to-reach (HTR) zip-codes.

Program progress towards meeting program metric goals

For progress towards Residential metric 9, please see Table RES-9. For progress towards Residential metric 10, please see Table RES-10. The data points used start with quantity and percentage of products in the 2010 upstream component of the Advanced Consumer Lighting program by product type, and separately by retail distribution channel and hard-to-reach designation. The associated kWh and kW impacts are also listed for the product type matrix along with two sets of percentages. One is to show the product type's percentage of the total quantity, kWh, and kW and the other is to show the percentage of each product type to the combined Advanced Consumer Lighting sub program upstream component and the Basic CFL sub program, for which only one product type exists.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

N/A

RESIDENTIAL – Basic CFL - SCE-SW-001b

The Residential Lighting Incentive Program for Basic CFLs provides customers with incentives in the form of discounts that reduce the cost of energy efficient lighting products. An upstream delivery mechanism is used in which lighting manufacturers work with retailers all over the utility territory to stock and sell the products. Manufacturers and retailers reduce the regular retail price by at least the amount of the utility incentive so 100% goes to the consumer. SCE then reimburses the manufacturer for the incentives they passed on to their customers.

#	Program ID	Type	Metric
RES-11	SCE-SW-001b	2a	During 2010-2012, implement marketing efforts and/or campaign to encourage prompt installation of CFLs as required in D.09-09-047. (y/n)
RES-12	SCE-SW-001b	2a	Percent of products incented under the Basic Lighting Program by distribution channel and by hard-to-reach (HTR) zipcodes.

Program progress towards meeting program metric goals

For progress towards Residential metric 11, please see Table RES-11. For progress towards Residential metric 12, please see Table RES-12. The Yes/No data point is used to convey adherence to marketing guidelines. The quantity of products in each distribution channel and the associated percentage of each distribution channel's quantity to total program products is listed. The quantity and percentage of products by hard-to-reach designation (Hard-to-Reach or Non-Hard-To-Reach) are listed separately. The final PPM entails the quantity and percentage of products in the Basic CFL sub program compared to the combined Advanced Consumer Lighting sub program upstream component and the Basic CFL sub program together. The associated energy impacts and percentages of quantity, kWh, and kW are each listed.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

N/A

RESIDENTIAL – Appliance Recycling - SCE-SW-001e

The Appliance Recycling Program (ARP) is a continuation of the existing ARP. The program picks up operable but inefficient appliances from residential dwellings and businesses and prevents their continued operation by recycling them in an environmentally safe manner. ARP produces cost-effective energy savings and peak reduction in residential and nonresidential market sectors.

#	Program ID	Type	Metric
RES-15	SCE-SW-001e	2a	Number of program appliance units by year, appliance type, model # (as available), age (estimated), and size.

Program progress towards meeting program metric goals

For progress towards Residential metric 15, please see Table RES-15. All IOUs have enhanced their ARP program tools and implemented new program processes to ensure that their recycling contractors collect and track the ARP data elements included on this PPM on all units collected thru the program. In addition, any one of the IOUs may have reformatted their respective ARP databases to provide reporting capabilities on the ARP data elements listed in this PPM. Program changes for each IOU may include functionality enhancements as needed or the addition of data fields as needed to their existing ARP reporting databases. Also, additional training may have been conducted by the recycling contractors to ensure that their drivers and/or warehouse staff collect all ARP data elements (as available). No significant economic changes impacted the IOU's ability to meet this PPM.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

Starting in November 2010, SCE has enhanced the ARP program tools and implemented new program processes to ensure that both recycling contractors (ARCA and JACO) collect the model numbers (as available) on all units collected thru the program. Program changes included adding functionality to the PDA devices used by the ARP drivers and recycling warehouse staff and adding fields to the existing ARP reporting database on model number information. Also, additional training was conducted by the recycling contractors to ensure that drivers and/or warehouse staff collect model numbers (as available). Prior to this time, all other data elements included in this PPM were collected and reported through SCE's ARP. No significant economic changes impacted the ability for SCE to meet this PPM.

RESIDENTIAL – Whole House Retrofit - SCE-SW-001h

The Prescriptive Whole House Retrofit sub-program (PWHRP) is a new addition to the 2010-2012 residential energy efficiency portfolio of the four California IOUs. In 2010, this program was launched in conjunction with the Whole House Comprehensive Performance Program. The whole house approach will be promoted through the statewide PWHRP in close coordination with the IOUs' local Comprehensive Home Performance Program (CHPP).

PPM ID	Program ID	Type	Program Performance Metric (PPM)
RES-16.1	SCE-SW-001h	2a	Number of homes treated in the program for 2010-2012. (Report by prescriptive program).
RES-16.2	SCE-SW-001h	2a	Number of homes treated in the program for 2010-2012. (Report by performance program).
RES-17	SCE-SW-001h	2a	Number of enrolled contracting firms participating in the program.
RES-18	SCE-SW-001h	2a	Average Ex-ante savings per home as reported (average kWh, therms, kW) for both performance and prescriptive programs by climate zone.
RES-20.1	SCE-SW-001h	2a	Number of homes not passing Quality Assurance/Quality Control review, by IOU.
RES-20.2	SCE-SW-001h	2a	Percentage of homes not passing Quality Assurance/Quality Control review, by IOU.

Program progress towards meeting program metric goals

RES -16: For progress towards Residential metric 16, please see Table RES-16. In SCE's territory, there were no performance or prescriptive projects completed in 2010 and no jobs submitted for incentive processing by December 31, 2010.

RES-17: For progress towards Residential metric 17, please see Table RES-17. The program began enrolling contractors by holding contractor orientation/participation workshops in October 2010. This was to provide interested contractors an overview of the program, how the program works, and how to become a participating contractor. Orientation/participation workshops are conducted at various locations within SCE service territory. There were 24 participating contractor firms enrolled in the program by the end of 2010. Of these participating contractors, 21 firms were eligible to conduct performance jobs and 3 were eligible for prescriptive jobs.

RES-18: For progress towards Residential metric 18, please see Table RES-18. In SCE's territory, there were no performance or prescriptive projects completed in 2010.

RES-20: For progress towards Residential metric 20, please see Table RES-20. In SCE's territory, there were no performance or prescriptive projects completed in 2010.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

The SCE Whole House Retrofit Program was launched in October 2010. The program spent most of 2010 finalizing program design and ramp up activities which included training and enrolling interested contractors into the program. Participating contractors were informed how the program works within the orientation/participation workshops that were held throughout SCE service territory. As a result, SCE was able to enroll 24 contracting firms to participate in the program. SCE coordinated with external stakeholders (i.e. CPUC, CEC, local governments, ARRA recipients) which transformed the Whole House Retrofit Program to Energy Upgrade California (EUCA).

In 2010, Home Star legislation and Property Assessed Clean Energy (PACE) were being considered to be implemented in parallel to assist customer uptake in the program. Home Star legislation has been delayed and PACE has been put on hold indefinitely.

LIGHTING MARKET TRANSFORMATION (LMT) - SCE-SW-006

The Statewide Lighting Market Transformation Program (LMT) establishes processes through which the IOUs develop and test market transformation strategies for emerging lighting technologies (products, systems and design strategies), as well as for technologies already incorporated into their energy-efficiency programs. The LMT will address lighting opportunities across residential, commercial, and industrial market segments for both replacement

and new construction activities. These LMT activities augment and leverage the existing IOU programs for evaluating and testing the market transformation needs for short and long term activities to get to the zero net energy (ZNE) goals in the California Long-Term Energy Efficiency Strategic Plan (Strategic Plan). LMT includes market research and coordination activities, as well as an educational component aimed toward improving the information available to consumers, contractors, and other market actors regarding new and existing lighting technologies. The program also formalizes a process by which the IOUs can rapidly introduce advanced lighting solutions and emerging technologies to the marketplace, continually improve the IOUs' current lighting programs across all market sectors, and develop innovative new program strategies to continually advance the lighting market.

PPM ID	Program ID	Metric Type	Program Performance Metric (PPM)
LMT-1	SCE-SW-006	2a	Develop a lighting technology roadmap (i.e., what's new and available by when (MM/YY), using available information from all IOU and external parties) by January 2011 to be reported twice in 2011 and annually thereafter. (Y/N)
LMT-2	SCE-SW-006	2b	Develop a communication plan, by March 2011, to make the lighting technology roadmap, pipeline plans, and technology resource information from this program available on the statewide marketing, education and outreach (ME&O) web portal by July 2011, and update annually. (Y/N)
LMT-3	SCE-SW-006	2b	Number of recommended projects initiated and completed, with findings and recommendations (i.e., this is a tracking of lighting related projects for ET, Advanced Lighting and 3rd parties), by project type: (a) work papers, (b) white paper, (c) pilot project (d) strategy document.
LMT-4	SCE-SW-006	2a	Number of EE lighting measures added, removed, or updated as a result of LMT activities and influence, and reported in annual LMT June Report.

Program progress towards meeting program metric goals

The Lighting Market Transformation Program's inaugural year involved a great deal of information gathering, information sharing, and collaboration among and between IOUs and CPUC.

The program formed a foundation of collaborative partnerships with utility programs, government organizations, and industry groups. This foundation of partners will play a significant role in the implementation of LMT activities.

There are a myriad of lighting technologies, systems and best practices available in the market. The LMT program is not able to provide a full set of solutions for every technology and application. Therefore, careful selection of key lighting solutions is required to allow the greatest market transformation impact with reasonable effort. Through a series of meetings with the IOUs and CPUC ED staff, a program framework was conceptualized to develop lighting solution pipeline plans for key lighting solutions in five market sectors (agricultural, commercial, exterior activities, industrial, and residential), in order to develop the best and most applicable implementation strategies for the various lighting technologies/solutions. Initial concepts of the program framework were developed in 2010 to ensure a high level of program effectiveness, and are outlined below.

- Lighting Technology Roadmap Spreadsheet
    - A listing of lighting technologies with their associated applications and markets was created to understand the magnitude of the number of potential lighting solutions available.
    - Various industry stakeholders and lighting experts were gathered to populate the technology commercialization stage data, which identifies the specific phase in the technologies' development process (e.g., introduction, growth mature, decline, etc.).
    - Market adopter data was also populated by lighting experts to determine whether adopters of the technologies were innovators, early adopters, early majority, late majority, or laggards.
    - The technology spreadsheet was developed with IOU and CPUC ED input and guidance, and continues to evolve.
- Pipeline Plan Development Process
    - Developing a full and detailed pipeline plan with strategies to overcome market barriers requires extensive resources. While the LMT program has limited resources and is unable to address all lighting available solutions, a pipeline plan development process was drafted in order to illustrate how the program filters the numerous potential available lighting solutions to a more focused number of key lighting solutions.
    - The pipeline plan development process has evolved with IOU and CPUC ED input and guidance.

- Pipeline Plan Draft
    - A draft of a full pipeline plan document was developed in order to help conceptualize required pipeline plan details. The residential LED recessed downlight lighting solution was selected as a test solution to work out lighting solution pipeline plan topics, content and level of detail in the barriers, strategies and other topics.
    - The pipeline plan draft has been shared with IOU and CPUC ED for input and guidance.

In June 2010 the IOUs submitted the first annual Lighting Market Transformation Annual Report which highlighted program structure and preliminary plans to achieve lighting market transformation. In addition, during 2010 the IOUs and Energy Division staff held regular discussions that resulted in the Technology Roadmap and Communication Plan submitted in January and March of 2011, respectively.

LMT-1: For progress towards LMT metric 1, please see Table LMT-1. The lighting technology roadmap spreadsheet is a listing of lighting technologies with their associated applications, markets, timeframe to full production availability, and other information. Its purpose is to guide LMT efforts towards technologies with the highest potential and impact. The lighting technology roadmap spreadsheet was developed with IOU and Energy Division staff input and guidance through regular meetings throughout the fourth quarter of 2010. Experts were gathered to populate the technology commercialization stage data and market adopter data.

The lighting technology roadmap spreadsheet was submitted to the Energy Division on January 31, 2011. Attached to this report is an updated spreadsheet (Table LMT 1.1- LMT1.4), as required in PPM ID LMT-1.

The statewide IOU M&E team is in the early stage of study planning with ED and consultants. Thus far, we are aware of several proposed studies that may support the needs of the LMT technology roadmap, including:

1. Advanced Lighting Baseline Study using existing data (in-progress),
2. 2010-2012 Market Characterization Study (TBD),
3. 2010-2012 Residential On-site Survey (TBD),
4. 2010-2012 Commercial On-site Survey (TBD),
5. 2010-2012 Planned ETP & Codes/STD studies and mandated LMT/lighting program trial/pilot project studies (TBD),
6. 2010-2012 Basic/Advanced/LMT Lighting Process Evaluation Study (TBD),
7. 2009 Residential Saturation Survey Study (RASS), and
8. Other program cycle lighting program funded market research projects.

It is possible to address some of the LMT technology roadmap needs by leveraging outputs from the aforementioned studies. It is also possible that these study results may not produce the desired data in the currently specified format by this technology roadmap. Some significant modification of this technology roadmap may be necessary to make the data collection and study efforts practical. The statewide IOUs' M&E teams will be working closely with Energy Division/KEMA/Itron on these issues and will report back regularly on progress as we move forward.

LMT-2: This metric is type 2b, and will be reported at the end of the portfolio cycle. On March 31, 2011, a communication plan was prepared by the IOUs, as required in PPM ID LMT-2, and provided to the Energy Division. At the request of the Energy Division, more information will be provided with the LMT June Report.

LMT-3: This metric is type 2b, and will be reported at the end of the portfolio cycle.

LMT-4: For progress towards LMT metric 4, please see Table LMT-4. Per the PPM requirement, this metric will be reported in the LMT June Report.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

The dramatic economic challenges facing IOU customers has resulted in increased focus on delivering products that can cost-effectively reduce energy in the near term as well as plan for technologies that will deliver savings into the future.

NEW CONSTRUCTION - SCE-SW-005

The IOUs' statewide New Construction Program promotes energy efficiency and use of energy efficient measures by consumers. Statewide new construction programs include: Savings by Design (nonresidential), California Advanced Homes (residential site-built) and Energy Star Manufactured Homes (residential factory-built). The new construction program focuses on the maximization of energy efficiency as an energy resource.

NEW CONSTRUCTION – California Advanced Homes - SCE-SW-005b

California Advanced Homes Program (CAHP) is part of the statewide Residential New Construction program offering. CAHP encourages single and multi-family builders of all production volumes to construct homes that exceed California's Title 24 energy efficiency standards by a minimum of 15 percent. Through this plan, multi-family and single-family projected are approached identically for program purposes except where explicitly noted.

PPM ID	Program ID	Metric Type	Program Performance Metric (PPM)
NC-1	SCE-SW-005c	2a	Number and percentage of committed CAHP participant homes (applied and accepted) with modeled, *ex-ante* savings exceeding 2008 T24 units (Single family (SF) and multi-family (MF)) by 15%-19%, by 20%-29%, 30%-39%, and 40+%.
NC-2	SCE-SW-005c	2a	Percentage of (current year SF CAHP program paid units)/ (SF building permits within service territories from the previous year).
NC-3	SCE-SW-005c	2a	Percentage of (current year MF CAHP program paid units)/ (MF building permits within service territories from the previous year).

Program progress towards meeting program metric goals

For progress towards New Construction metrics 1 to 3, please see Tables NC-1 to NC-3, respectively. The SW NC team does not anticipate any difficulties in delivering the baseline information for PPM1. The SW NC team does have some concerns about establishing the data for the denominator in PPM 2a and 2b. Specifically, we are commissioning an EM&V study to look at the conversion rate of permits to installed projects, and the length of time normative for permits to complete. The study will also look at whether meter set data maintained by the utilities can be adapted to give a more accurate measure of total market size.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

Because of the slowdown in the construction industry, using 2009 permits against 2010 installs may over report market penetration (12-15% increase year over year). In addition, because of the lag in the transition from commitment to installs, a small percentage of installs in 2010 actually were able to take advantage of all the additional features of the 2010 program.

NEW CONSTRUCTION – Energy Star Manufactured Homes - SCE-SW-005c

The ENERGY STAR® Manufactured Homes Program (ESMH) is part of the statewide Residential New Construction (RNC) program offering. ESMH addresses new factory-built housing not covered under California's T-24 energy codes.

PPM ID	Program ID	Metric Type	Program Performance Metric (PPM)
NC-5	SCE-SW-005c	2a	Number of manufactured housing units sold in IOU service territories (via retailers and/or manufacturers) participating in program.
NC-6	SCE-SW-005c	2a	Number and percentage of participating projects utilizing: (a) whole house incentive for gas heat; (b) whole house incentive for electric heat.

Program progress towards meeting program metric goals

For progress towards New Construction metrics 5 and 6, please see Tables NC-5 and NC-6, respectively. The ESMH was launched in 2011, so there were no results in 2010.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

Because of the focus of rolling out an entirely new CAHP in 2010, ESMH did not complete ramp up until Q4 2010, with a launch in Q1 2011. Consequently, there was no ESMH program offering in 2010 and no activity.

CODES AND STANDARDS - SCE-SW-008

The Codes and Standards (C&S) Program saves energy on behalf of ratepayers by influencing improvement in energy efficiency regulations, by improving compliance with existing codes and standards, and by working with local governments to develop ordinances that exceed statewide minimum requirements. C&S program activities extend to all buildings and potentially any appliance in California, for both advocacy and compliance improvement.

