



SOUTHERN CALIFORNIA
EDISON

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**Southern California Edison Company's
2003 Energy Efficiency Programs
Second Quarter Report**

August 2003

**Southern California Edison Company's
2003 Energy Efficiency Programs
Second Quarter Report**

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Program Title: **Residential Appliance Recycling Program**

I. Program Overview

The Residential Appliance Recycling Program (RARP) is a statewide investor-owned utilities program designed to reduce energy usage by allowing eligible residential customers (single family and multifamily owners/landlords and tenants) to dispose of their working, inefficient primary and secondary refrigerators and freezers in an environmentally safe manner. Two units, refrigerators or freezers, may be recycled per customer service location per program year. Participation is on a first-come, first serve basis. A recycling incentive of \$35 or a five-pack of compact fluorescent lamps (CFLs) is offered to customers who turn in working units between 14-27 cubic feet.

II. Program Summary

In compliance with Decision 03-01-038, all accomplishments will apply toward 2003 program targets.

1. Total program budget

2003	Amount
Authorized Budget	\$6,000,000
Program Expenditures (includes program commitments)*	\$2,786,225

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

2. Total net demand reduction and energy savings:

	Net kW*	Net kWh*	Refrigerators	Freezers
Target	5,987	38,618,794	26,888	6,722
Actual	1,578	10,050,119	7,961	792
Committed	931	5,668,853	4,513	370
Total Recorded	2,509	15,718,972	12,474	1,162

*Per Decision 03-04-055, Table 2b.

3. Total number of units:

Projected: 33,610

Actual: 7,711

4. Projected and actual number of units:

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Please refer to program activity tables in corresponding program workbook.

5. Total incentive (\$) paid:
Paid = \$1,348,120, Committed = \$1,237,575

III. Program Implementation Status

1. Status of program delivery
The 2003 program was implemented as approved by the CPUC effective April 18, 2003. An RFP was issued as directed by the CPUC and a bidder will be selected in the third quarter to implement the remainder of the 2003 program.
2. Customer Enrollment
Two blank copies of the 2002 Appliance Recycling program application forms were sent to the CPUC's Energy Division.
3. Workbook
Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.
4. Training
The program did not sponsor any training during the quarter.
5. Marketing

List Pieces	Quantity	Method of Delivery	# w/Each Method
Save Energy Save Money Brochure	800,000 high-use customers	Direct Mail	2 drops
Penny Saver Ad	Included 80% penetration in HTR markets	Print Ad	2 weeks

6. Hard to Reach
The hard-to-reach (HTR) target filed for 2003 is 57 percent as identified by the HTR categories used for this program. In the second quarter of 2003, 54 percent of RARP participants were from HTR markets. Future marketing activities for RARP will focus primarily on the HTR markets to reach the targeted goal for 2003.

IV. Program Accomplishments

During the second quarter of 2003, the program continued offering customers refrigerator/freezer pick-up and recycling services.

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V. Program Challenges

None.

VI. Customer Disputes

None.

VII. Compliance Items

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

Decision 03-04-055, Ordering Paragraph 3 states:

No party shall delay program commencement or preparation pending submission of or Commission action on these plans.

Response:

Program commencement and preparation were not delayed and commencement began immediately after the issuance of Decision 03-24-055.

Decision 03-04-055, Ordering Paragraph 6 states:

The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

Response:

SCE and the other IOUs are working together to market their statewide programs. SCE's Program Implementation Plans and quarterly reports (marketing section) describe utility efforts to coordinate programs.

D. 03-04-055, Attachment 2, "2003 IOU Statewide Programs," Item 3,

Residential Appliance Recycling Program states:

"3. Residential Appliance Recycling Program

The program administrator (SCE) will issue a competitive RFP for the recycling services associated with the 2003 RARP."

Response:

In compliance with D. 03-04-055, Attachment 2, "2003 IOU Statewide Programs," Item 3, SCE has issued a competitive RFP for the recycling services associated with the 2003 RARP. To avoid customer disruption, the program remains operational during the RFP selection process.

"The Net to Gross Ratios (NTGR) used in the 2002 RARP (0.80) are to be restored to previously used NTGR derived in CALMAC study #537 (0.53 for refrigerators and 0.57 for freezers)."