The C&S program aggressively supports the goals of the Strategic Plan which highlights the role of C&S in meeting Assembly Bill (AB) 32 objectives, including Building Code and Appliance Standards Advocacy, Compliance Enhancement and Reach Code technical support.

PPM ID	Program ID	Metric Type	Program Performance Metric (PPM)
CS-3	SCE-SW-008	2a	Number of role-based, Title 24, training sessions delivered.

Program progress towards meeting program metric goals

For progress towards Codes & Standards metric 3, please see Table CS-3, respectively. Compliance enhancement includes Extension of Advocacy (EOA), standalone measure-specific activities, and holistic process improvements. EOA elements of advocacy subprograms target improvements in compliance with building or appliance efficiency regulations influenced by IOU advocacy. The Compliance Enhancement Subprogram (CEP) targets regulations not influenced by IOUs. Compliance enhancement through EOA and CEP are achieved through education, training, and other activities targeting building departments and other building industry actors responsible for compliance. Improvements in compliance with appliance efficiency regulations are achieved through communications, outreach, and other activities targeting manufacturers, retailers, and other California suppliers. The holistic element supports proactive building departments that seek general improvements to operations and compliance improvement processes. Activities may include development of “tools” and other elements of infrastructure that serve multiple compliance enhancement objectives. Under Extension of Advocacy, delivered 15 role-based training sessions in 2010 and scheduled to deliver 28 in 2011.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

N/A

HVAC - SCE-SW-007

SCE’s Statewide Residential and Commercial HVAC Program delivers a comprehensive set of downstream, midstream, and upstream strategies that builds on existing program, education, and marketing efforts and leverages relationships within the HVAC industry to transform the market towards a sustainable, quality driven

market. Market transformation and direct energy savings and demand reductions are achieved through a series of six sub-program that make up the comprehensive program approach.

HVAC - Upstream - SCE-SW-007a

The Upstream HVAC Equipment Incentive Program offers incentives to distributors who sell qualifying high-efficiency HVAC equipment to increase the regional stocking and promotion of such equipment.

PPM ID	Program ID	Metric Type	Program Performance Metric (PPM)
HVAC-1.1	SCE-SW-007a	2a	(a) kW/ton incentivized in the program. (Note: Decrease in metric indicates positive progress), combined with (see HVAC-1.2 below).
HVAC-1.2	SCE-SW-007a	2a	(b) the number of units that are incentivized in the program vs. (see HVAC-1.3 below).
HVAC-1.3	SCE-SW-007a	2a	(c) number of units over 5.4 tons shipped to California as tracked by AHRI shipment data (assuming the availability of AHRI data).

Program progress towards meeting program metric goals

For progress towards HVAC metric 1, please see Table HVAC-1. While the 2010 PPM metric data provides a baseline for the PPM metric during this program cycle, comparison with information from the similar program during the previous program cycle is informative. SCE's program reported a total of 32,129 tons in 2010 representing a sizeable increase from the prior period. The tonnage reported represents 6846.83 kW resulting in 0.21 kW/ton for the PY 2010 metric. AHRI shipment data is not available, although the IOU team continues to work with AHRI to attempt to get the information for this and future program years, and Energy Division has been notified.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

Despite the downturn in the economy and its impact on HVAC shipments, the program had a remarkable year delivering well over its initial projections. Anecdotal feedback from distributors indicated that the equipment shipments impacted by this program represented a sizeable portion of their overall product shipments.

HVAC – Residential Energy Star Quality Installation - SCE-SW-007d

The Residential Energy Star Quality Inspection Program addresses residential installation practices to ensure that equipment is installed and commissioned per industry standards.

PPM ID	Program ID	Metric type	Program Performance Metric (PPM)
HVAC-3	SCE-SW-007d	2a	1. Percentage of HVAC contracting companies that are participating in statewide residential QI program as a share of the targeted market.[5]

[5] "Target market" defined as C20 licensed HVAC contracting companies in CA.

Program progress towards meeting program metric goals

For progress towards HVAC metric 3, please see Table HVAC-3. The program ended 2010 with a total of 23 approved contractors. Based on program rules, eligible contractors must have a minimum of 50 percent of their technicians NATE certified. The population of contractors servicing SCE territory that meet this requirement is 103. Therefore participating contractors are 23 percent of the eligible population.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

When the Quality Installation Program was first launched in 2009, most of the eligible contractor population enrolled; however, most found that the program was too onerous and decided not to actively participate. All non-participating contractors were removed from the program at the end of 2009.

HVAC – Commercial Quality Installation - SCE-SW-007c

The HVAC Commercial Quality Installation Program addresses commercial installation practices to ensure that equipment is installed and commissioned per industry standards.

PPM ID	Program ID	Metric type	Program Performance Metric (PPM)
HVAC-5	SCE-SW-007c	2a	Percentage of HVAC contracting companies that are participating in statewide commercial QI program as a share of the targeted market.

Program progress towards meeting program metric goals

For progress towards HVAC metric 5, please see Table HVAC-5. This program is not scheduled to launch until late 2011 and therefore contractor enrollment requirements have not yet been established.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

There are no anticipated changes that will impact the completion of this metric.

HVAC – Quality Maintenance Development - SCE-SW-007e

The HVAC Quality Maintenance Development Program addresses residential and commercial maintenance practices to ensure that equipment is serviced per industry standards and that the maintenance effort supports the long-term strategic goal of transforming the trade from commodity-based to quality-based.

PPM ID	Program ID	Metric type	Program Performance Metric (PPM)
HVAC-7	SCE-SW-007e	2a	Measured progress towards specific milestones provided in the project GANTT chart indicating the development/finalization of this IOU program based on Quality Maintenance standards.

Program progress towards meeting program metric goals

For progress towards HVAC metric 7, please see Table HVAC-7. The development of the QM program has progressed fairly closely with the original GANTT chart (Table HVAC-7). Some problems were encountered with sensor reliability that impacted data collection. The remedy for this was essentially to cut the data collection period short to keep the overall program on track. Per the GANTT chart, the end of 2010 was spent compiling a final report on the project. This final report is scheduled and on track for a 2011 completion.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

N/A

HVAC – Technology and Systems Diagnostics - SCE-SW-007b

The HVAC Technologies and System Diagnostics Advocacy Program is a coordination and advocacy program that addresses the technical elements critical to increasing the market introduction of advanced cooling and fault detection and diagnostic technologies.

PPM ID	Program ID	Metric type	Program Performance Metric (PPM)
HVAC-8	SCE-SW-007b	2a	Status of progress towards completion of roadmap (i.e., plan and recommendations) to support the development of a national standard diagnostic protocol (activities, concrete actions taken).

Program progress towards meeting program metric goals

For progress towards HVAC metric 8, please see Table HVAC-8. A committee of the Western HVAC Performance Alliance was established to spearhead this effort. This committee has met several times. Efforts are currently underway with PIER and DOE that will move this effort forward.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

There are no anticipated changes that will impact the completion of this metric.

HVAC – WE&T - SCE-SW-007f

The HVAC Workforce Education and Training (HVAC WE&T) Program offers education and training opportunities targeted at all levels of the HVAC value chain to close training gaps at all levels of the industry.

PPM ID	Program ID	Metric type	Program Performance Metric (PPM)
HVAC-9	SCE-SW-007f	2a	Status of progress towards completion (activities, concrete actions taken) of detailed WE&T roadmap (plans, goals, timelines and recommendations).

Program progress towards meeting program metric goals

For progress towards HVAC metric 9, please see Table HVAC-9. At the end of 2010, the program staff was waiting for the final release of the Statewide WE&T Needs Assessment to understand the findings and help draft the requirements for a specific HVAC WE&T Needs Assessment. A committee of the Western HVAC Performance Alliance was established in advance of the HVAC WE&T Needs Assessment effort. This committee will serve in an advisory capacity for the Needs Assessment when that work is kicked off in 2011.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

There are no anticipated changes that will impact the completion of this metric.

MARKETING, EDUCATION AND OUTREACH (ME&O) - SCE-SW-011

The purpose of Marketing, Education and Outreach (ME&O) is to increase utility consumer awareness and participation in cost-effective energy saving activities offered by the utilities, as well as to promote behavior changes that result in energy management efforts that save energy and reduce greenhouse gas (GHG) emissions, in coordination with demand response and renewable self-generation options. To be successful, ME&O must move consumers through a transitional process from awareness and knowledge of energy efficiency to action.

The IOUs and CPUC conducted a Brand Assessment and revised the Flex Your Power (FYP) brand and campaign which was completed in 2009. This assessment was presented to parties at a public workshop on December 3, 2009. These results informed the decision to retire the FYP brand to make way for a new approach that will encourage greater behavior change in California's ratepayers. The Brand Assessment resulted in the creation of a new statewide "smart energy living[6]" brand, called Engage 360, encompassing energy efficiency, demand response, low income, and the flexibility to possibly include other demand side management options at a later date.

PPM ID	Program ID	Metric type	Program Performance Metric (PPM)
MEO-1	SCE-SW-011	2a	Awareness and knowledge of key elements of the Engage360 brand among customer groups specifically targeted by grassroots and social networking phase of the program.

Program progress towards meeting program metric goals

Engage 360 is a new brand in the midst of its introductory phase of program launch, therefore no brand awareness data is available for 2010 program year reporting. During 2010 strategic brand development was underway to create Engage 360, develop the marketing and communication plan, and launch the new web portal.

The community outreach effort for the new brand is anticipated to begin 2Q2011. The IOUs will report on brand awareness for 2011 program activities in the next annual round of PPM submissions in May 2012.

Description of changes in metrics used and reasons for the change

N/A

[6] "Smart Energy Living" is defined as a new norm of smart energy use: a culture that delivers on the fundamental California behavior changes necessary to effect long term reduction in energy consumption with a core of raising consciousness and taking action. This definition was taken from the SW ME&O Marketing and Integrated Communications Plan, March 8, 2010.

Program or economic changes impacting metric performance

N/A

WORKFORCE EDUCATION AND TRAINING (WE&T) - SCE-SW-0010

The Statewide IOU Workforce Education and Training (WE&T) Program represents a portfolio of education, training and workforce development planning and implementation funded by or coordinated with the IOUs. The program includes three subprograms: Centergies; Connections; and Strategic Planning and Implementation. WE&T Connections was the only subprogram to have 2a metrics this reporting cycle and are thus discussed below.

The WE&T Connections subprogram is organized around downstream and upstream IOU relationships with the educational sector, entry and intro-level community-based training efforts that support workforce development in energy efficiency, energy management and new emerging green careers.

PPM ID	Program ID	Metric type	Program Performance Metric (PPM)
WET-5	SCE-SW-010	2a	Percent of K-12 WET Connections program participants that are from Title-1 schools.
WET-6.1	SCE-SW-010	2a	Complete baseline study to determine the current number of partnerships. (Y/N).
WET-6.2	SCE-SW-010	2a	Number of high school continuing education outreach partnerships in WE&T Connections.

Program progress towards meeting program metric goals

WET-5: For progress towards WET metric 5, please see Table WET-5. For 2010, SCE targeted schools in low income, minority and disadvantaged communities. SCE used California Department of Education Free and Reduced Price Meal (Lunch Program) schools list to meet the low income, minority and disadvantaged requirements. The percent of participants that met the Free and Reduced Price Meal requirements was approximately 50%. For 2011, SCE will continue to ensure that our educational programs are made available to minority, low income and disadvantaged communities by targeting schools on both the Free and Reduced Price Meal (Lunch Program) schools list as well as the Title 1 school list.

WET-6.1: For progress towards WET metric 6.1, please see Table WET-6.1. For 2011, SCE has completed a study of all educational partnerships in our portfolio of educational programs, necessary to establish a baseline for 2011 and 2012 metric reporting.

WET-6.2: For progress towards WET metric 6.2, please see Table WET-6.2. For 2011, SCE has completed a study of high school continuing education outreach partnerships in our portfolio of educational programs, necessary to establish a baseline for 2011 and 2012 metric reporting. It is important to note that some of the partnerships in PPM WET-6.2 may be a subset of the partnerships in PPM WET-6.1.

Description of changes in metrics used and reasons for the change

N/A

Program or economic changes impacting metric performance

N/A

PPM Reporting Table

Please see Attachment D, Part 2 for PPM Reporting Table.

Appendix D

Appendix D – Part 2 contains SCE's Reporting for Approved Program Performance Metrics.

For excel spreadsheet access, please visit the California Public Utilities Commission Energy Efficiency Groupware Application at http://eega.cpuc.ca.gov.

2010 - 2012 PROGRAM PERFORMANCE METRICS

						Progress			
Item #	**PPM ID**	**Program**	**SubProgram**	**Metric**	**Metric Type** a-annual b-end of cycle	**2010**	**2011**	**2012**	**Comments** would use this for any short or one sentence comments such as "metric deleted"
1	CIA-1	CIA combined	CIA	Number and percent (relative to all eligible customers) of commercial, industrial and agricultural customers participating in sub-programs (NRA, Deemed, Calculated, and CEI) by NAICS code, by size (+/- 200 kW per yr or +/- 50K therms per yr), and by Hard to Reach (HTR)[1]	a	Table CIA 1			
2	CIA-2	CIA combined	CEI	Number and percent of commercial, industrial, and agricultural CEI participants that meet short-term (2010-2012) milestones as identified by their long term energy plans.	a	Table CIA 2			
3	CIA-3	CIA combined	CEI	Lessons learned, best practices, and plan to ramp up the CEI program are developed. (Y/N)	b				
4	CIA-4	CIA combined	CEI	Number and percent of commercial, industrial and agricultural customers that created an energy plan via CEI will be tracked by program.	a	Table CIA 4			
5	CIA-5	CIA combined	NonRes Audit	Number and percent of commercial, industrial, and agricultural customers receiving non-residential audits by NAICS and SIC code.	b				
6	CIA-6	CIA combined	NonRes Audit	For commercial, industrial, and agricultural customers who received audits, the number and percent of adopted audit-recommended technologies, processes and practices, (Report disaggregated data by type of audit - Basic, Integrated, and Retro-commissioning audit).[2]	b				
7	CIA-7	CIA combined	Deemed Incentives	Number and percent of new, improved, or ETP measures[3] installed in the commercial, industrial and agricultural programs.	a	Table CIA 7			
8	CIA-8	CIA combined	Calculated Incentives	Number and percent of new, improved, or ETP measures installed in completed calculated projects.	a	Table CIA 8			
9	CIA-9	CIA combined	Calculated Incentives	Number, percent, and ex-ante savings from commercial, industrial and agricultural sector of projects with ETP measures[4] included. (Report disaggregated savings by measure and number of installations by measure.)	b				
10	Comm-1.1	Commercial	Deemed Incentives	Number of participating commercial customers receiving the "Integrated Bonus."[5]	b				
11	Comm-1.2	Commercial	Deemed Incentives	Percent of participating commercial customers receiving the "Integrated Bonus."[5]	b				
12	Comm-2.1	Commercial	Direct Install	Number of Direct Install participants that participate in other resource programs or OBF.	a	177			
13	Comm-2.2	Commercial	Direct Install	Percent of Direct Install participants that participate in other resource programs or OBF.	a	0.72%			
14	Comm-3.1	Commercial	Direct Install	Number of participants that are hard to reach (HTR).[1]	a	7775			
15	Comm-3.2	Commercial	Direct Install	Percent of participants that are hard to reach (HTR).[1]	a	31.55%			
16	Ind-1.1	Industrial	Ind	Number of first time[6] participants in energy efficiency programs. (Report disaggregate data by sub-program)	a	Table Ind-1.1-1.2			
17	Ind-1.2	Industrial	Ind	Percent of first time[6] participants in energy efficiency programs. (Report disaggregate data by sub-program)	a	Table Ind-1.1-1.2			
18	Ag-1.1	Agricultural	Ag	Number of first-time[6] participants in energy efficiency programs. (Report disaggregate data by sub-program)	b				
19	Ag-1.2	Agricultural	Ag	Percent of first-time[6] participants in energy efficiency programs. (Report disaggregate data by sub-program)	b				