Response:

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In compliance with D. 03-04-055, Attachment 2, "2003 IOU Statewide Programs," Item 3, SCE's Net to Gross Ratios (NTGR) used in the 2002 RARP (0.80) are restored to previously used NTGR derived in CALMAC study #537 (0.53 for refrigerators and 0.57 for freezers).

"The lower threshold of admissible refrigerators and freezers should be raised from 10 to 14 cubic feet."

Response:

In compliance with D. 03-04-055, Attachment 2, "2003 IOU Statewide Programs," Item 3, SCE has raised the threshold of admissible refrigerators and freezers from 10 to 14 cubic feet.

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Program Results Workbook**

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Program Title: **Single Family Energy Efficient Rebate Program**

I. Program Overview

The Single Family Rebate program is a comprehensive program whose purpose is to encourage residential customers to take actions that reduce the consumption of energy in the home. The program provides financial incentives to residential customers and contains three core components: (1) customer rebates; (2) customer information and education, and (3) marketing and outreach to manufacturers, retailers and distributors. Each component is essential to enhancing customers' understanding of and demand for energy efficient products in the residential retrofit and renovation market. Each of the major end-uses of electricity in the home is targeted in this program: heating and cooling equipment, attic and wall insulation, pool pumps and motors, water heating, and windows.

II. Program Summary

1. Total program budget

2003	Amount
Authorized Budget	\$6,000,000
Program Expenditures (includes program commitments)*	\$2,090,919

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

2. Total net demand reduction and energy savings:

	Net kW*	Net kWh*
Projected	12,012	20,146,312
Actual	3,110	4,356,608
Committed	1,187	1,577,690
Total Recorded	4,297	5,934,298

*Per Decision 03-04-055, Table 2b, SCE was directed to modify the pool pump and motor energy savings and demand reduction targets. The previous targets were 17,025,886 kWh and 11,803 kW.

3. Total number of customers served:

Projected: 38,000
Actual: 9,607

4. Projected and actual number of units:

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Please refer to program activity tables in corresponding program workbook.

5. Total rebate (\$) paid:
Paid = \$1,032,585 Committed = \$469,087

III. Program Implementation Status

1. Status of program delivery

Statewide investor-owned utilities (IOUs) jointly coordinated the launching of the new 2003 program through the second quarter. Upon receiving the commission's decision of April 16th, 2003, the IOUs posted all required changes to their websites within days. Program notifications were mailed to participating retailers and contractors announcing the 2003 program. The IOUs began offering rebates on the new electric water heater measure, and revised rebate amounts for pool pumps and motors and whole house fans. To simplify the process for customers to participate in the HVAC measures each IOU posted on their website a list of qualifying models.

SCE specific activities included:

- The development of a brochure that summarizes each measure available in the new 2003 Single Family Rebate program. The brochure was distributed in May to SCE's 800 number/customer call center and the Mobile Education Unit participating in community events and home shows/fairs.
- The mailing in June of a bill insert to all residential customers advising them of the availability of the residential rebate program.
- The direct mailing in June to approximately 800,000 high-use residential customers promoting rebates available for programmable thermostats and pool pumps and motors.
- The preparation of a one-page application/brochure for the pool pump and motor measure and point-of-purchase display. The new application/brochure and display were distributed to approximately 250 pool retailers in SCE's service area. Included in the distribution was a counter display stand and a clip-on with insert. Additionally, this one-page application was included in the Independent Pool and Spa Service Association's monthly newsletter in June. This newsletter is distributed to approximately 1,500 pool service professionals in the SCE service territory.
- The direct mailing in June to 100,000 homeowners with pools promoting rebates for pool pumps and motors.

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- The direct mailing in June to 852,500 households in predominantly hard-to-reach areas promoting programmable thermostats.
- Included Home Depot as a participating retailer in the point-of-sale delivery method for the programmable thermostat measure.
- Save Energy, Save Money radio ads starting June 9 promoting rebates for programmable thermostats.
- The conduct of Save Energy Save Money radio spots in June featuring electric water heaters.
- The design and development of a one-page application/brochure for the electric water heater and the whole house fan measures.

2. Customer Enrollment

Two blank copies of the program application forms were sent to the Commission's Energy Division.

3. Workbook

Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.

4. Training

Training during the first quarter included the call center and the rebate processing center on all aspects of the new 2003 program. Education and training of sales personnel at the pool supply retail stores was conducted simultaneously with the distribution of the point of purchase materials.