2010 - 2012 PROGRAM PERFORMANCE METRICS

Item #	PPM ID	Program	SubProgram	Metric	Metric Type a-annual b-end of cycle	2010	2011	2012	Comments would use this for any short or one sentence comments such as "metric deleted"
20	Ag-2	Agricultural	Pump Test & Repair	Percent of agricultural pump tests that lead to a repair or replacement.	b				
21	RES-1	Residential	Residential	By targeted populations (homeowners, renters, property owners/managers), percent increase in the level of: (a)EE awareness, (b)EE knowledge,(c) EE attitude("AKA")	b				
22	RES-2.1	Residential	HEES	Percentage of HEES participants that enroll in (a) whole house	b				
23	RES-2.2	Residential	HEES	Percentage of HEES participants that enroll in (b) other resource programs	b				
24	RES-3	Residential	Home EE Rebate	Percentage of program rebates made through the point-of-sale mode relative to all rebates	a	54.2%			
25	RES-4	Residential	Home EE Rebate	Percentage of participating stores located in hard-to-reach (HTR)[1] zip-codes relative to all program participating stores.	a	43.5%			
26	RES-5	Residential	MF EE Rebate	Percentage of non-lighting measure savings as compared to the total EE measures adopted in the MFEER program. (KWh for single-commodity IOU and BTU for mixed-commodity IOU.)	a	1.3%			
27	RES-6	Residential	BCE	Number of participating retailers, and number of retail store locations by retailer, and other resellers receiving training.	a	Table Res-6			
28	RES-7	Residential	BCE	Number of participating retailers receiving detailing.	a	171			
29	RES-8	Residential	BCE	The numbers and names of specific types of market actors (retailers, buying groups, manufacturers, and distributors) participating in the program and the approximate percent of all potential market actors that this represents (Reported as specified in reporting template include at the end of this Appendix.)	b				
30	RES-9	Residential	Advanced Lighting	Percent kW/kWh/Quantity of incented products under the Advanced Lighting program as compared to the Basic Lighting program, by product type.	a	Table Res-9			
31	RES-10	Residential	Advanced Lighting	Percent of products incented under the Advanced Lighting Program by distribution channel[10] and by hard-to-reach (HTR)[1] zip-codes.	a	Table Res-10			
32	RES-11	Residential	Basic CFL	During 2010-2012, implement marketing efforts and/or campaign to encourage prompt installation of CFLs as required in D.09-09-047. (Y/N)	a	Y			See Narrative Res-11
33	RES-12	Residential	Basic CFL	Percent of products incented under the Basic Lighting Program by distribution channel[10] and by hard-to-reach (HTR)[1] zip-codes.	a	Table Res-12			
34	RES-13	Residential	Basic CFL	Percent kW/kWh/Quantity of incented products under the Basic CFL program as compared to the Advanced Lighting program	b				
35	RES-14	Residential	Appliance Recycling	Level of program participants' AKA ("Awareness, Knowledge, Attitude") toward the appliance recycling subprogram.	b				
36	RES-15	Residential	Appliance Recycling	Number of program appliance units by year, appliance type, model # (as available), age (estimated), and size.	a	Table Res-15			
37	RES-16	Residential	Whole House Retrofit	Number of homes treated in the program for 2010-2012. (Report by prescriptive and performance program.)	a	Table Res-16			
38	RES-17	Residential	Whole House Retrofit	Number of enrolled contracting firms participating in the program	a	24			
39	RES-18	Residential	Whole House Retrofit	Average Ex-ante savings per home as reported (average kWh, therms, kW) for both performance and prescriptive programs by climate zone	a	Table Res-18			
40	RES-19	Residential	Whole House Retrofit	Average and range of evaluated energy savings per home (prescriptive and performance programs)	b				
41	RES-20.1	Residential	Whole House Retrofit	Number of homes not passing Quality Assurance/Quality Control review, by IOU	a	N/A			

2010 - 2012 PROGRAM PERFORMANCE METRICS

Item #	PPM ID	Program	SubProgram	Metric	Metric Type a-annual b-end of cycle	2010	2011	2012	Comments would use this for any short or one sentence comments such as "metric deleted"
42	RES-20.2	Residential	Whole House Retrofit	Percentage of homes not passing Quality Assurance/Quality Control review, by IOU	a	N/A			
43	LMT-1	Lighting Market Transform.	LMT	Develop a lighting technology roadmap (i.e., what's new and available by when (MM/YY), using available information from all IOU and external parties) by January 2011 and to be reported twice in 2011 and annually thereafter. (Y/N)	a	Narrative LMT-1			See Narrative LMT-1
44	LMT-2	Lighting Market Transform.	LMT	Develop a communication plan, by March 2011, to make the lighting technology roadmap, pipeline plans, and technology resource information from this program available on the statewide marketing, education and outreach (ME&O) web portal by July 2011, and update annually. (Y/N)	b				
45	LMT-3	Lighting Market Transform.	LMT	Number of recommended projects initiated and completed, with findings and recommendations (i.e., this is a tracking of lighting related projects for ET, Advanced Lighting and 3rd parties), by project type: (a) work papers, (b) white paper, (c) pilot project (d) strategy document.	b				
46	LMT-4	Lighting Market Transform.	LMT	Number of EE lighting measures added, removed, or updated as a result of LMT activities and influence, and reported in annual LMT June Report	a	Narrative LMT-4			See Narrative LMT-4
47	NC-1	New Construction	CAHP	Number and percentage of committed CAHP participant homes (applied and accepted) with modeled, ex-ante savings exceeding 2008 T24 units (Single family (SF) and multi-family (MF)) by 15%-19%, by 20%-29%, 30%-39%, and 40+%.	a	Table NC-1			
48	NC-2	New Construction	CAHP	Percentage of (current year SF CAHP program paid units)/ (SF building permits within service territories from the previous year)	a	23.0%			
49	NC-3	New Construction	CAHP	Percentage of (current year MF CAHP program paid units)/ (MF building permits within service territories from the previous year)	a	85.0%			
50	NC-4	New Construction	CAHP	Number and percentage of CAHP participant new homes verified[9] by IOUs' HERS which exceed Title 24 (T24) building standards (SF and MF) by 15%-19%, 20%-29%, 30%-39%, 40%-70%.	b				
51	NC-5	New Construction	ES Mfg. Homes	Number of manufactured housing units sold in IOU service territories (via retailers and/or manufacturers) participating in program	a	0			
52	NC-6	New Construction	ES Mfg. Homes	Number and percentage of participating projects utilizing: (a) whole house incentive for gas heat; (b) whole house incentive for electric heat	a	Table NC-6			
53	NC-7	New Construction	SBD	Average site energy install, ex-ante (kBtu/sq ft-yr and demand (kW/sq ft) for participating commercial new construction by building type and climate zone	b				
54	NC-8	New Construction	SBD	Percentage of committed participating Whole Building Approach projects that are expected to reach a minimum of 40% less energy than 2008 T24 codes requirements	b				

2010 - 2012 PROGRAM PERFORMANCE METRICS

Item #	PPM ID	Program	SubProgram	Metric	Metric Type a-annual b-end of cycle	2010	2011	2012	Comments would use this for any short or one sentence comments such as "metric deleted"
55	CS-1	Codes & Standards	Bldg. Stds. Advocacy	Number of Residential and Commercial CASE studies, as defined in Building Standards Objectives 1 & 2 for which adoption by the CEC is anticipated by the IOUs, targeting efficient technologies practices and design in each of the following areas: lighting; HVAC; envelope; water heating; and cross-cutting measures in support of the following: (a) Integrated Design, including data management and automated diagnostic systems, with emphasis on HVAC aspects of Whole Building, (b) ZNE technologies, practices, and design in Residential Sector, (c) Peak efficient technologies including plug loads and HVAC technologies, (d) Advanced Lighting Technologies	b				
56	CS-2	Codes & Standards	App. Stds. Advocacy	Number of draft CASE Studies, as defined in Appliance Standards Objective 1, developed as mutually agreed upon by the CEC and IOUs in support of plug loads, refrigeration, advanced lighting, and/or other technologies that are adopted by the CEC, within authorized budget.	b				
57	CS-3	Codes & Standards	Compliance Enhance.	Number of role-based, Title 24, training sessions delivered.	a	15			
58	CS-4	Codes & Standards	Reach Codes	Number of jurisdictions in IOU Service territories with CEC approved Reach Codes in residential and/or commercial sectors as a result of the RC sub-program activities.	b				
59	HVAC-1	HVAC	Upstream HVAC	(a) kW/ton incentivized in the program. (Note: Decrease in metric indicates positive progress), combined with (b) the number of units that are incentivized in the program vs. (c) number of units over 5.4 tons shipped to California as tracked through AHRI shipment data. (Assuming the availability of AHRI data.)[7]	a	Table HVAC-1			
60	HVAC-2	HVAC	Upstream HVAC	The distributor stocking percentage of units eligible for program. (Note: Assumes availability of individual distributor data and/or aggregated data from HARDI.)[7]	b				
61	HVAC-3	HVAC	Res ES Quality Installation	Percentage of HVAC contracting companies that are participating in statewide residential QI program as a share of the targeted market[8]	a	23.0%			
62	HVAC-4	HVAC	Res ES Quality Installation	Average percentage of “certified” HVAC technicians within each contracting company that participates in the residential QI program.	b				
63	HVAC-5	HVAC	Com Quality Installation	Percentage of HVAC contracting companies that are participating in statewide commercial QI program as a share of the targeted market[8]	a	N/A			
64	HVAC-6	HVAC	Com Quality Installation	Average percentage of “certified” HVAC technicians within each contracting company that participates in the commercial QI program.	b				
65	HVAC-7	HVAC	Quality Maintenance Dev	Measured progress towards specific milestones provided in the project GANTT chart indicating the development/finalization of this IOU program based on Quality Maintenance standards.	a	Narrative HVAC-7			See Narrative HVAC-7
66	HVAC-8	HVAC	Tech and System Diagnostics	Status of progress towards completion of roadmap (i.e., plan and recommendations) to support the development of a national standard diagnostic protocol (activities, concrete actions taken).	a	Narrative HVAC-8			See Narrative HVAC-8

2010 - 2012 PROGRAM PERFORMANCE METRICS

Item #	PPM ID	Program	SubProgram	Metric	Metric Type a-annual b-end of cycle	2010	2011	2012	Comments would use this for any short or one sentence comments such as "metric deleted"
67	HVAC-9	HVAC	WE&T	Status of progress towards completion (activities, concrete actions taken) of detailed WE&T roadmap (plans, goals, timelines and recommendations).	a	Narrative HVAC-9			See Narrative HVAC-9
68	MEO-1	ME&O	ME&O	Awareness and knowledge of key elements of the Engage360 brand among customer groups specifically targeted by grassroots and social networking phase of the program.	a	Narrative MEO-1			See Narrative MEO-1
69	MEO-2	ME&O	ME&O	Awareness and knowledge of energy efficient actions promoted by the ME&O program among customer groups specifically targeted by grassroots and social networking phase of the program.	b				
70	MEO-3	ME&O	ME&O	The number and type of energy efficient actions self-reported by customer groups specifically targeted by grassroots and social networking phase of the program.	b				
71	WET-1	WE&T	Centergies	Percent increase in educational[16] collaboration with partners from 2011 baseline. (Tracked and reported by educational level, and by number of partners operating in Title-1 communities.)	b				
72	WET-2	WE&T	Centergies	Percent increase in educational[16] collaboration with organizations serving disadvantaged communities	b				
73	WET-3	WE&T	Centergies	Number of IDSM educational classes with substantial[17] IDSM (EE, DR, and DG) content.	b				
74	WET-4	WE&T	Connections	Percent increase in educational[16] collaboration with partners. (Tracked and reported by educational level, and by number of partners operating in Title-1 communities.)	b				
75	WET-5	WE&T	Connections	Percent of K-12 WET Connection program participants that are from Title-1 schools	a	48.47%			
76	WET-6	WE&T	Connections	Complete baseline study to determine the current number of partnerships. (Y/N)	a	Y			
77	WET-7	WE&T	Connections	Number of high school continuing education outreach partnerships in WET Connection	a	0			
78	IDSM-1	IDSM	IDSM	Awareness and knowledge among relevant IOU program staff (to be specified – e.g. account reps, engineers that administer the audit (3rd party); program designers and managers) regarding how IDSM relates to and impacts their efforts and programs	b				
79	IDSM-2	IDSM	IDSM	Complete and make available integrated audit or survey tools (on line and on-site) to residential and non-residential customers in all IOU programs that provide audits / surveys (and include EE, Demand Response (DR), and Distributed Generation (DG) recommendations). (Y/N)	b				
80	IDSM-3	IDSM	IDSM	Number and percentage of integrated audits provided to each customer class and NAICS code.	b				
81	IDSM-4	IDSM	IDSM	A status report that identifies how well "integrated" (EE, DR, DG) all IOU demand-side energy program offerings and components are (e.g., CEI, Commercial, Agricultural, Industrial, Residential, Audits) including lessons learned, best practices, improvement plans, and how the program portfolio is addressing strategic planning goals / objectives and D.09-09-047 directives regarding integration, as well as the IDSM program objectives specified in the PPM Worksheet. The report will review how the IOUs have developed internal and external frameworks that support integration of IDSM programs and technologies. (Y/N)	b				

2010 - 2012 PROGRAM PERFORMANCE METRICS

Item #	PPM ID	Program	SubProgram	Metric	Metric Type a-annual b-end of cycle	2010	2011	2012	Comments would use this for any short or one sentence comments such as "metric deleted"
82	IDSM-5	IDSM	IDSM	Number and percent of integrated audit participants (identify NRA participants) in all customer classes (Residential, Commercial, Industrial, Agriculture) that implement recommended DSM measures / participate in other DSM programs (EE, DR, DG – Track which categories implemented / participated in) or other recommended technical process and practice improvements. (If possible, identify whether participants received incentives or not.)[11]	b				
83	IDSM-6	IDSM	IDSM	Program participant awareness of IDSM practices in each of the market sector subprograms.	b				
84	ET-1	Emerging Tech.	Emerging Tech.	The number of new "proven" ET measures adopted[12] into the EE Portfolio.	b				
85	ET-2	Emerging Tech.	Emerging Tech.	Potential energy impacts[13] (energy savings and demand reduction) of the adopted ET measures into the EE portfolio.	b				
86	ET-3	Emerging Tech.	Tech. Assessment	Number of ETP measures which have undergone TA that are adopted[12] into the EE portfolio, including but not limited to each of the following: (a) Advance HVAC technologies, (b) High efficiency plug loads and appliances, (c) Advanced lighting technologies	b				
87	ET-4	Emerging Tech.	Scaled Field Placement	Number of ETP measures that have undergone SFP and are adopted[12] into the EE portfolio	b				
88	ET-5	Emerging Tech.	Demonstration Showcases	Self-reported increase in knowledge by randomly selected sample of targeted stakeholders who either 1) visited the DS or 2) were informed about the DS in a workshop about benefits of the DS.	b				
89	ET-6	Emerging Tech.	Mkt. and Behav. Studies	Self-reported increased in knowledge among internal ET stakeholders about the technologies targeted by the M&B studies.	b				
90	ET-7	Emerging Tech.	Tech. Dev. Support	Number of new performance specifications and/or Use Cases[14] produced as a result of TDS sub-program.	b				
91	ET-8	Emerging Tech.	Tech. Dev. Support	Number of new performance specifications and/or Use Cases presented to manufacturers/private industry for possible action.[15]	b				
92	ET-9	Emerging Tech.	Tech. Res. Incubation	Percent of attendees who voluntarily respond and self-report increased understanding on how to do business with utilities.	b				
93	ET-10	Emerging Tech.	Tech. Testing Center	Number of ETP measures evaluated at the TTCs in support of ET Assessments Sub-Program that are adopted[12] into the EE portfolio (and/or available in the market).	b				

Footnote #	Footnote
1	"HTR" is as defined in the EE Policy Manual
2	Data sources for reporting will come from (a) program tracking databases and (b) process evaluation to refine estimates. – An audit completed in one portfolio may have measures implemented over several years and portfolios.
3	"ETP measure" defined as ET measures first introduced into the EE portfolio since January 1, 2006
4	"ETP measure" defined as ET measures first introduced into the EE portfolio since January 1, 2006
5	"Integration Bonus" is an incentive mechanism to promote greater integration of DSM resources, available to customers who (a) sign up or are already signed up for a DSM program, and (b) purchase, install, and/are eligible to receive a rebate for an energy saving device.
6	"First time" means customer has not participated in energy efficiency programs since December 31, 2005.
7	As is indicated within this PPM, the availability of item (c) in this PPM is not yet confirmed, since it is closely-held, proprietary third-party information. The IOU team is in discussions with AHRI about obtaining this data and to ascertain the statistical validity of what data would be provided; the IOU team will communicate with the ED about any issues regarding this data element before the first reporting period in Q1 2011 for 2010 information.
8	"Target market" defined as C20 licensed HVAC contracting companies in CA.
9	The IOUs use the existing HERS Rater infrastructure to verify HERS measures and other building characteristics as required by CA Title 24 and the CEC. The IOUs do not perform the verification inspections and do not certify HERS raters. Note: HERS inspection protocol for production builders does not require inspection of 100% of homes; there is a sampling protocol. For more information on HERS inspection please see http://www.energy.ca.gov/HERS/index.html
10	Distribution channels" are as defined in 06-08 Upstream Lighting Study
11	Data sources for reporting will come from (a) program tracking databases and (b) process evaluation to refine estimates.
12	"Adoption" means measure is available to end-use customers through IOU programs. Adoption of a measure may be attributed to one or more ET sub-programs
13	Potential energy impacts to be reported based on ET project findings and estimated market potential (reported through quarterly ET database updates)
14	"Use Cases" describe the need for a technology or application.
15	"Possible action" means that the manufacturer/private industry considered TDS results in their product development efforts.
16	Educational "collaboration" is defined as seminars, outreach events and consultations as needed. These collaborations include exchanges of monetary or in-kind support and services (i.e., sharing meeting facilities, marketing/promotional services, etc.).
17	"Substantial" is defined as approximately 50% or more of class content must address IDSM subject matter

Table CIA-1

Commercial Customers by NAICS Code							
NRA		**Deemed**		**Calculated**		**CEI**	
Naics 3 code	#	Naics 3 code	#	Naics 3 code	#	Naics 3 code	#
[1] Other	1249	Other	14	221	12		
233	1	221	2	311	1		
235	4	311	2	421	8		
421	55	312	1	422	4		
422	42	322	1	441	7		
441	6	332	2	442	5		
442	5	334	2	444	29		
443	2	337	2	445	174		
444	1	421	384	446	2		
445	16	422	201	447	4		
446	2	441	56	448	32		
447	3	442	27	452	40		
448	2	443	10	453	14		
451	2	444	16	454	1		
452	4	445	927	483	1		
453	3	446	33	484	4		
454	4	447	142	485	2		
484	5	448	54	486	1		
485	1	451	23	491	4		
488	6	452	153	492	3		
493	5	453	27	493	3		
514	14	454	19	512	1		
522	2	482	2	513	6		
524	3	483	1	514	2		
531	49	484	53	522	24		
532	4	485	3	524	4		
541	9	488	31	531	55		
561	6	491	1	532	4		
562	2	492	11	541	2		
611	20	493	19	611	28		
621	7	511	1	621	7		
622	3	512	6	622	7		
623	2	513	18	623	1		
624	7	514	1	624	4		
711	3	522	20	711	4		
712	3	524	18	712	1		
713	21	531	366	713	7		
721	14	532	33	721	25		
722	25	541	243	722	167		
811	5	561	24	811	7		
812	8	562	4	812	1		
813	13	611	246	813	5		
921	11	621	59	921	2		
922	47	622	19	922	1		
923	1	623	41	924	1		
924	1	624	67	928	4		
925	1	711	3	999	1		
926	4	712	1				
928	2	713	17				
999	3	721	510				
		722	1020				
		811	73				
		812	83				
		813	81				
		921	3				
		922	5				
		923	1				
		928	2				
		999	41				
Total	1,708		5,225		722		

[1] Current online audit profile information does not capture facility use (NAICS or SIC) descriptions.

Table CIA-1

Commercial Customers by Size

	NRA		Deemed		Calculated		CEI	
	#	%	#	%	#	%	#	%
Less than 200 kW	339	0.07%	3,988	0.77%	354	0.07%	0	0.00%
201 kW and above	105	1.10%	927	9.71%	356	3.73%	0	0.00%
*Unknown	1264 [2]	N/A	310	N/A	12	N/A	0	0.0000%
Total	1,708	0.33%	5,225	1.00%	722	0.14%	0	0.00%

Commercial customers less than 200 kW	515,418
Commercial customers 201 kW and above	9,546
Total	524,964

[2] 1,249 of the 1,264 customers in the "Unknown" category are online audit customers, as online audits do not currently capture customer service account information.

	NRA		Deemed		Calculated		CEI	
	#	%	#	%	#	%	#	%
Hard-to-Reach Customers	376 [3]	0.21%	1,435	0.82%	199	0.11%	0	0.00%
Total	376	0.21%	1,435	0.82%	199	0.11%	0	0.00%

HTR Commercial customers	175,309

[3] Include only onsite audits.

Table CIA-1

Industrial Customers by NAICS Code							
NRA		Deemed		Calculated		CEI	
Naics 3 code	#	Naics 3 code	#	Naics 3 code	#	Naics 3 code	#
311	6	211	4	211	9	812	1
314	1	213	1	212	1		
315	2	233	11	233	1		
321	2	234	3	234	1		
322	7	235	30	235	1		
323	5	311	30	311	16		
324	1	312	6	312	3		
325	12	313	7	314	1		
326	6	314	11	322	10		
327	5	315	72	323	5		
331	2	316	6	324	1		
332	16	321	6	325	12		
333	8	322	22	326	22		
334	6	323	33	327	6		
336	10	324	7	331	3		
337	4	325	39	332	13		
339	3	326	46	333	4		
		327	15	334	17		
		331	11	335	1		
		332	98	336	20		
		333	33	337	2		
		334	40	339	8		
		335	21				
		336	45				
		337	34				
		339	44				
		611	2				
Total	96		677		157		

Industrial Customers by Size

	NRA		Deemed		Calculated		CEI	
	#	%	#	%	#	%	#	%
Less than 200 kW	43	0.10%	439	0.98%	14	0.03%	0	0.00%
201 kW and above	52	1.80%	213	7.36%	142	4.91%	1	0.03%
*Unknown	1	N/A	25	N/A	1	N/A	0	N/A
Total	96	0.20%	677	1.42%	157	0.33%	1	0.00%

Industrial customers less than 200 kW	44,915
Industrial customers 201 kW and above	2,895
Total	47,810

	NRA		Deemed		Calculated		CEI	
	#	%	#	%	#	%	#	%
Hard-to-Reach Customers	21	0.16%	110	0.84%	40	0.30%	1	0.01%
Total	21	0.16%	110	0.84%	40	0.30%	1	0.01%

HTR Industrial customers	13,117

Table CIA-1

Agricultural Customers by NAICS Code							
NRA		Deemed		Calculated		CEI	
Naics 3 code	#	Naics 3 code	#	Naics 3 code	#	Naics 3 code	#
111	2	111	22	111	98		
112	1	112	16	112	32		
221	2	115	7	115	2		
		221	9	221	81		
		721	1	531	2		
Total	5		55		215		

Agricultural Customers by Size

	NRA		Deemed		Calculated		CEI	
	#	%	#	%	#	%	#	%
Less than 200 kW	3	0.01%	39	0.12%	158	0.49%	0	
201 kW and above	2	0.15%	14	1.02%	45	3.27%	0	
*Unknown	0	N/A	2	N/A	12	N/A	0	
Total	5	0.01%	55	0.16%	215	0.64%	0	

Agricultural customers less than 200 kW	32,255
Agricultural customers 201 kW and above	1,375
Total	33,630

	NRA		Deemed		Calculated		CEI	
	#	%	#	%	#	%	#	%
Hard-to-Reach Customers	4	0.02%	28	0.14%	122	0.61%	0	0.00%
Total	4	0.02%	28	0.14%	122	0.61%	0	0.00%

HTR Agricultural customers	19,942

Table CIA-2

Number and percent of commercial, industrial, and agricultural CEI participants that meet short-term (2010-2012) milestones as identified by their long term energy plans.

CEI Participants Meeting Short Term Milestones from Long Term Energy Plans			
	Commercial	**Industrial**	**Agricultural**
Number Meeting Short Term Milestones	0	0	0
Total CEI Participants	0	1	0
Percent	0%	0%	0%

Table CIA-4

Number and percent of commercial, industrial and agricultural customers that created an energy plan via CEI will be tracked by program.

CEI Participants Creating Energy Plans			
	Commercial	**Industrial**	**Agricultural**
Number Creating Energy Plans	0	0	0
Total CEI Participants	0	1	0
Percent Creating Energy Plans	0%	0%	0%

Table CIA-7

New, Improved, and ETP Measure Installations- Deemed		
	# new, improved and ETP measures installed	% (#new, improved and ETP measures installed/# total measures installed)
Commercial	238	2.46%
Industrial	0	0
Agricultural	0	0
Total	238	2.46%

# of occurrences for the new, improved and ETP measures	238
# of occurrences for all deemed measures for commercial	9,667

Table CIA-8

New, Improved, and ETP Measure Installations- Calculated		
	# new, improved and ETP measures installed	% (#new, improved and ETP measures installed/# total measures installed)
Commercial	6	0.62%
Industrial	2	0.76%
Agricultural	0	0.00%
Total	8	0.54%

# of calculated measures installed for Commercial	968
# of calculated measures installed for Industrial	262
# of calculated measures installed	1,470

Table Comm-2

Number and percent of Direct Install participants that participate in other resource programs or OBF.

DI Participants

	#
DI Participants	24,642

DI Participants Also Participating In Other Resource Programs

	#	% of DI customers
DI Participants with cross participation	177	0.72%

Table Comm-3

Number and percent of participants that are hard to reach (HTR).

Hard-to-Reach Customer Participation in DI

	#	% of DI customers
DI HTR Participant	7,775	31.55%

Table Ind-1

Number and percent of first time participants in energy efficiency program

First Time EE Participants- Industrial		
	# First Time EE Participants	%
Industrial Calculated	127	80.89%
Industrial Deemed	667	98.52%
Industrial CEI	0	0.00%
Industrial Audits	60	59.41%
Total	854	91.24%

Total number of Industrial Calculated customers	157
Total number of Industrial Deemed customers	677
Total number of Industrial CEI customers	1
Total number of Industrial Audits customers	101
Total	936

Table Res-3

Percentage of program rebates made through the point-of-sale mode relative to all rebates

	% of program rebates
Total Application Count	125,952
Percentage of total Mail in/Online Applications	45.8%
Percentage of Point of Sale Transactions	54.2%

Table Res-4

Percentage of participating stores located in hard-to-reach (HTR)** zip-codes relative to all program participating stores.

	% of HTR
Percentage of Point of Sale participating stores in HTR zip codes	43.5%

Note: Data applies to rebates made through the point of sale mode.

Table Res-5

Percentage of non-lighting measure savings as compared to the total EE measures adopted in the MFEER program. (KWh for single-commodity IOU and BTU for mixed-commodity IOU.)

2010 MFRP Performance by Measure Type

Measure Type	Total kWh Savings	% of Total
Non-Lighting	652,953	1.3%
Lighting	48,741,637	98.7%
Grand Total	49,394,590	

Table Res-6

Number of participating retailers, and number of retail store locations by retailer, and other resellers receiving training.

Retailer	Number of stores within Service Territory	Training materials distributed (yes/no)
Best Buy	51	yes
Costco	34	yes
Sears/Kmart	76	yes
Howard's	10	yes
Grand Total	**171**	

Table Res-7

Number of participating retailers receiving detailing.

Retailer	Number of stores within Service Territory	Number of stores detailed
Best Buy	51	51
Costco	34	34
Sears/Kmart	76	76
Howard's	10	10
Grand Total	**171**	**171**

Table Res-9

Percent kW/kWh/Quantity of incented products under the Advanced Lighting program as compared to the Basic Lighting program, by product type

Program Subcategory	Product Type	Qty	KWh	KW	Qty - % of Sub Program	kWh - % of Sub Program	kW - % of Sub Program	Qty - % of Combined Basic & Advanced	kWh - % of Combined Basic & Advanced	kW - % of Combined Basic & Advanced
ADVANCED LIGHTING	REFLECTOR AND/OR DIMMABLE/3-WAY	2,360,041	125,356,225	22,729	44.0%	52.0%	59.0%	15.7%	15.1%	15.6%
ADVANCED LIGHTING	COVERED	2,008,493	78,488,728	13,884	37.4%	32.5%	36.1%	13.4%	9.5%	9.5%
ADVANCED LIGHTING	BARE SPIRAL >30 WATTS	87,698	9,825,905	1,477	1.6%	4.1%	3.8%	0.6%	1.2%	1.0%
ADVANCED LIGHTING	EXT FIXTURE	4,424	4,989	-	0.1%	0.002%	0.0%	0.0%	0.0%	0.0%
ADVANCED LIGHTING	INT FIXTURE	32,549	2,516,954	337	0.6%	1.0%	0.9%	0.2%	0.3%	0.2%
ADVANCED LIGHTING	LED LIGHT - SEASONAL	858,049	24,428,655	-	16.0%	10.1%	0.0%	5.7%	3.0%	0.0%
ADVANCED LIGHTING	PLUG-IN CF LAMP	17,384	598,279	67	0.3%	0.2%	0.2%	0.1%	0.1%	0.0%
BASIC LIGHTING	CFL BARE SPIRAL 30 WATTS OR LESS	9,672,027	586,435,531	107,144	100.0%	100.0%	100.0%	64.3%	71%	74%
Totals	Combined Advanced & Basic	15,040,665	827,655,266	145,638						

Program Subcategory	Qty	KWh	KW	% Qty of Total 2010 Basic And Advanced	% Kwh of Total 2010 Basic And Advanced	% Kw of Total 2010 Basic And Advanced
ADV	5,368,638	241,219,735	38,494	35.69%	29.14%	26.43%
BASIC	9,672,027	586,435,531	107,144	64.31%	70.86%	73.57%
TOTAL	15,040,665	827,655,266	145,638	100.00%	100.00%	100.00%

PPM Res-10

Percentage of Advanced Sub Program Quantity By Distribution Channel

Program Subcategory	Distribution Channel	Qty	Percent
ADVANCED LIGHTING	Discount	937,014	17.5%
ADVANCED LIGHTING	Drug	62,651	1.2%
ADVANCED LIGHTING	Grocery	1,663,854	31.0%
ADVANCED LIGHTING	Hardware	245,558	4.6%
ADVANCED LIGHTING	Home Improvement	429,545	8.0%
ADVANCED LIGHTING	Ltg & Electronics	54,832	1.0%
ADVANCED LIGHTING	Mass Merchandise	141,438	2.6%
ADVANCED LIGHTING	Membership Club	1,829,486	34.1%
ADVANCED LIGHTING	Other	4,260	0.1%
ADVANCED LIGHTING	Grand Total	5,368,638	100%

Percentage of Advanced Sub Program Quantity By Hard-To-Reach ZIP Code Classification

Program Subcategory	ZIP Code Classification	Qty	Percent
ADVANCED LIGHTING	Hard-To-Reach	2,522,410	47.0%
ADVANCED LIGHTING	Non-Hard-To-Reach	2,846,228	53.0%
ADVANCED LIGHTING	Total	5,368,638	100.0%

Table Res-11

During 2010-2012, implement marketing efforts and/or campaign to encourage prompt installation of CFLs as required in D.09-09-047. (Y/N)

Metric	Y/N
Implement marketing efforts and/or campaign	Y

Percent of products incented under the Basic Lighting Program by distribution channel* and by hard-to-reach (HTR)** zip-codes.

Distribution Channel	Qty	Percent
Discount	1,611,319	16.7%
Drug	599,117	6.2%
Grocery	4,262,952	44.1%
Hardware	609,069	6.3%
Home Improvement	462,736	4.8%
Ltg & Electronics	154,363	1.6%
Mass Merchandise	660,588	6.8%
Membership Club	1,280,132	13.2%
Other	31,751	0.3%
Grand	9,672,027	100.0%

ZIP Code Classification	Qty	Percent
Hard-To-Reach	4,565,793	47.2%
Non-Hard-To-Reach	5,106,234	52.8%
Total	9,672,027	100.0%

Table Res-15

Units without Model Numbers Collected		Size (cubic ft)						
		10-14	15-19	20-24	25-27	28-32	Unknown	Grand Total
Age of Units (years)	**Freezer**							
	< 10	195	193	119	17			**524**
	10-12	246	393	196	21		1	**857**
	13-15	253	413	194	37		1	**898**
	16+	916	1846	646	96	4	3	**3511**
	Freezer Total	1610	2845	1155	171	4	5	**5790**
	Refrigerator							
	< 10	580	4272	2312	1613	15		**8792**
	10-12	943	7089	4698	2677	54	4	**15465**
	13-15	807	6873	5820	2973	54	5	**16532**
	16+	1828	10939	9313	4011	24	10	**26125**
	Refrigerator Total	4158	29173	22143	11274	147	19	**66914**
	Grand Total	**5768**	**32018**	**23298**	**11445**	**151**	**24**	**72704**

Units with Model Numbers Collected		Size (cubic ft)						
		10-14	15-19	20-24	25-27	28-32	Unknown	Grand Total
Age of Units (years)	**Freezer**							
	< 10	15	16	12	3			**46**
	10-12	19	25	14	0		0	**58**
	13-15	20	31	16	2		0	**69**
	16+	66	137	50	10	0	1	**264**
	Freezer Total	120	209	92	15	0	1	**437**
	Refrigerator							
	< 10	57	323	217	180	2		**779**
	10-12	99	595	383	274	3	1	**1355**
	13-15	60	560	530	291	8	2	**1451**
	16+	135	801	776	350	0	0	**2062**
	Refrigerator Total	351	2279	1906	1095	13	3	**5647**
	Grand Total	**471**	**2488**	**1998**	**1110**	**13**	**4**	**6084**

Table Res-16

Number of homes treated in the program for 2010-2012. (Report by prescriptive and performance program.)

Metric	Number
Homes treated	There are no data to report for 2010.

Table Res-17

Number of enrolled contracting firms participating in the program

Metric	Number
Enrolled contracting firms	24

Table Res-18

Average Ex-ante savings per home as reported (average kWh, therms, kW) for both performance and prescriptive programs by climate zone

Metric	Savings
Average Ex-ante savings per home	There are no data to report for 2010.

Table Res-20

Number and percentage of homes not passing Quality Assurance/Quality Control review, by IOU

Metric	Number
Homes not passing Quality Assurance/Quality Control review, by SCE	There are no data to report for 2010.
Homes not passing Quality Assurance/Quality Control review, by SCE	There are no data to report for 2010.