5. Marketing

Marketing activities consisted of IOU review of advertising and marketing materials developed by the Statewide Marketing and Outreach program providers to educate consumers about the benefits of energy efficiency and to promote the statewide IOU rebate programs.

6. Hard to Reach

The HTR target for 2003 is to have 34 percent of the rebate applications come from HTR customers. As of the second quarter, 36.5 percent of the submitted rebate applications came from HTR customers.

IV. Program Accomplishments

As of the end of June, all marketing activities intended to give the program its initial launch have been executed.

V. Program Challenges

There were no program challenges during the second quarter.

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VI. Customer Disputes

None.

VII. Compliance Items

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

D. 03-04-055, Ordering Paragraph 3 states:

“No party shall delay program commencement or preparation pending submission of or Commission action on these plans.”

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

D. 03-04-055, Ordering Paragraph 6 states:

“The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.”

Response:

SCE will work together with other utilities to market their statewide programs. To the extent SCE offers the same programs SCE will advertise them together with the other utilities. SCE’s Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

Decision 03-04-055, states:

“SDG&E proposes to reduce the requirements for pool pumps and motors to achieve statewide consistency. Specifically, SDG&E proposes to eliminate the requirements of (1) peak shifting and (2) reduction of filtering time.

While statewide consistency is one program objective, it should not take precedence over goals relating to energy savings and cost-effectiveness. For that reason, we will deny SDG&E’s proposal to eliminate its peak shifting and filtering time standards and instead require the other IOUs to adopt the standards used by SDG&E in 2002.

All IOUs shall maintain the unit goals proposed for PY2003. Their future quarterly reports should include kW and kWh projections corrected for the increased standard. The entries for those measures should be accompanied by

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an explanation of how the numbers were changed from the filed implementation plans.”

Response:

The revised kW and kWh projections are shown in the Program Summary (Section II) listed above.

Decision 03-04-055, states:

“Retracted Measures

Energy Star® 80% AFUE furnaces will be removed from the list of measures eligible for incentives due to low customer demand for the measure.”

Response:

SCE has removed this measure from the 2003 Single Family Energy Efficiency Rebate program.

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Program Title: **Residential Retrofit Multifamily Energy Efficiency Rebates**

I. Program Overview

The Multifamily Energy Efficiency Rebate program is a statewide consistent program, which provides a broad list of qualifying energy efficiency measures with prescribed rebates for the installation of qualifying energy-efficient improvements in apartment dwelling units and in the common areas of apartment and condominium complexes, and common areas of mobile home parks. Property owners and property managers of existing residential multifamily complexes with 5 or more dwelling units may qualify. The program is uniform throughout all the IOU's service areas, with consistent terms and requirements and implementation characteristics, including rebate levels and application procedures.

II. Program Summary

1. Total program budget

2003	Amount
Authorized Budget	\$2,000,000
Program Expenditures (includes program commitments)*	\$1,447,797

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

2. Total net demand reduction and energy savings:

	Net kW*	Net kWh
Projected	314	3,989,157
Actual	508	789,916
Committed	1,567	2,670,576
Total Recorded	2,075	3,460,492

* Per Decision 03-04-055, Table 2b.

3. Total number of customers served:

Projected; 50 projects
Actual: 61 projects

4. Projected and actual number of units:

Please refer to program activity tables in corresponding program workbook.

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5. Total rebate (\$) paid:
Paid = \$407,465; Committed = \$ 906,345

III. Program Implementation Status

1. Status of program delivery
In compliance with Decisions 03-01-038 and 03-04-055. The 2002 program was extended through the first quarter of 2003. The 2003 program was implemented April 17, 2003.
2. Customer Enrollment
Two blank copies of the program application forms were sent to the Commission's Energy Division.
3. Workbook
Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.
4. Training
No statewide training was offered during the second quarter of 2003
5. Marketing

Marketing Piece	Quantity	Method of Delivery	No. Per Method
Multifamily Energy Efficiency Rebate Program Application Package	1	Distributed through: Energy Efficiency Call Center Representatives and voice response unit SCE Energy Efficiency Website	Toll free calls: 15 Web site: 65 (est.)
Statewide Advertising Placement	1	"Multifamily Trends" trade publication	30,000 circulation
Statewide Trade Show Representation	1	Multifamily Trends Conference, San Francisco	350 attendees
Trade Show Exhibitor	1	Apartment Owners Association, Long Beach	1,500 attendees
Contractor Presentations	1	On-site presentations	3 Contractors
Expo/Fair Exhibitor	1	Healthy Business Expo, City of Corona	225 attendees

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The SCE website identified below provides a description of the program; lists measures with general specifications and rebate levels; downloadable application forms, and SCE's toll-free Energy Efficiency telephone number. www.sce.com.