Table LMT-1

Develop a lighting technology roadmap (i.e., what's new and available by when (MM/YY), using available information from all IOU and external parties) by January 2011 and to be reported twice in 2011 and annually thereafter.. (Y/N)

Metric	Y/N
Develop a lighting technology roadmap	Y

Note: The lighting technology roadmap spreadsheet was submitted to the Energy Division on January 31, 2011

Table LMT-1.1

Emerging Technology			Existing Technology			Market Sector	Market Segments	Application	Current Saturation of Emerging Technology	Market Size		Technical Savings Potential (10 Years)		Technical Savings Potential (20 Years)		Scalability	Influence Level	Technology Commercialization Stage			Market Adopters			Regulation, Codes and Standards
Source	Ballast / Driver	Controls / System	Source	Ballast / Driver	Controls / System					Energy (GWh)	Demand (GW)	Energy (GWh)	Demand (GW)	Energy (GWh)	Demand (GW)	Timeframe of Full Production		Source	Ballast / Driver	Controls / System	Source	Ballast / Driver	Controls / System	
HIR	None	None	Incandescent	None	None	All	All	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Early Adopters	Early Adopters	N/A	TBD
HIR	None	Smart Dimmers	Incandescent	None	Standard Dimmers	All	All	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	Introduction	Early Adopters	Early Adopters	Innovators	TBD
CFL	Standard	None	Incandescent	None	None	Residential	All	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Early Majority	Early Majority	N/A	TBD
CFL	Standard	None	Incandescent	None	None	Residential	All	Recessed Down Lights	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Early Majority	Early Majority	N/A	TBD
CFL	Standard	None	Incandescent	None	None	Commercial	Restaurant (Dining)	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Early Adopters	Early Adopters	N/A	TBD
CFL	Standard	None	Incandescent	None	None	Commercial	Retail	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Early Majority	Early Majority	N/A	TBD
CFL	Standard	None	Incandescent	None	None	Commercial	Food Store	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Early Adopters	Early Adopters	N/A	TBD
CFL	Standard	None	Incandescent	None	None	Commercial	Lodging	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Late Majority	Late Majority	N/A	TBD
CFL	Standard	None	Incandescent	None	None	Exterior	Area Lighting	Pathway / Landscape	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Early Adopters	Early Adopters	N/A	TBD
CFL	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	Residential	All	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Innovators	Innovators	TBD
CFL	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	Commercial	Restaurant (Dining)	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Adopters	Innovators	Innovators	TBD
CFL	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	Commercial	Retail	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Innovators	Innovators	TBD
CFL	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	Commercial	Food Store	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Adopters	Innovators	Innovators	TBD
CFL	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	Commercial	Lodging	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Late Majority	Early Adopters	Innovators	TBD
High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Time Clock, Photocell	Fluorescent T12	Standard	Time Clock, Photocell	Exterior	Signage	Internally Illuminated Signs	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Introduction	Maturity	Innovators	Innovators	Laggards	TBD
High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Addressable Dimming Controls	Fluorescent T12/T8	Standard	None	Commercial	Restaurant (Dining)	Menu Boards	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Introduction	Innovators	Innovators	Innovators	TBD
High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Addressable Dimming Controls	Fluorescent T12/T8	Standard	None	Commercial	Retail	Menu Boards	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Introduction	Innovators	Innovators	Innovators	TBD
High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	None	Exterior	Area Lighting	Parking Structures (ceiling mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Adopters	Innovators	Innovators	TBD
High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	Fluorescent T12/T8	Standard	None	Exterior	Area Lighting	Parking Structures (ceiling mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Adopters	Innovators	Innovators	TBD
High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	Commercial	Small Office Large Office	General Indoor Lighting (Lensed and Parabolic Troffers)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Early Adopters	TBD
High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	Commercial	Restaurant (Dining)	General Indoor Lighting (Lensed and Parabolic Troffers)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Innovators	TBD
High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	Commercial	Restaurant (Kitchen)	General Indoor Lighting (Lensed and Parabolic Troffers)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Innovators	TBD
High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	Commercial	Retail	General Indoor Lighting (Lensed and Parabolic Troffers)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Innovators	TBD
High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	Commercial	Food Store	General Indoor Lighting (Lensed and Parabolic Troffers)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Innovators	TBD
High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	Commercial	School College	General Indoor Lighting (Lensed and Parabolic Troffers)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Early Adopters	TBD
High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	Commercial	Health	General Indoor Lighting (Lensed and Parabolic Troffers)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Innovators	TBD
High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Metal Halide	Standard	None	Commercial	School College	High Bay	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Early Adopters	TBD
High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Metal Halide	Standard	None	Commercial	Retail	High Bay	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Early Adopters	TBD
High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	High Pressure Sodium / Metal Halide	Standard	None	Industrial	Unrefrigerated Warehouse	High Bay	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Early Adopters	TBD
High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	High Pressure Sodium / Metal Halide	Standard	None	Agricultural	Refrigerated Warehouse	High Bay	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Adopters	Early Adopters	Early Adopters	TBD
Induction Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Linear Fluorescent	Standard	None	Non-Residential	All	All	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Early Adopters	Innovators	Early Adopter	TBD
Pulsed Start MH	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Metal Halide	Standard	None	Commercial	Retail	High Bay	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Early Majority	Innovators	Early Adopters	TBD
Pulsed Start MH	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Metal Halide	Standard	None	Commercial	School College	High Bay	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Early Majority	Innovators	Early Adopters	TBD
Pulsed Start MH	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	High Pressure Sodium / Metal Halide	Standard	None	Industrial	Unrefrigerated Warehouse	High Bay	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Early Majority	Innovators	Early Adopters	TBD
Pulsed Start MH	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	High Pressure Sodium / Metal Halide	Standard	None	Agricultural	Refrigerated Warehouse	High Bay	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Early Majority	Innovators	Early Adopters	TBD
Pulsed Start MH	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	Exterior	Area Lighting	Parking (pole mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Early Majority	Innovators	Innovators	TBD
Pulsed Start MH	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	None	Exterior	Area Lighting	Parking Structures (ceiling mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Early Majority	Innovators	Innovators	TBD
Pulsed Start MH	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	Exterior	Area Lighting	Wall Packs (wall mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Early Majority	Innovators	Innovators	TBD
Pulsed Start MH	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	Exterior	Area Lighting	Pathway / Landscape	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Early Majority	Innovators	Innovators	TBD
Pulsed Start MH	High Efficiency Dimming Ballast	Photocell, Addressable	High Pressure Sodium / Metal	Standard	Photocell	Exterior	Roadway	Street Lights	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
Pulsed Start MH	High Efficiency Dimming Ballast	Time Clock, Photocell	Metal Halide	Standard	Time Clock, Photocell	Exterior	Signage	Large Billboards	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Maturity	Early Adopters	Innovators	Laggards	TBD

Preliminary M&E Study Needs Assessment, Subject to Collaboration with ED

(Lighting Solution - Technology) For information such as market saturation and market potential as specified in this worksheet, it is possible to leveage market characterization, residential/commercial on-site surveys, ETP studies and recently published RASS. The data available in the study, may not match the format specified in this technology roadmap.

CMH	Standard	None	Incandescent	None	None	Commercial	Retail	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Early Adopters	Early Adopters	N/A	TBD
CMH	Standard	None	Incandescent	None	None	Commercial	Food Store	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Early Adopters	Early Adopters	N/A	TBD
CMH	Standard	None	Incandescent	None	None	Commercial	Lodging	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Early Adopters	Early Adopters	N/A	TBD
CMH	Standard	None	Incandescent	None	None	Exterior	Area Lighting	Pathway / Landscape	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Innovators	Innovators	N/A	TBD
CMH	Standard	None	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	Exterior	Area Lighting	Parking (pole mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Innovators	Innovators	N/A	TBD
CMH	Standard	None	High Pressure Sodium / Metal Halide	Standard	None	Exterior	Area Lighting	Parking Structures (ceiling mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Innovators	Innovators	N/A	TBD
CMH	Standard	None	Fluorescent T12/T8	Standard	None	Exterior	Area Lighting	Parking Structures (ceiling mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Innovators	Innovators	N/A	TBD
CMH	Standard	None	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	Exterior	Area Lighting	Wall Packs (wall mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Innovators	Innovators	N/A	TBD
CMH	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	Exterior	Area Lighting	Parking (pole mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Introduction	Innovators	Innovators	Early Adopters	TBD
CMH	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	None	Exterior	Area Lighting	Parking Structures (ceiling mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Introduction	Innovators	Innovators	Early Adopters	TBD
CMH	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	Fluorescent T12/T8	Standard	None	Exterior	Area Lighting	Parking Structures (ceiling mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Introduction	Innovators	Innovators	Early Adopters	TBD
CMH	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	Exterior	Area Lighting	Wall Packs (wall mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Introduction	Innovators	Innovators	Early Adopters	TBD
LED	Standard	None	Incandescent / Fluorescent	None / Standard	None	Non-Residential	All	Emergency Exit Signs	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Laggards	Laggards	N/A	TBD
LED	Standard	None	Incandescent	None	None	Residential	All	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD
LED	Standard	None	Incandescent	None	None	Residential	All	Recessed Down Lights	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Innovators	Innovators	N/A	TBD
LED	Standard	None	Incandescent	None	None	Residential	All	Under-Cabinet Lights	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Innovators	Innovators	N/A	TBD
LED	Standard	None	Fluorescent T8/T5	Standard	None	Residential	All	Under-Cabinet Lights	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Innovators	Innovators	N/A	TBD
LED	Standard	None	CFL (pin-based)	Standard	None	Commercial	Small Office Large Office	Recessed Down Lights	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Early Adopters	Early Adopters	N/A	TBD
LED	Standard	None	Incandescent	None	None	Commercial	Restaurant (Dining)	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD
LED	Standard	None	CFL	Standard	None	Commercial	Restaurant (Dining)	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD
LED	Standard	None	Incandescent	None	None	Commercial	Retail	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD
LED	Standard	None	CFL	Standard	None	Commercial	Retail	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD
LED	Standard	None	Incandescent	None	None	Commercial	Food Store	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD
LED	Standard	None	CFL	Standard	None	Commercial	Food Store	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD
LED	Standard	None	Fluorescent T12/T8	Standard	None	Commercial	Food Store	Refrigerated Display Case	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Early Adopters	Early Adopters	N/A	TBD
LED	Standard	None	Incandescent	None	None	Commercial	Lodging	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD
LED	Standard	None	CFL	Standard	None	Commercial	Lodging	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD
LED	Standard	None	CFL (pin-based)	Standard	None	Commercial	Lodging	Recessed Down Lights	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Early Adopters	Early Adopters	N/A	TBD
LED	Standard	None	Incandescent	None	None	Exterior	Area Lighting	Pathway / Landscape	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD
LED	Standard	None	Incandescent	None	None	Exterior	Signage	Traffic Signals	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Laggards	Laggards	N/A	TBD
LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	Commercial	Small Office Large Office	General Indoor Lighting (Lensed and Parabolic Troffers)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Early Adopters	TBD
LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	CFL (pin-based)	Standard	None	Commercial	Small Office Large Office	Recessed Down Lights	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Introduction	Innovators	Innovators	Innovators	TBD
LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	Commercial	Restaurant (Dining)	General Indoor Lighting (Lensed and Parabolic Troffers)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	CFL (pin-based)	Standard	None	Commercial	Restaurant (Dining)	Recessed Down Lights	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Introduction	Innovators	Innovators	Innovators	TBD
LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	Commercial	Restaurant (Kitchen)	General Indoor Lighting (Lensed and Parabolic Troffers)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	Commercial	Retail	General Indoor Lighting (Lensed and Parabolic Troffers)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	Commercial	Food Store	General Indoor Lighting (Lensed and Parabolic Troffers)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	Commercial	School College	General Indoor Lighting (Lensed and Parabolic Troffers)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Early Adopters	TBD
LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	Commercial	Health	General Indoor Lighting (Lensed and Parabolic Troffers)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	CFL (pin-based)	Standard	None	Commercial	Lodging	Recessed Down Lights	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Introduction	Innovators	Innovators	Innovators	TBD
LED	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	Residential	All	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	Residential	All	Recessed Down Lights	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	Residential	All	Under-Cabinet Lights	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	Commercial	Restaurant (Dining)	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	Commercial	Retail	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	Commercial	Food Store	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	Commercial	Lodging	Screw-In Lamps	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Dimmable	Occupancy	Fluorescent T12/T8	Standard	None	Commercial	Food Store	Refrigerated Display Case	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Growth	Early Adopters	Early Adopters	Innovators	TBD
LED	Dimmable	Time Clock, Photocell	Fluorescent T12	Standard	Time Clock, Photocell	Exterior	Signage	Internally Illuminated Signs	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Maturity	Innovators	Innovators	Laggards	TBD
LED	Dimmable	Time Clock, Photocell	Neon	Standard	Time Clock, Photocell	Exterior	Signage	Channel Letter Lighting	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Maturity	Early Adopters	Innovators	Laggards	TBD
LED	Dimmable	Photocell, Addressable	High Pressure Sodium / Metal Halide	Standard	Photocell	Exterior	Roadway	Street Lights	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Dimmable	Addressable Dimming Controls	Fluorescent T12/T8	Standard	None	Commercial	Restaurant (Dining)	Menu Boards	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Dimmable	Addressable Dimming Controls	Fluorescent T12/T8	Standard	None	Commercial	Retail	Menu Boards	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Dimmable	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	Exterior	Area Lighting	Parking (pole mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Dimmable	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	None	Exterior	Area Lighting	Parking Structures (ceiling mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Dimmable	Photocell, Bi-Level Occupancy, Addressable	Fluorescent T12/T8	Standard	None	Exterior	Area Lighting	Parking Structures (ceiling mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Dimmable	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	Exterior	Area Lighting	Wall Packs (wall mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD

LED	Dimmable	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	Exterior	Area Lighting	Pathway / Landscape	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Dimmable	Photocell, Occupancy, Addressable, Manual Dimming Controls	Metal Halide	Standard	None	Commercial	Retail	High Bay	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Dimmable	Photocell, Occupancy, Addressable, Manual Dimming Controls	Metal Halide	Standard	None	Commercial	School College	High Bay	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Dimmable	Photocell, Occupancy, Addressable, Manual Dimming Controls	High Pressure Sodium / Metal Halide	Standard	None	Industrial	Unrefrigerated Warehouse	High Bay	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
LED	Dimmable	Photocell, Occupancy, Addressable, Manual Dimming Controls	High Pressure Sodium / Metal Halide	Standard	None	Agricultural	Refrigerated Warehouse	High Bay	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
Plasma	Dimmable	Photocell, Addressable	High Pressure Sodium / Metal Halide	Standard	Photocell	Exterior	Roadway	Street Lights	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
Plasma	Dimmable	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	Exterior	Area Lighting	Parking (pole mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
Plasma	Dimmable	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	None	Exterior	Area Lighting	Parking Structures (ceiling mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
Plasma	Dimmable	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	Exterior	Area Lighting	Wall Packs (wall mounted)	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
Plasma	Dimmable	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	Exterior	Area Lighting	Pathway / Landscape	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
Plasma	Dimmable	Photocell, Occupancy, Addressable, Manual Dimming Controls	Metal Halide	Standard	None	Commercial	Retail	High Bay	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
Plasma	Dimmable	Photocell, Occupancy, Addressable, Manual Dimming Controls	Metal Halide	Standard	None	Commercial	School College	High Bay	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
Plasma	Dimmable	Photocell, Occupancy, Addressable, Manual Dimming Controls	High Pressure Sodium / Metal Halide	Standard	None	Industrial	Unrefrigerated Warehouse	High Bay	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
Plasma	Dimmable	Photocell, Occupancy, Addressable, Manual Dimming Controls	High Pressure Sodium / Metal Halide	Standard	None	Agricultural	Refrigerated Warehouse	High Bay	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
Various	Various	Task/Ambient Lighting	Various	Various	Various	Commercial	Small Office Large Office	Office Lighting	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
Various	Various	Simplified Daylighting	Various	Various	Not Working / None	Commercial	Small Office Large Office	Lighting Controls	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
Various	Various	Wireless Controls	Various	Various	Wired / None	All	All	All	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD

Table LMT-1.2

Market Sector	Market Segments	Application	Emerging Technology			Existing Technology			Current Saturation of Emerging Technology	Market Size		Technical Savings Potential (10 Years)		Technical Savings Potential (20 Years)		Scalability	Influence Level	Technology Commercialization Stage			Market Adopters			Regulation, Codes and Standards	Preliminary M&E Study Needs Assessment, Subject to Collaboration with ED
			Source	Ballast / Driver	Controls / System	Source	Ballast / Driver	Controls / System		Energy (GWh)	Demand (GW)	Energy (GWh)	Demand (GW)	Energy (GWh)	Demand (GW)	Timeframe of Full Production		Source	Ballast / Driver	Controls / System	Source	Ballast / Driver	Controls / System		
All	All	Screw-in Lamps	HIR	None	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Early Adopters	Early Adopters	N/A	TBD	**(Lighting Solution - Market**
			HIR	None	Smart Dimmers	Incandescent	None	Standard Dimmers	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	Introduction	Early Adopters	Early Adopters	Innovators	TBD	
Non-Residential	All	All	Induction Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Linear Fluorescent	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Early Adopters	Innovators	Early Adopter	TBD	For information such as market saturation and market potential as specified in this worksheet, it is possible to leveage market characterization, residential/commercial on-site surveys, recently published RASS, and various market trials/pilots. The data available in the study, may not match the format specified in this technology roadmap.
		Emergency Exit Signs	LED	Standard	None	Incandescent / Fluorescent	None / Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Laggards	Laggards	N/A	TBD	
Agricultural	Refrigerated Warehouse	High Bay	High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	High Pressure Sodium / Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Adopters	Early Adopters	Early Adopters	TBD	
			Pulsed Start MH	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	High Pressure Sodium / Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Early Majority	Innovators	Early Adopters	TBD	
			LED	Dimmable	Photocell, Occupancy, Addressable, Manual Dimming Controls	High Pressure Sodium / Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
			Plasma	Dimmable	Photocell, Occupancy, Addressable, Manual Dimming Controls	High Pressure Sodium / Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
Commercial	Food Store	General Indoor Lighting (Lensed and Parabolic Troffers)	High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Innovators	TBD	
			LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
		Refrigerated Display Case	LED	Standard	None	Fluorescent T12/T8	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Early Adopters	Early Adopters	N/A	TBD	
			LED	Dimmable	Occupancy	Fluorescent T12/T8	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Growth	Early Adopters	Early Adopters	Innovators	TBD	
		Screw-in Lamps	CFL	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Early Adopters	Early Adopters	N/A	TBD	
			CFL	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Adopters	Innovators	Innovators	TBD	
			CMH	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Early Adopters	Early Adopters	N/A	TBD	
			LED	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD	
			LED	Standard	None	CFL	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD	
			LED	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
	Health	General Indoor Lighting (Lensed and Parabolic Troffers)	High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Innovators	TBD	
			LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
	Lodging	Recessed Down Lights	LED	Standard	None	CFL (pin-based)	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Early Adopters	Early Adopters	N/A	TBD	
			LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	CFL (pin-based)	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Introduction	Innovators	Innovators	Innovators	TBD	
		Screw-in Lamps	CFL	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Late Majority	Late Majority	N/A	TBD	
			CFL	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Late Majority	Early Adopters	Innovators	TBD	
			CMH	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Early Adopters	Early Adopters	N/A	TBD	
			LED	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD	
			LED	Standard	None	CFL	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD	
			LED	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
	Restaurant (Dining)	General Indoor Lighting (Lensed and Parabolic Troffers)	High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Innovators	TBD	
			LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
		Menu Boards	High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Addressable Dimming Controls	Fluorescent T12/T8	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Introduction	Innovators	Innovators	Innovators	TBD	
			LED	Dimmable	Addressable Dimming Controls	Fluorescent T12/T8	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
		Recessed Down Lights	LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	CFL (pin-based)	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Introduction	Innovators	Innovators	Innovators	TBD	
		Screw-in Lamps	CFL	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Early Adopters	Early Adopters	N/A	TBD	
			CFL	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Adopters	Innovators	Innovators	TBD	
			LED	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD	
			LED	Standard	None	CFL	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD	
			LED	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
	Restaurant (Kitchen)	General Indoor Lighting (Lensed and Parabolic Troffers)	High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Innovators	TBD	
			LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
		General Indoor Lighting (Lensed and Parabolic Troffers)	High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Innovators	TBD	
			LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	