6. Hard to Reach

The HTR target for 2003 is to have 36 percent of the project applications come from HTR customers. During the second quarter, 64 percent of the submitted rebate applications came from HTR customers.

IV. Program Accomplishments

Statewide Activities:

- Statewide IOUs worked jointly to plan, coordinate and launch the 2003 Multifamily Rebate program following Commission approval April 17, 2003.
- With the implementation of the approved 2003 Multifamily Rebate program in the 2nd quarter, the reservation mechanism was established by the IOUs. The property owner/manager can request a certain unit/dollar amount be reserved for a period of 45 days. The program commits the units and dollars until the energy efficiency products are installed within 45 days from date of the approved reservation and receipt of a completed application to the utility.
- Through weekly conference calls, IOUs continue coordinated efforts to ensure statewide consistency of information, applications, statewide letters, participation requirements, terms and conditions, products, product specifications and rebate levels.
- IOUs developed and began use of a statewide multifamily advertisement with a placement in the Multifamily Trends magazine.

SCE-specific activities:

- SCE ensured timely availability of the 2003 Rebate Application making it available on SCE's Web site and by mail, email and facsimile for the Commission's April 17, 2003 decision.
- During the 2nd Quarter, SCE program management communicated 2003 program information, parameters, and reservation policy to key customers and contractors with known interests in the program via telephone, email, and in-person presentations.

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- SCE successfully managed program reservations, funding and application processing to achieve actual and committed incentives up to 93% of program funds and 91% of the program's energy savings goal.
- SCE teamed with Southern California Gas Company as a joint exhibitor promoting our Multifamily Rebate Programs at the Apartment Owners Association trade show in April.

V. Program Challenges

There were no program challenges during the second quarter.

VI. Customer Disputes

No customer disputes to report.

VII. Compliance Items

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

Decision 03-04-055, Ordering Paragraph 3 states:

"No party shall delay program commencement or preparation pending submission of or Commission action on these plans."

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

Decision 03-04-055, Ordering Paragraph 6 states:

"The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages."

Response:

SCE will work together with other utilities to market their statewide programs. To the extent SCE offers the same programs SCE will advertise them together with the other utilities. SCE's Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

Decision 03-04-055, page 5, states -

"Accordingly, the IOUs shall limit reservations for a single program participant (including installing contractors and property management companies) to no more than 5% of the available statewide incentive budget. In addition,

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reservations of funding should expire within 45 days if installations are not complete and final claims for incentives submitted. Participants may be provided with an extension to the 45-day period, at the discretion of the IOU.”

Response:

In response to Decision 03-04-055, SCE will apply the 5 percent cap to its program incentive budget. The cap will apply to the incentive budget shown in SCE's approved program implementation plan and will not change during the year unless the incentive budget is modified.

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Program Title: **Home Energy Efficiency Survey Program**

I. Program Overview

The statewide Home Energy Efficiency Survey Program provides residential customers with energy efficiency information to help them understand, control and reduce energy usage in their homes. The program targets hard-to-reach customers and offers mail-in and on-line surveys in English, Spanish and Chinese. Customers completing a mail-in or on-line survey receive a customized energy report that provides an analysis of their actual energy usage. The energy report also includes charts and graphs and information on energy efficiency products and services, rebate programs and other energy-related information to encourage the adoption of energy efficiency measures identified through the energy survey.

The mail-in surveys involve targeted direct mailings and provide customers with limited or no on-line access the flexibility to receive energy information. The on-line surveys are available on SCE's website in an interactive or web-posted format. The English interactive survey provides customers with immediate results on-line, and the web-posted Spanish and Chinese surveys are downloadable from SCE's website. Customers complete the surveys and submit them for processing to receive their customized energy reports.

II. Program Summary

In compliance with Decision 03-01-038, all accomplishments will apply toward 2003 program targets.