	Retail	High Bay	High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Early Adopters	TBD	
			Pulsed Start MH	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Early Majority	Innovators	Early Adopters	TBD	
			LED	Dimmable	Photocell, Occupancy, Addressable, Manual Dimming Controls	Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
			Plasma	Dimmable	Photocell, Occupancy, Addressable, Manual Dimming Controls	Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
		Menu Boards	High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Addressable Dimming Controls	Fluorescent T12/T8	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Introduction	Innovators	Innovators	Innovators	TBD	
			LED	Dimmable	Addressable Dimming Controls	Fluorescent T12/T8	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
		Screw-in Lamps	CFL	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Early Majority	Early Majority	N/A	TBD	
			CFL	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Innovators	Innovators	TBD	
			CMH	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Early Adopters	Early Adopters	N/A	TBD	
			LED	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD	
			LED	Standard	None	CFL	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD	
			LED	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
	School College	General Indoor Lighting (Lensed and Parabolic Troffers)	High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Early Adopters	TBD	
			LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Early Adopters	TBD	
		High Bay	High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Early Adopters	TBD	
			Pulsed Start MH	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Early Majority	Innovators	Early Adopters	TBD	
			LED	Dimmable	Photocell, Occupancy, Addressable, Manual Dimming Controls	Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
			Plasma	Dimmable	Photocell, Occupancy, Addressable, Manual Dimming Controls	Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
	Small Office Large Office	General Indoor Lighting (Lensed and Parabolic Troffers)	High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Early Adopters	TBD	
			LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	Fluorescent T8	Standard Electronic	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Early Adopters	TBD	
		Recessed Down Lights	LED	Standard	None	CFL (pin-based)	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Early Adopters	Early Adopters	N/A	TBD	
			LED	Standard	Photocell, Occupancy, Addressable, Manual Dimming Controls	CFL (pin-based)	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Introduction	Innovators	Innovators	Innovators	TBD	
Exterior	Area Lighting	Parking (pole mounted)	Pulsed Start MH	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Early Majority	Innovators	Innovators	TBD	
			CMH	Standard	None	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Innovators	Innovators	N/A	TBD	
			CMH	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Introduction	Innovators	Innovators	Early Adopters	TBD	
			LED	Dimmable	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
			Plasma	Dimmable	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
		Parking Structures (ceiling mounted)	High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Adopters	Innovators	Innovators	TBD	
			High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	Fluorescent T12/T8	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Adopters	Innovators	Innovators	TBD	
			Pulsed Start MH	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Early Majority	Innovators	Innovators	TBD	
			CMH	Standard	None	High Pressure Sodium / Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Innovators	Innovators	N/A	TBD	
			CMH	Standard	None	Fluorescent T12/T8	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Innovators	Innovators	N/A	TBD	
			CMH	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Introduction	Innovators	Innovators	Early Adopters	TBD	
			CMH	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	Fluorescent T12/T8	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Introduction	Innovators	Innovators	Early Adopters	TBD	
			LED	Dimmable	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
			LED	Dimmable	Photocell, Bi-Level Occupancy, Addressable	Fluorescent T12/T8	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
			Plasma	Dimmable	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	
		Pathway / Landscape	CFL	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Early Adopters	Early Adopters	N/A	TBD	
			Pulsed Start MH	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Early Majority	Innovators	Innovators	TBD	
			CMH	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Innovators	Innovators	N/A	TBD	
			LED	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD	
			LED	Dimmable	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD	

			Plasma	Dimmable	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
		Wall Packs (wall mounted)	Pulsed Start MH	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Early Majority	Innovators	Innovators	TBD
			CMH	Standard	None	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Innovators	Innovators	N/A	TBD
			CMH	High Efficiency Dimming Ballast	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	Introduction	Innovators	Innovators	Early Adopters	TBD
			LED	Dimmable	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
			Plasma	Dimmable	Photocell, Bi-Level Occupancy, Addressable	High Pressure Sodium / Metal Halide	Standard	Time Clock, Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
	Roadway	Street Lights	Pulsed Start MH	High Efficiency Dimming Ballast	Photocell, Addressable	High Pressure Sodium / Metal Halide	Standard	Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
			LED	Dimmable	Photocell, Addressable	High Pressure Sodium / Metal Halide	Standard	Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
			Plasma	Dimmable	Photocell, Addressable	High Pressure Sodium / Metal Halide	Standard	Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
		Channel Letter Lighting	LED	Dimmable	Time Clock, Photocell	Neon	Standard	Time Clock, Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Maturity	Early Adopters	Innovators	Laggards	TBD
		Internally Illuminated Signs	High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Time Clock, Photocell	Fluorescent T12	Standard	Time Clock, Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Introduction	Maturity	Innovators	Innovators	Laggards	TBD
	Signage		LED	Dimmable	Time Clock, Photocell	Fluorescent T12	Standard	Time Clock, Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Maturity	Innovators	Innovators	Laggards	TBD
		Large Billboards	Pulsed Start MH	High Efficiency Dimming Ballast	Time Clock, Photocell	Metal Halide	Standard	Time Clock, Photocell	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Maturity	Early Adopters	Innovators	Laggards	TBD
		Traffic Signals	LED	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Laggards	Laggards	N/A	TBD
Industrial	Unrefrigerated Warehouse	High Bay	High Efficiency Linear Fluorescent	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	High Pressure Sodium / Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Early Adopters	Early Adopters	TBD
			Pulsed Start MH	High Efficiency Dimming Ballast	Photocell, Occupancy, Addressable, Manual Dimming Controls	High Pressure Sodium / Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Introduction	Introduction	Early Majority	Innovators	Early Adopters	TBD
			LED	Dimmable	Photocell, Occupancy, Addressable, Manual Dimming Controls	High Pressure Sodium / Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
			Plasma	Dimmable	Photocell, Occupancy, Addressable, Manual Dimming Controls	High Pressure Sodium / Metal Halide	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
Residential	All	Recessed Down Lights	CFL	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Early Majority	Early Majority	N/A	TBD
			LED	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Innovators	Innovators	N/A	TBD
			LED	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
		Screw-in Lamps	CFL	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Maturity	N/A	Early Majority	Early Majority	N/A	TBD
			CFL	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Maturity	Growth	Introduction	Early Majority	Innovators	Innovators	TBD
			LED	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	N/A	Innovators	Innovators	N/A	TBD
			LED	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
		Under-Cabinet Lights	LED	Standard	None	Incandescent	None	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Innovators	Innovators	N/A	TBD
			LED	Standard	None	Fluorescent T8/T5	Standard	None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Growth	Growth	N/A	Innovators	Innovators	N/A	TBD
			LED	Dimmable	Smart Dimmers	Incandescent	None	Standard Dimmers	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
Commercial	Small Office Large Office	Office Lighting	Various	Various	Task/Ambient Lighting	Various	Various	Various	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
Commercial	Small Office Large Office	Lighting Controls	Various	Various	Simplified Daylighting	Various	Various	Not Working / None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD
All	All	All	Various	Various	Wireless Controls	Various	Various	Wired / None	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Introduction	Introduction	Introduction	Innovators	Innovators	Innovators	TBD

Table LMT-1.3

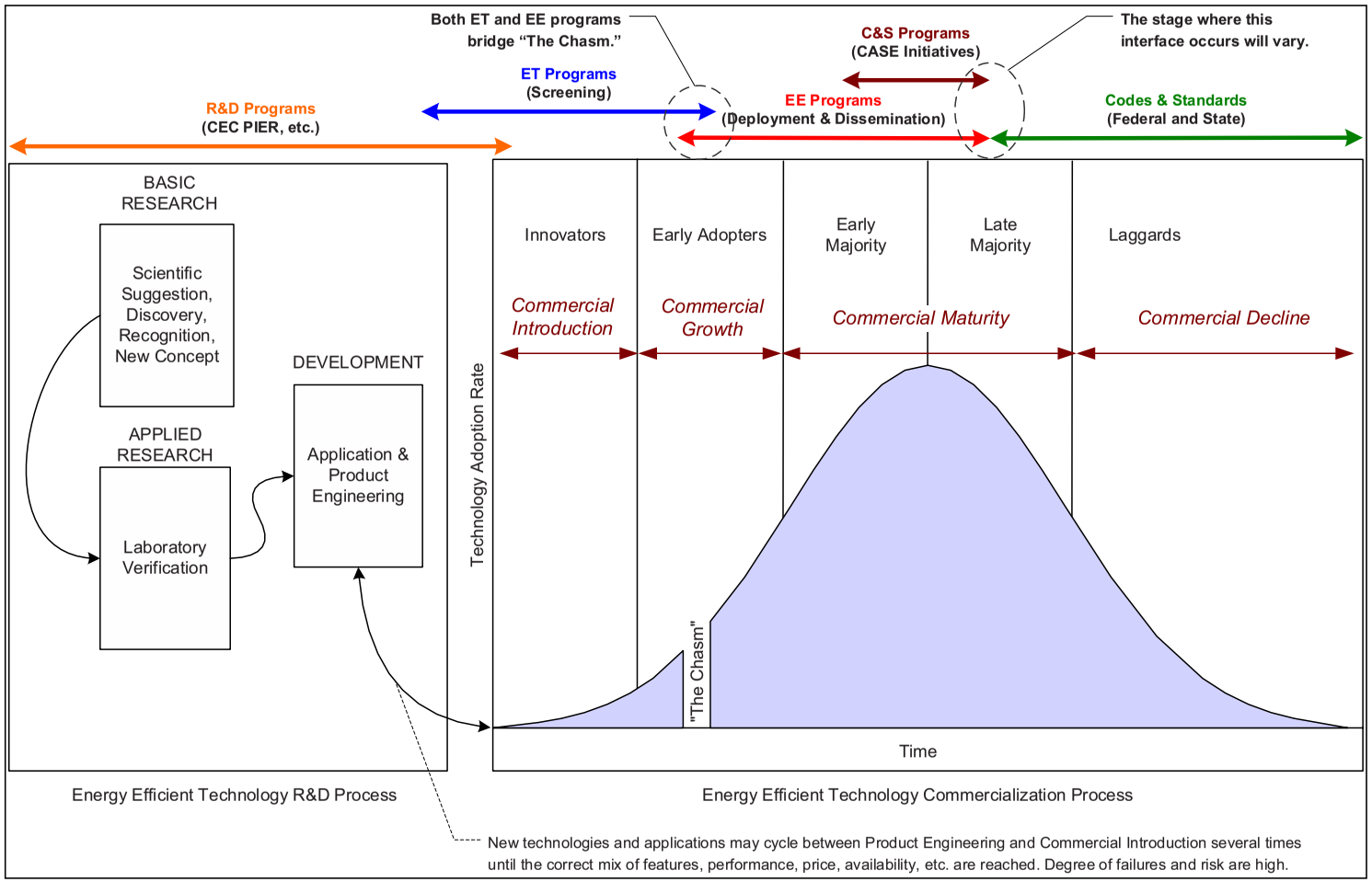
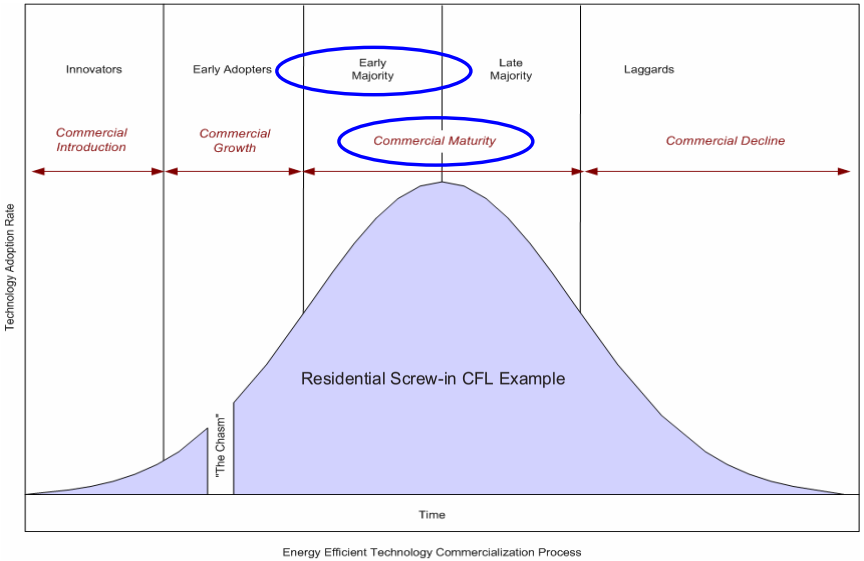
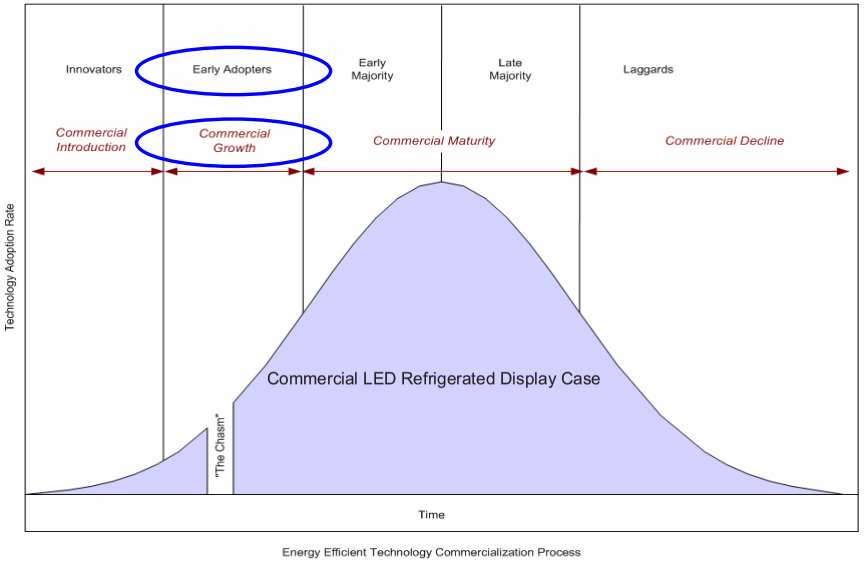
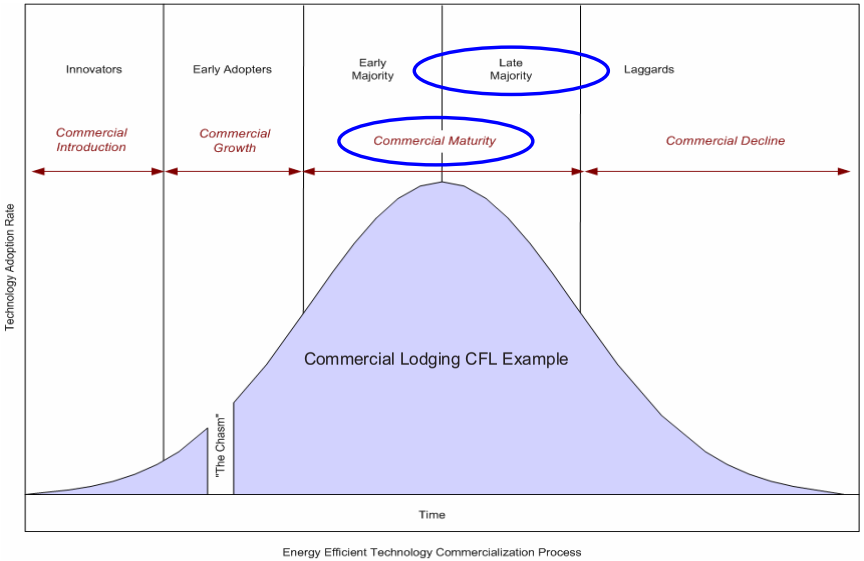

Both ET and EE programs bridge "The Chasm."
C&S Programs (CASE Initiatives)
The stage where this interface occurs will vary.
ET Programs (Screening)
R&D Programs (CEC PIER, etc.)
EE Programs (Deployment & Dissemination)
Codes & Standards (Federal and State)
BASIC RESEARCH
Scientific Suggestion, Discovery, Recognition, New Concept
APPLIED RESEARCH
Laboratory Verification
DEVELOPMENT
Application & Product Engineering
Innovators
Early Adopters
Early Majority
Late Majority
Laggards
Commercial Introduction
Commercial Growth
Commercial Maturity
Commercial Decline
Technology Adoption Rate
"The Chasm"
Time
Energy Efficient Technology R&D Process
Energy Efficient Technology Commercialization Process
New technologies and applications may cycle between Product Engineering and Commercial Introduction several times until the correct mix of features, performance, price, availability, etc. are reached. Degree of failures and risk are high.