1. Total program budget

2003	Amount
Authorized Budget	\$1,295,654
Program Expenditures (includes program commitments)*	\$132,299

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

2. Total net demand reduction and energy savings:

Based upon the California Public Utilities Commission approved Energy Efficiency Policy Manual, this information program is not expected to demonstrate energy savings or demand reductions.

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3. Total number of customers served:

	Mail-In Survey	On-line Survey	Total Surveys
Target	18,000	12,000	30,000
Actual	10,618*	6,297	16,915*

* Actual (including program commitments) = [actual + committed thru June 30, 2003]

4. Projected and actual number of units:
Please refer to program activity tables in corresponding program workbook.
5. Total rebate (\$) paid:
Not applicable to this information program.

III. Program Implementation Status

1. Status of program delivery
In compliance with Decision 03-04-055, statewide utilities worked jointly to launch the Home Energy Efficiency Survey Program following Commission approval on April 17th, 2003.
2. Customer Enrollment
The following sample copies of audits were sent to the Commission's Energy Division:
- Mail-in survey - English and Spanish in all four IOU service territories
 - Chinese in PG&E, SoCalGas, and SCE service territories, and
 - Vietnamese in SDG&E's service
3. Workbook
Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.
4. Training
Customer training is typically not conducted due to the nature of the program.

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5. Marketing

Description	Quantity	Method of Delivery	Number with Each Method
Mail-in direct mail solicitation packages	99,971 in English	Direct mailings with emphasis on HTR customers	99,971 in English
On-line interactive survey in English completed	6,297	website	6,297
On-line Survey e-mail blasts with Opt-influence, Integraclick,24/7, Terra-Lycos, and Yahoo! Delivers	731,000	e-mail	6,297 on-line surveys completed
On-line Advertising with Yahoo, Weather.com, City Search, AOL, and Mapquest web sites	4,050,000	website	6,297 on-line surveys completed

6. Hard to Reach

SCE's 2003 hard-to-reach (HTR) target is to send at least 50 percent of the mail-in surveys to HTR customers, as defined by the CPUC. During the second quarter of 2003, SCE mailed 49,966 direct mailing solicitation packages in English to customers in HTR zip codes in SCE service territory.

IV. Program Accomplishments

Statewide utilities worked jointly to plan, coordinate and launch the 2003 Single Family Rebate program following Commission approval on April 16th, 2003.

Statewide activities include:

- Implementation of new statewide pricing structure for mail-in surveys, a statewide survey mailing schedule and standard statewide reporting requirements to improve program delivery.
- Selection of statewide vendor to develop an interactive on-line home energy efficiency survey in Spanish. Spanish language survey tool will be posted on IOU web-sites during third quarter.
- Reached mutual agreement to provide non-financial promotion to customers who complete the interactive on-line Spanish language HEES once available on web-sites.

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SCE-specific activities included:

- SCE completed its 2003 mailing strategy and plan to mail 250,000 direct mail solicitation packages to 100 percent hard-to-reach customers. SCE mailed 49,966 English solicitation packages late June.
- SCE continue with its on-line marketing campaign for on-line surveys that included 731,000 e-mail blasts and 4,050,000 banner ads on 5 local and regional websites, and offered customers promotional offers. E-mail blasts included an e-mail reminder for those customers who opted to take the survey at a later convenient time. Promotional offers include Blockbuster® campaign that offered customers a free movie rental through April to increase customer participation in both the mail-in and on-line surveys.
- In late May, SCE implemented a “fast track” version of the on-line English interactive surveys to increase customer participation. The “fast track” survey allows customers to receive personalized energy-saving information without the use of their account number. In addition, SCE started an intensive marketing promotion by offering customer a \$5 complimentary Starbucks card for the completion of an on-line survey. This effective marketing campaign resulted in 4,545 completed surveys within 34 days. SCE expects to experience a high level of customer participation with the on-line surveys through third quarter.
- Planning the on-line interactive survey version in Spanish. The new Spanish survey will allow customers who do not read English to reap the same benefits that on-line survey offers in English language.

V. Program Challenges

None.

VI. Customer Disputes

None.

VII. Compliance Items

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

Decision 03-04-055, Ordering Paragraph 3 states:

“No party shall delay program commencement or preparation pending submission of or Commission action on these plans.”

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

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Decision 03-04-055, Ordering Paragraph 6 states:

The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

Response:

SCE will work together with other utilities to market their statewide programs. To the extent SCE offers the same programs SCE will advertise them together with the other utilities. SCE's Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

Decision 02-03-056, states:

"50% of all mailed statewide residential Home Energy Efficiency Surveys shall be sent to hard to reach customers. IOU's shall develop and make available a Spanish language version of the survey and a version in the most prevalent Asian language in the IOU's territory for both mailing and web posting within two months of the launch of their survey programs."

Response:

SCE is actively targeting hard to reach customers via direct mailing efforts, based on each IOU's unique marketing strategy.

Decision 03-04-055, states:

"We require each (IOU) to provide mailed and online surveys in Spanish. The IOUs should continue to send 50% of mail-in surveys to hard to reach customers."

Response:

IOU's continue to work jointly to implement the Commissions mandate of a Spanish version interactive online survey. IOU's are targeting the third quarter 2003, for the addition of this component. IOU's continue to send at least 50% of mailed surveys to hard to reach customers.

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Program Title: **California Energy Star New Homes Program – Single Family
California Energy Star New Homes Program -- Multifamily**

I. Program Overview

The California Energy Star® New Homes Programs continue to build on one of the most successful efforts undertaken over the past decade by Pacific Gas & Electric (PG&E), Southern California Edison (SCE), San Diego Gas & Electric (SDG&E) and Southern California Gas (SoCalGas) to influence the design and construction of energy-efficient single family and multi-family dwellings. The most successful elements of the various utility programs have been combined with input from the California Energy Commission, the U.S. Environmental Protection Agency (EPA), and California home builders to create two statewide programs with identical applications, incentives, and requirements for both the single family and multi-family sectors, with a targeted effort in Hard-to-Reach (HTR) residential new construction markets.

The California Energy Star® New Homes Programs are designed to encourage single family and multi-family (including rental apartments, condominiums, and townhomes) builders to construct units that reduce energy usage through a combination of financial incentives, design assistance and education. Due to the long-term nature of new construction, these incentives will be available to participants that meet program requirements and can be verified by December 2005. The program is performance-based and no specific measures or equipment are required for participation or qualification.

The program will offer a multi-family high-rise component for projects that use the 2001 Energy Efficiency Standards for High-Rise Residential Buildings. The EPA's Energy Star® currently does not have a designation for multi-family buildings above 3 stories. The information gathered as a result of this component will be shared with EPA Energy Star®. EPA is interested in the outcome of this program activity for possible future Energy Star® designation of multi-family buildings that are four or more stories.

II. Program Summary

1. Total program budget

2003	Amount
Authorized Budget	\$5,000,000
Program Expenditures (includes program commitments)*	\$2,005,338

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

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2. Total net demand reduction and energy savings:

	Net kW*	Net kWh*
Projected	5,240	4,835,952
Actual	-	-
Committed	2,615	2,422,781
Total Recorded	2,615	2,422,781

*Energy Saving targets are a combined total of the California Energy Star New Homes Program (single family and multifamily), and include the correct MF targets. Energy Savings targets were revised per the CPUC's directive in Decision (D.) 03-01-038.

3. Total number of customers served:

Projected: 5,000 units, Single Family; 2,000 units, Multifamily
Actual: 1,917 units, Single Family; 813 Multifamily

4. Projected and actual number of units:

Please refer to program activity tables in corresponding program workbook.

5. Total rebate (\$) paid:

Paid = \$0, Committed = \$ 1,752,200

III. Program Implementation Status

1. Status of program delivery

Effective April 17, 2003 the 2003 California Energy Star New Homes Program was kicked off.

2. Customer Enrollment

Two blank copies of the 2002 program application forms were sent to the Commission's Energy Division.

3. Workbook

Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.

4. Training

SCE's multifamily training kicked off on June 24 in Irvine. SCE along with PG&E are hosting a series of training classes targeting architects, energy consultants, multifamily builders, and other industry professionals. The focus

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of the training is to offer information on the new, utility-sponsored design assistance and design team incentives; educate the industry on the most cost effective means of designing, modeling, and building energy efficiency into new multi-family construction projects; and provide information on resources that are available to assist the industry's efforts to improve the energy efficiency of their multi-family project.