Table LMT-1.4


Innovators
Early Adopters
Early Majority
Late Majority
Laggards
Commercial Introduction
Commercial Growth
Commercial Maturity
Commercial Decline
Technology Adoption Rate
Residential Screw-in CFL Example
"The Chasm"
Time
Energy Efficient Technology Commercialization Process


Innovators
Early Adopters
Early Majority
Late Majority
Laggards
Commercial Introduction
Commercial Growth
Commercial Maturity
Commercial Decline
Technology Adoption Rate
Commercial LED Refrigerated Display Case
"The Chasm"
Time
Energy Efficient Technology Commercialization Process


Innovators
Early Adopters
Early Majority
Late Majority
Laggards
Commercial Introduction
Commercial Growth
Commercial Maturity
Commercial Decline
Technology Adoption Rate
Commercial Lodging CFL Example
"The Chasm"
Time
Energy Efficient Technology Commercialization Process

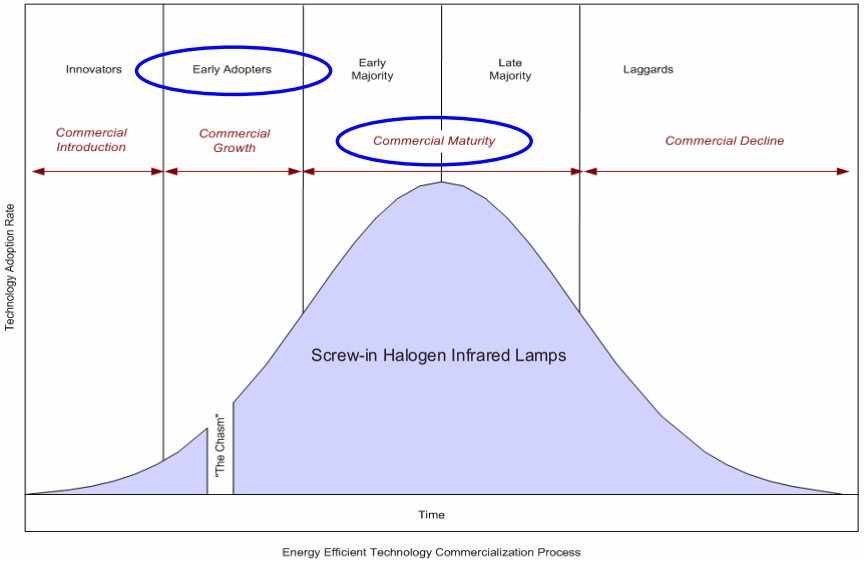

Innovators
Early Adopters
Early Majority
Late Majority
Laggards
Commercial Introduction
Commercial Growth
Commercial Maturity
Commercial Decline
Technology Adoption Rate
Screw-in Halogen Infrared Lamps
"The Chasm"
Time
Energy Efficient Technology Commercialization Process

Table LMT-4

Number of EE lighting measures added, removed, or updated as a result of LMT activities and influence, and reported in annual LMT June Report

Metric	Number
EE Lighting measures added	0

Note: Since it's the first year of the program, LMT had no trackable influence on measure changes in 2010.

Table NC-1

Number and percentage of committed CAHP participant homes (applied and accepted) with modeled, ex-ante savings exceeding 2008 T24 units (Single family (SF) and multi-family (MF)) by 15%-19%, by 20%-29%, 30%-39%

Number and percentage of committed CAHP participant homes						
2008 Code as Baseline	**Single Family**		**Multi-Family**		**Total**	
	Number	Percentage	Number	Percentage	Number	Percentage
15%-19%	0	0%	121	28.6%	121	11.7%
20%-29%	609	99.8%	302	71.4%	911	88.2%
30%-39%	1	0.2%	0	0.0%	1	0.1%
Total	610		423		1033	

Note: There were no commitments using the 2008 code as baseline. This is due to the significant backlog of 2005 code projects. For the purposes of reporting this spreadsheet assumes the change from the 2005 code to the 2008 code impacted projects by 15%. This is consistent with the CPUC final decision. With this being the new baseline all committments under 30% were excluded thereby showing a significant difference between committments in the database and this spreadsheet. This is because anything under 30% in the database would fall below the percentages called for in this spreadsheet.

Number and percentage of committed CAHP participant homes						
2005 Code as Baseline	**Single Family**		**Multi-Family**		**Total**	
	Number	Percentage	Number	Percentage	Number	Percentage
15%-19%	2292	71%	615	46.7%	2907	64.0%
20%-29%	323	10.0%	251	19.1%	574	12.6%
30%-39%	610	18.9%	450	34.2%	1060	23.3%
Total	3225		1316		4541	

Table NC-2

Percentage of (current year SF CAHP program paid units)/ (SF building permits within service territories from the previous year)

2009 Permits	2010 Installs	Percentage
8,209	1,851	23%

Table NC-3

Percentage of (current year MF CAHP program paid units)/ (MF building permits within service territories from the previous year)

2009 permits	2010 Installs	Percentage
4,609	3,908	85%

Table NC-5

Number of manufactured housing units sold in IOU service territories (via retailers and/or manufacturers) participating in program

	Manufactured housing units sold
Number	0

Note: There was no progam being marketed in 2010 due to slow ramp up

Table NC-6

Number and percentage of participating projects utilizing: (a) whole house incentive for gas heat; (b) whole house incentive for electric heat

Heat Source	# of participating projects	% of participating projects
Whole house incentive for gas heat	0	0.0%
Whole house incentive for electric heat	0	0.0%

Note: There was no progam being marketed in 2010 due to slow ramp up

Table CS-3

Number of role-based, Title 24, training sessions delivered.

Metric	Number
Number of sessions	15

Table HVAC -1.1

(a) kW/ton incentivized in the program. (Note: Decrease in metric indicates positive progress), combined with

kW/ton	0.21

Table HVAC -1.2

(b) the number of units that are incentivized in the program vs.

Number	1551

Table HVAC -1.3

(c) number of units over 5.4 tons shipped to California as tracked by AHRI shipment data (assuming the availability of AHRI data).

AHRI shipment data is not available

Table HVAC-3

Percentage of HVAC contracting companies that are participating in statewide residential QI program as a share of the targeted market.

% of HVAC contracting companies	23%

Table HVAC-5

Percentage of HVAC contracting companies that are participating in statewide commercial QI program as a share of the targeted market.

% of HVAC contracting companies	N/A*

*Please refer to the narrative

Table HVAC-7

Measured progress towards specific milestones provided in the project GANTT chart indicating the development/finalization of this IOU program based on Quality Maintenance standards.

ID	Outline Number	Task Name	Duration	Start	Finish
1	1	**Planning**	**47 days**	**Mon 1/4/10**	**Tue 3/9/10**
2	1.1	Scope and approach workshop	7 days	Mon 1/4/10	Tue 1/12/10
3	1.2	Develop project charter	40 days	Wed 1/13/10	Tue 3/9/10
4	1.3	Define objectives and performance metrics	30 days	Wed 1/13/10	Tue 2/23/10
5	1.4	Steering committee meeting	2 days	Tue 2/23/10	Wed 2/24/10
6	1.5	Develop Project Timeline	5 days	Thu 2/25/10	Wed 3/3/10
7	2	**Research**	**52 days**	**Thu 2/25/10**	**Fri 5/7/10**
8	2.1	Develop research plan	11 days	Thu 2/25/10	Thu 3/11/10
9	2.2	Literature review	52 days	Thu 2/25/10	Fri 5/7/10
10	2.3	**Focus groups**	**36 days**	**Thu 3/4/10**	**Thu 4/22/10**
11	2.3.1	Creation of strategy, questions, and moderator guide	17 days	Thu 3/4/10	Fri 3/26/10
12	2.3.2	Plan logistics	10 days	Fri 3/12/10	Thu 3/25/10
13	2.3.3	Identify target participants and recruit	17 days	Fri 3/12/10	Mon 4/5/10
14	2.3.4	Conduct customers and contractor focus groups	2 days	Wed 4/7/10	Thu 4/8/10
15	2.3.5	Focus group transcription, summarization, and analysis	10 days	Fri 4/9/10	Thu 4/22/10
16	2.4	Summarize research findings	15 days	Mon 4/19/10	Fri 5/7/10
17	3	**Development**	**130 days**	**Mon 1/4/10**	**Fri 7/2/10**
18	3.1	Hire Sr. Field Energy Analyst	52 days	Thu 3/4/10	Fri 5/14/10
19	3.2	**Develop QM Procedure**	**85 days**	**Mon 1/4/10**	**Fri 4/30/10**
20	3.2.1	Complete tasking with QM subcommittee	85 days	Mon 1/4/10	Fri 4/30/10
21	3.3	**Develop QM software specifications**	**58 days**	**Mon 3/15/10**	**Wed 6/2/10**
22	3.3.1	Develop 180 Open Spec Incl. Economizers	35 days	Mon 3/15/10	Fri 4/30/10
23	3.3.2	**Develop SW Design Spec**	**58 days**	**Mon 3/15/10**	**Wed 6/2/10**
24	3.3.2.1	Define inputs and outputs including reporting	58 days	Mon 3/15/10	Wed 6/2/10
25	3.3.2.2	Develop QM decision tree	58 days	Mon 3/15/10	Wed 6/2/10
26	3.3.2.3	Develop tasking for pre-service, service, and post-servi	58 days	Mon 3/15/10	Wed 6/2/10
27	3.4	**Field Study implementation planning**	**92 days**	**Thu 2/25/10**	**Fri 7/2/10**
28	3.4.1	Diagnostic software development	17 days	Thu 6/3/10	Fri 6/25/10

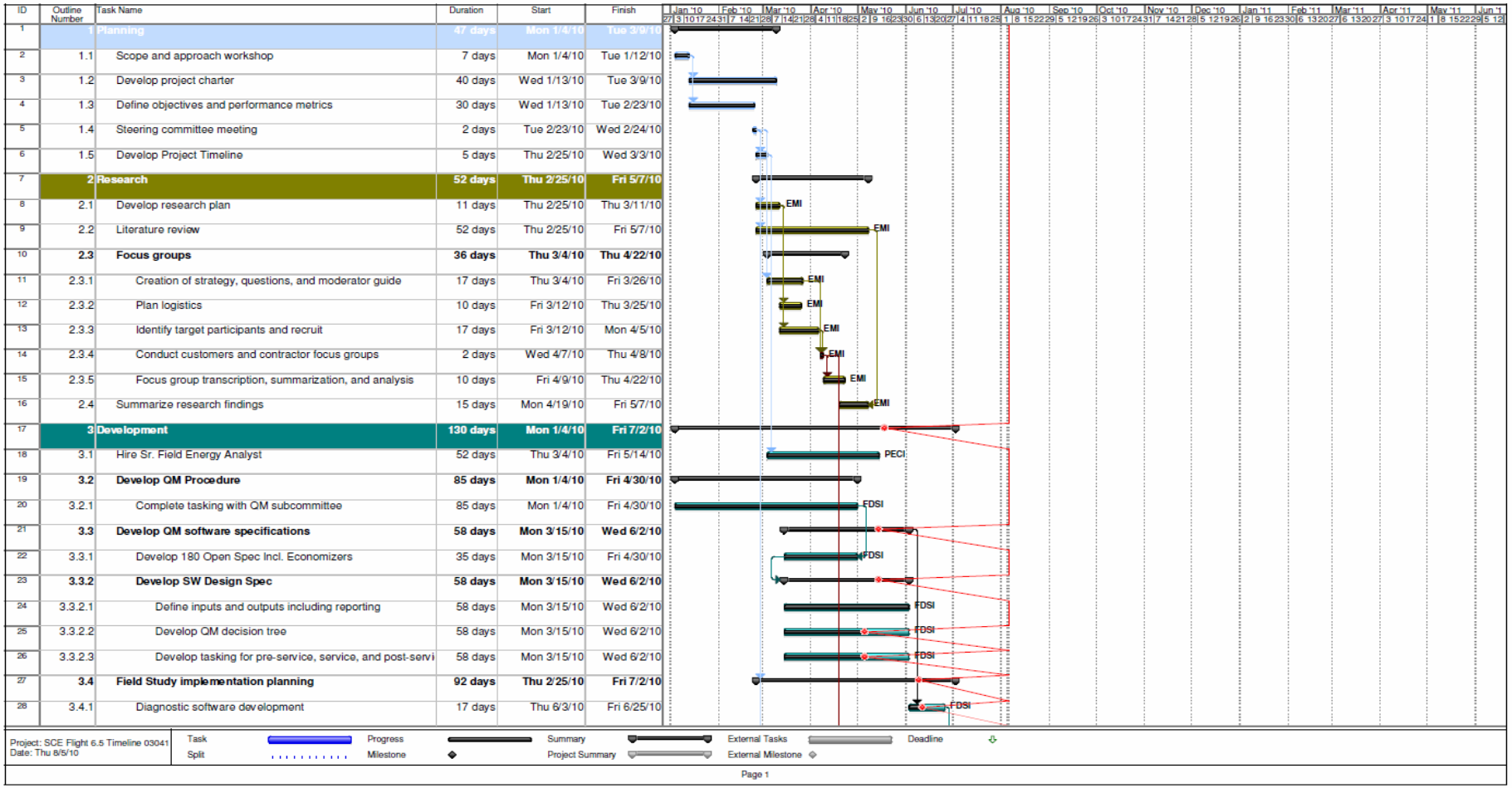
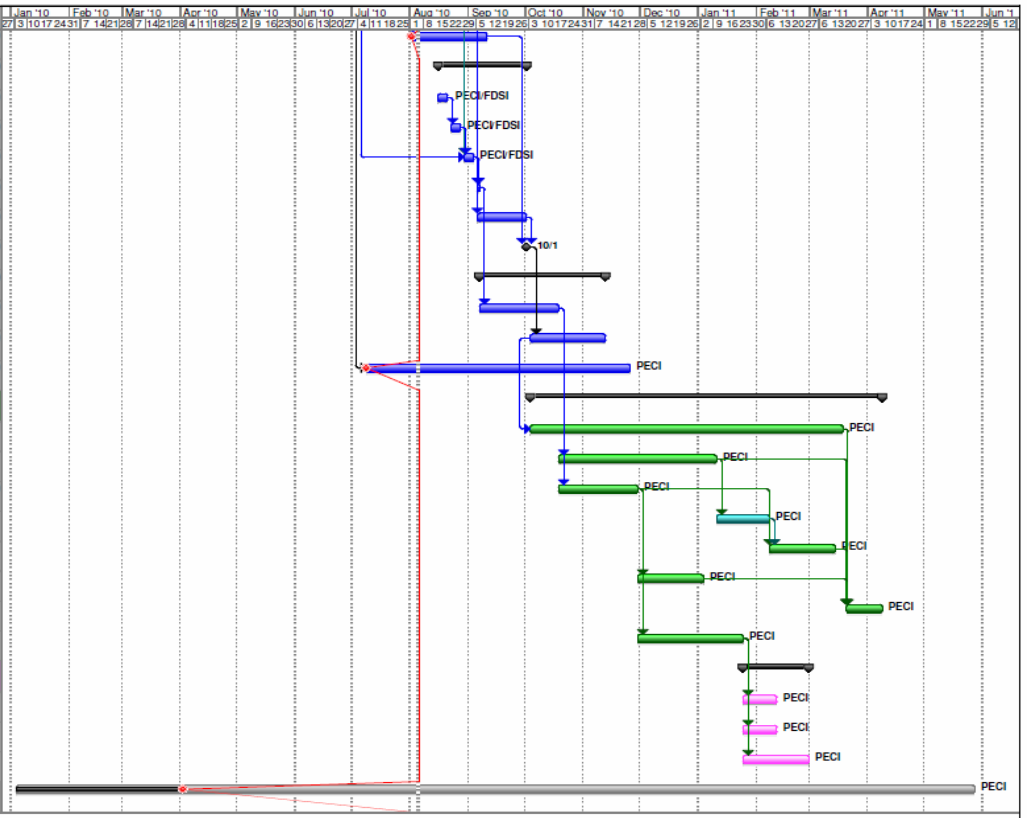