5. Marketing

Application Status:

Application Type	# Offered	# Received	Units
Single Family	75	13	1917
Multifamily	40	9	813

- The statewide CESNHP builder ad officially went into print. The 2003 ad was run in 7 statewide trade journals with a combined readership of over 46,000 building industry professionals
- The CESNHP brochures were created and delivered this quarter. SCE printed roughly 1500 brochures for distribution to the building industry.
- The MF Design Training created an online registration and website to help facilitate the marketing and enrollment process. The website is located at: www.DesigningForEfficiency.com
- SCE updated the new construction website with the new 2003 program and applications.

6. Hard to Reach

All hard-to-reach accomplishments will apply toward 2003 targets. No first quarter targets were set.

Authorized DI	HTR Target (20% of DI \$)	Actual HTR	Actual % of DI
\$2,750,000	\$550,000	\$303,700	55%

IV. Program Accomplishments

- SCE along with PG&E, SCG and SDG&E attended the California Building Industry Association's Quarterly Meeting/Legislative Conference and "kicked off" the 2003 CESNHP.
- SCE, along with PG&E, SCG, and SDG&E officially kicked off the CESNHP at the Pacific Coast Builders Conference ("PCBC") June 18 – 20 at the Moscone Convention Center in San Francisco where PG&E and SCE (together with Sempra) maintained booths at the three-day trade show .

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PCBC is the largest regional trade show in the U.S. In 2003 over 25,000 attendees visited 650 exhibits.

- Multifamily training program was able to acquire continuing education credits through the American Institute of Architects (AIA), adding a useful marketing “enhancement” to the training.

V. Program Challenges

None

VI. Customer Disputes

None

VII. Compliance Items

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

Decision 03-04-055, Ordering Paragraph 3 states:

“No party shall delay program commencement or preparation pending submission of or Commission action on these plans.”

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

Decision 03-04-055, Ordering Paragraph 6 states:

The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

Response:

SCE will work together with other utilities to market their statewide programs. To the extent SCE offers the same programs SCE will advertise them together with the other utilities. SCE’s Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

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Decision 03-04-055, Ordering Paragraph 14, states:

“Where program changes are required by this order, the utilities shall submit revised sections of their previously filed program implementation plans incorporating those changes. Those revisions shall be submitted to Energy Division staff within 45 days of this order.”

Response:

SCE submitted a revised program implementation plan incorporating the program changes required by this order on June 2, 2003.

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**Attachment A
Program Results Workbook**

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**Program Title: Statewide Nonresidential Standard Performance Contract (SPC)
Program**

I. Program Overview

This statewide program offers cash incentives for custom-designed energy savings retrofits of existing facilities to large and medium businesses, but small and very small businesses can also participate if their measures do not qualify for the Express Efficiency program.

Any utility customer paying the gas or electric Public Goods Charge (PGC) in the investor owned service territories would be eligible. This includes utility customers who may have opted to purchase electricity or gas from other suppliers. Third party Energy Efficiency Service Providers (EESPs) who sponsor energy efficiency retrofit projects at utility customer facilities are eligible to participate.

II. Program Summary

In compliance with Decision (D.) 03-01-038, all accomplishments will apply toward 2003 program targets.

1. Total program budget

2003	Amount
Authorized Budget	\$13,700,000
Program Expenditures (includes program commitments)*	\$11,358,444

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

2. Total net demand reduction and energy savings

	Net kW	Net kWh
Target	14,724	71,656,875
Actual	289	1,464,511
Committed	17,000	824,407,140
Total Actual and Committed (Recorded)	17,289	85,871,651

3. Total number of customers served

Projected: No projections in the Implementation Plan

Actual: 234 applications received

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4. Projected and actual number of units:
Please refer to the program activity tables shown in the corresponding program workbook.
5. Total incentives (\$) paid = \$193,559
Total incentives (\$) committed = \$10,311,820

III. Program Implementations Status

1. Status of program delivery:
In compliance with D. 03-04-055, the 2003 program was implemented April 17, 2003.
1. Customer Enrollment
Copies of these applications were sent to the California Public Utilities Commission Energy Division.
2. Workbook
Please refer to informational tables shown in the program workbook for details of program expenditures and program activities.
3. Training
This program did not sponsor any external training during this quarter.
4. Marketing:
At SCE, during the second quarter, the 2003 SPC program brochure was distributed at trade shows and events. In addition, the following marketing pieces were used.