Table HVAC-7

ID	Outline Number	Task Name	Duration	Start	Finish
67	4.21.2	Monitoring of last rooftop	30 days	Mon 8/2/10	Fri 9/10/10
68	**4.22**	**Manage contractors through application of QM standard**	**35 days**	**Mon 8/16/10**	**Fri 10/1/10**
69	4.22.1	Dry run of technician training	5 days	Mon 8/16/10	Fri 8/20/10
70	4.22.2	Training evaluation/updates	5 days	Mon 8/23/10	Fri 8/27/10
71	4.22.3	Technician training	5 days	Mon 8/30/10	Fri 9/3/10
72	4.22.4	180 on first rooftop	1 day	Mon 9/6/10	Mon 9/6/10
73	4.22.5	180 on all rooftops	20 days	Mon 9/6/10	Fri 10/1/10
74	4.22.6	finish 180	0 days	Fri 10/1/10	Fri 10/1/10
75	**4.23**	**Post-monitoring**	**49 days**	**Tue 9/7/10**	**Fri 11/12/10**
76	4.23.1	Post-monitoring on 1st rooftop	30 days	Tue 9/7/10	Mon 10/18/10
77	4.23.2	Post-monitoring on last rooftop	30 days	Mon 10/4/10	Fri 11/12/10
78	4.24	Field Test development and implementation	100 days	Fri 7/9/10	Thu 11/25/10
79	**5**	**Evaluation**	**135 days**	**Mon 10/4/10**	**Fri 4/8/11**
80	5.1	Field and customer feedback	120 days	Mon 10/4/10	Fri 3/18/11
81	5.2	Perform evaluation field work	60 days	Tue 10/19/10	Mon 1/10/11
82	5.3	Collect monitoring data and equipment	30 days	Tue 10/19/10	Mon 11/29/10
83	5.4	Develop contractor and customer value propositions	20 days	Tue 1/11/11	Mon 2/7/11
84	5.5	Evaluate market potential	25 days	Tue 2/8/11	Mon 3/14/11
85	5.6	Perform Six Sigma Lean Expert Analysis	25 days	Tue 11/30/10	Mon 1/3/11
86	5.7	Perform go/no-go analysis	15 days	Mon 3/21/11	Fri 4/8/11
87	5.8	Write evaluation report	40 days	Tue 11/30/10	Mon 1/24/11
88	**6**	**Phase II Framework and Recommendations**	**25 days**	**Tue 1/25/11**	**Mon 2/28/11**
89	6.1	Develop scope of Phase II (Mid Term Development)	14 days	Tue 1/25/11	Fri 2/11/11
90	6.2	Generate plan for additional research	14 days	Tue 1/25/11	Fri 2/11/11
91	6.3	Generate full scale program framework	25 days	Tue 1/25/11	Mon 2/28/11
92	**7**	**Perform project and client management**	**365 days**	**Mon 1/4/10**	**Fri 5/27/11**



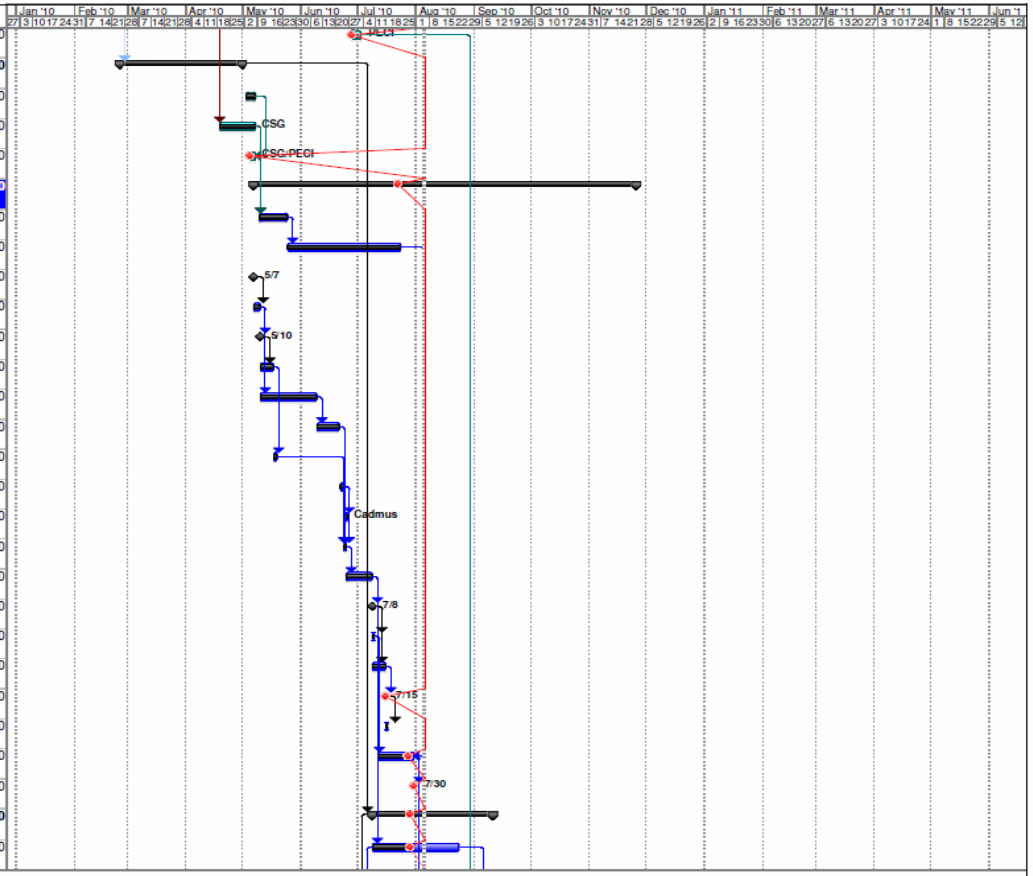
Project: SCE Flight 6.5 Timeline 03041
Date: Thu 8/5/10

Task | Progress | Summary | External Tasks | Deadline
Split | Milestone | Project Summary | External Milestone

Page 3

Table HVAC-7

ID	Outline Number	Task Name	Duration	Start	Finish
29	3.4.2	Software test	5 days	Mon 6/28/10	Fri 7/2/10
30	**3.4.3**	**Develop Field Study and Monitoring Approach**	**47 days**	**Thu 2/25/10**	**Fri 4/30/10**
41	3.4.4	Develop Field Study Implementation Plan	5 days	Mon 5/3/10	Fri 5/7/10
42	3.4.5	Contractor/customer identification/selection process	15 days	Mon 4/19/10	Fri 5/7/10
43	3.4.6	Develop participation agreements	3 days	Wed 5/5/10	Fri 5/7/10
44	**4**	**Field Study**	**145 days**	**Fri 5/7/10**	**Thu 11/25/10**
45	4.1	Enroll participants	11 days	Mon 5/10/10	Mon 5/24/10
46	4.2	Site Verification	44 days	Tue 5/25/10	Fri 7/23/10
47	4.3	Choose monitoring product	0 days	Fri 5/7/10	Fri 5/7/10
48	4.4	Get buy-in from MeI/SCE to proceed	1.5 days	Fri 5/7/10	Mon 5/10/10
49	4.5	Order one set of monitoring equipment	0 days	Mon 5/10/10	Mon 5/10/10
50	4.6	Lead time	5 days	Mon 5/10/10	Mon 5/17/10
51	4.7	Create and submit CWA budget change order	22 days	Mon 5/10/10	Wed 6/9/10
52	4.8	CWA change order approval	8 days	Wed 6/9/10	Mon 6/21/10
53	4.9	Bench test monitoring equipment	2 days	Mon 5/17/10	Wed 5/19/10
54	4.10	Field test monitoring equipment	2 days	Tue 6/22/10	Wed 6/23/10
55	4.11	Create monitoring installation guide	2 days	Thu 6/24/10	Fri 6/25/10
56	4.12	Order remaining equipment	1 day	Thu 6/24/10	Thu 6/24/10
57	4.13	Lead time	10 days	Fri 6/25/10	Thu 7/8/10
58	4.14	First equipment arrives	0 days	Thu 7/8/10	Thu 7/8/10
59	4.15	Start kitting	1 day	Fri 7/9/10	Fri 7/9/10
60	4.16	Lead time	5 days	Fri 7/9/10	Thu 7/15/10
61	4.17	Last equipment arrives	0 days	Thu 7/15/10	Thu 7/15/10
62	4.18	Start kitting	1 day	Fri 7/16/10	Fri 7/16/10
63	4.19	Install monitoring equipment	15 days	Mon 7/12/10	Fri 7/30/10
64	4.20	Monitoring equipment installed	0 days	Fri 7/30/10	Fri 7/30/10
65	**4.21**	**Baseline Monitoring**	**46 days**	**Fri 7/9/10**	**Fri 9/10/10**
66	4.21.1	Monitoring of first rooftop	32 days	Fri 7/9/10	Mon 8/23/10



Project: SCE Flight 6.5 Timeline 03041
Date: Thu 8/5/10

Task | Split | Progress | Milestone | Summary | Project Summary | External Tasks | External Milestone | Deadline

Table HVAC-8

Status of progress towards completion of roadmap (i.e., plan and recommendations) to support the development of a national standard diagnostic protocol (activities, concrete actions taken).

Milestones and due dates identified in project plan	N/A*

*Please refer to the narrative.

Table HVAC-9

Status of progress towards completion (activities, concrete actions taken) of detailed WE&T roadmap (plans, goals, timelines and recommendations).

Milestones and due dates identified in project plan	N/A*

*Please refer to the narrative.

Table MEO-1

Awareness and knowledge of key elements of the Engage360 brand among customer groups specifically targeted by grassroots and social networking phase of the program.

Metric	Number
Awareness and knowledge of key elements	Not Available*

*Please refer to the narrative.

Table WET-5

Percent of K-12 WET Connection program participants that are from Title-1 schools

Metric	Number and Percent
Total # of schools	1209
Total # of schools from Title-1 schools	586
% Title-1 participating schools	48.47%

Table WET-6.1

Complete baseline study to determine the current number of partnerships. (Y/N)

Metric	Y/N
Complete baseline study?	Y

Table WET-6.2

Number of high school continuing education outreach partnerships in WE&T Connections

High schools	Number
# High school continued education partnerships	0

Appendix E

SCE Reporting and Narratives for Approved Pilot Program Targets

Program Year 2010

SCE Narratives for
Reporting of Approved Pilot Program Targets
Program Year 2010

Submitted: May 2, 2011

The following narratives for the 2010-2012 Energy Efficiency Portfolio Pilot Programs are submitted herein, pursuant to Commission Decision (D.) 09-09-047 (Ordering Paragraphs 11 & 20). The targets were submitted via numerous advice letters and approved through Energy Division issued Disposition Letters[i].

SUSTAINABLE COMMUNITIES (Third Party) SCE-TP-034

Sustainable Communities targets were submitted in Supplement to Advice 2425-E, Southern California Edison Company's 2010-2012 Energy Efficiency Pilot Programs and subsequently approved on April 30, 2010.

SCE's Sustainable Communities Program (SCP) is a non-resource program that provides design/technical assistance, training, and other professional resources to new construction projects. The program intervenes to incorporate sustainable/green building practices on large scale master planned projects and unique, smaller scale, zero net energy projects. The program offerings are tailored to large mixed use projects that may potentially include single and multi-family master-planned communities, office campuses, and retail space. As a new pilot program for PY2006-2008, SCP was designed to assist the developers of these large projects to achieve energy savings beyond the core new construction program requirements and incorporate sustainable building practices beyond energy efficiency. Renewed for PY2010-2012, Sustainable Communities is continuing promotion of sustainable development for community-scale projects and places a new emphasis on the goal of pursuing zero net energy. This program seeks to intervene in a total of 12 community scale projects.

Target/Metrics - Program progress towards meeting program metric goals

Target/Metric	Quantitative Target	Progress
1	Number of master-planned communities intervened in and with documented improvement in the qualitative nature of urban form per the LEED for Neighborhood Development checklist.	Seven projects Reporting Metric: LOIs Received and DAAs signed or being negotiated
2	Number of master-planned communities intervened in and with documented improvement in DSM performance per Title 24.	Seven projects Reporting Metric: LOIs Received and DAAs signed or being negotiated
3	Number of master-planned and zero net energy projects offered technical assistance and financial incentives to developers.	Ten projects Reporting Metric: Projects active in SCP or have been evaluated and are actively being pursued to participate in program

		No financial incentives currently offered
4	Number of tools developed or existing tools calibrated to refine assumptions about non-code usage such as plug load and occupant behavior.	One tool has been developed thus far for the program cycle. This is the "Community Benchmarking Tool" which is derived from the Planning Goal setting tool and has been tested on a current project. Additionally, the SCP team is in the process of evaluating and developing several other tools, including the: • CEC/NREL Subdivision Energy Analysis Tool (SEAT) • NREL's Building Energy Optimization tool (BEopt) • KEMA's DSM ASSYST for forecasting energy use and savings from EE measures for community scale projects • An energy benchmarking tool, energy efficiency and renewable energy estimator for community scale projects
5	Number of zero net energy projects intervened in and with documented progress toward zero net energy.	Zero commercial ZNE projects Reporting Metric: LOIs Received and DAAs signed or being negotiated At least three potential commercial projects have been identified including a supermarket and hotel.

The program is on target with seven enrolled community scale projects. The projects vary from large scale infill to agricultural redevelopment to greenfield development. A new area is being explored in working directly with cities as they design/update general and specific plans to include sustainability. Additionally, a college campus project has recently been enrolled to offer technical assistance for improving and implementing an already aggressive master plan.

Description of changes in metrics used and reasons for the change

N/A

Program related or economic changes that impact metric results

Despite encountering one of the worst economic periods in recent times, SCP has located several qualifying projects in accordance with the metrics chosen. While Zero Net Energy projects are challenging to locate and gain commitment for, interest is present for both ZNE and community scale projects. As this program gains momentum and structure, confidence is inspired in its ability to secure cost-effective projects for energy saving resource programs.

SUSTAINABLE PORTFOLIOS (Third Party) SCE-TP-030

Sustainable Portfolios program targets were submitted in Supplement to Advice 2425-E, Southern California Edison Company's 2010-2012 Energy Efficiency Pilot Programs and subsequently approved on April 30, 2010.

The purpose of the Sustainable Portfolios program is to achieve significant energy, water, waste, and greenhouse gas (GHG) reductions in the hard-to-reach market of leased commercial office space. Sustainable Portfolios seeks commitments from real estate owners, investors and major tenants to "green" their portfolios of leased commercial office space. Target facilities include leased Class A and Class B office space. Outreach efforts will focus on leased floor space of at least 100,000 square feet.

Target/Metrics - Program progress towards meeting program metric goals

Target/Metric	Quantitative Target	Progress
1	Total number of square feet of buildings where owners, occupants, and appraisers have been presented with economic, comfort, and productivity cases.	None at this time (see explanation below)
2	Proposal of business models and supplier infrastructure to deliver integrated and comprehensive "one stop" energy management solutions.	None at this time (see explanation below)

Program progress towards meeting goals

SCE is re-bidding this program because the originally selected bidder dropped out of contract negotiations. SCE is hopeful that an appropriate vendor can be found to continue the implementation of this innovative program as it was first introduced to SCE (and subsequently funded) via an open, not targeted, solicitation. An RFP is being completed and will be issued in the first half of 2011.

Description of changes in metrics used and reasons for the change

N/A

Program related or economic changes that impact metric results

N/A

LGP STRATEGIC PLANNING PILOT PROGRAM (Local Government Program) SCE-L-004t

The LGP Strategic Planning Pilots are designed to provide increased funding and support for city, county and regional governments to pilot activities that directly support the LGP Strategic Plan goals and strategies. These pilot programs are a result of solicitation process whereby local governments were solicited to propose activities above and beyond normal partnership work that would directly align with the Strategic Plan.

Program progress towards meeting goals

D.09-09-047 required SCE to execute a competitive solicitation process for city, county, and regional governments to pilot innovative local government strategic plan strategies. D.09-09-047 also directed the IOUs to develop a strategic plan menu of tasks for local governments to select from in implementing Strategic Plan work. SCE and other IOUs worked with the Energy Division to develop this menu, which was used as the basis for SCE's solicitation. SCE held a two-phase solicitation; the first phase pilots were filed as part of Advice 2473-E-A, and approved by disposition letter on March 8, 2011. As such, there was no implementation activity during 2010.

Description of changes in metrics used and reasons for the change

N/A

Program related or economic changes that impact metric results

N/A

PALM DESERT DEMONSTRATION PILOT (Local Government Program) SCE-L-004n

The Palm Desert Demonstration Partnership is a pilot program designed to implement new energy efficiency strategies in the City of Palm Desert, in support of the City's aggressive energy savings goals. Program initiatives include the "One-Stop-Shop" pool pump offering, the Energy Efficiency Upgrade initiative which provides an onsite or online energy efficiency survey designed to include a higher level of direct customer contact, and, a Commercial Strategies initiative designed to target key commercial sectors in Palm Desert and provide innovative non-monetary incentives.

Program progress towards meeting goals

Pursuant to D.09-09-047, SCE filed a separate Application for the Palm Desert Partnership on July 2, 2010. This Application was approved on December 16, 2010, authorizing funding for the program, but also requiring a follow up compliance Advice Letter to detail the program design. SCE filed this Advice Letter on January 31, 2011.[1] SCE subsequently received a supplemental notice from Energy Division for additional program detail on March 25, 2011 and is currently revising the program implementation plan and pilot criteria to comply with this request. As such, final program performance metrics are under development and will require Energy Division approval.

Description of changes in metrics used and reasons for the change

N/A

Program related or economic changes that impact metric results

N/A

CERTIFICATE OF SERVICE

I hereby certify that, pursuant to the Commissioner's Rules of Practice and Procedure, I have this day served a true copy of **SOUTHERN CALIFORNIA EDISION COMPANY'S (U 338-E) 2011 ANNUAL REPORT FOR 2010 ENERGY EFFICIENCY PROGRAMS** on all parties identified in the attached service list(s).

Transmitting the copies via e-mail to all parties who have provided an e-mail address. First class mail will be used if electronic service cannot be effectuated.

Executed this **5th day of May, 2011**, at Rosemead, California.

/s/ Alejandra Arzola
Alejandra Arzola
Project Analyst
SOUTHERN CALIFORNIA EDISON COMPANY

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