List Pieces	Quantity	Method of Delivery	# w/Each Method
SPC Fact Sheets [brochure]	15,000	Provided to SCE Account Executives	15,000

- www.sce.com - SCE Web home page
 - <http://www.scespc.com> – SCE SPC Web site page
5. Hard to Reach
The SPC program was not designed for the-hard-to-reach customers; however the program outreach includes the hard-to-reach customers.

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IV. Program Accomplishments

In the second quarter, the IOU kicked off the PY03 Statewide SPC program after CPUC funding approval on April 17, 2003.

At SCE, 116 project applications were received in the second quarter. 102 applications were approved in the same time period.

V. Program Challenges

None.

VI. Customer Disputes

None

VII. Compliance Items

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

Decision 03-04-055, Ordering Paragraph 3 states:

“No party shall delay program commencement or preparation pending submission of or Commission action on these plans.”

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

Decision 03-04-055, Ordering Paragraph 6 states:

The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

Response:

SCE will work together with other utilities to market their statewide programs. To the extent SCE offers the same programs SCE will advertise them together with the other utilities. SCE’s Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

Decision 03-04-055, Attachment B, p. 11 states:

”In their 2003 SPC program submission, the IOUs propose to modify the 80-20 rule to include all fluorescent lamps except the installation of “leading edge” T-5 and PL lamps.”

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Response:

When the 2003 SPC program is implemented during the second quarter of 2003, the program will modify the current 80-20 rule, instituted in 2002 which requires all lighting-only projects to add non-lighting measures where at least 20% of the total energy savings result from non-lighting measures. The 2003 SPC program will modify this rule to limit the 20% requirement to only lighting projects involving a retrofit from T-12s to T-8s. The reason for the modification is because the program year 2002 80-20 rule limits the installation of “leading edge” lighting technology. The program year 2003 SPC program will continue to limit lighting project incentives to 30% of the incentive budget to encourage diversity in other than lighting projects.

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Program Results Workbook**

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Program Title: **Express Efficiency**

I. Program Overview

This statewide program offers nonresidential prescriptive rebates for specific, proven energy efficient measures including lighting; heating, ventilation and air conditioning (HVAC); refrigeration; agriculture; gas; food service; and motor retrofit measures. The program is limited to small and medium customers with an emphasis on the hard-to-reach sector.

II. Program Summary

1. Total program budget

2003	Amount
Authorized Budget	\$7,000,000
Program Expenditures (includes program commitments)*	\$1,741,544

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

2. Total net demand reduction and energy savings:

	Net kW*	Net kWh
Projected	15,000	71,869,000
Actual	4,370	20,164,040
Committed	1,426	6,003,999
Total Recorded	5,796	26,168,039

3. Total number of customers served:

Projected: 5,000 rebates
Actual: 2,697 rebates; 797 reservations

4. Projected and actual number of units

Please refer to program activity tables in corresponding program workbook.

5. Total rebate (\$) paid:

Paid = \$790,150; Committed = \$343,318

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III. Program Implementation Status

1. Status of program delivery

- The 2003 program was launched on April 17 with updated program materials.
- SCE notified vendors via e-mail of the start of the 2003 program, highlighting customer qualification changes and other program developments.
- Internal tracking and reservation system was updated to reflect 2003 measures, rebate amounts, and customer qualification changes.

2. Customer Enrollment

Two blank copies of the 2003 program application forms are included with this report.

3. Workbook

Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.

4. Training

- SCE hosted a Cool Roof training program in June for customers, contractors, and manufacturers.

5. Marketing

- SCE published a flyer for customers introducing the 2003 program. It highlights Express rebate measures, customer qualifications, and the Online Energy Survey for businesses: to be distributed at Business Solutions outreach events and direct mail.
- SCE produced a four-fold Save Energy, Save Money brochure for business customers which features the Express Efficiency program: to be distributed through corporate outreach events, Business Solutions and Major Customer representatives.
- SCE sponsored the second annual “Energy Star” Expo which presented the Express Efficiency program to small business customers at 19 locations in Los Angeles and Orange Counties.
- SCE produced the “Simple Solutions, Smart Savings” direct mail package featuring the Express Efficiency program: mailed June 13 to 260,000 GS-1 and GS-2 customers.
- Express Efficiency was prominently featured in the second quarter Business Connections bill insert: mailed in June to 500,000 business customers.

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6. Hard to Reach
SCE has a HTR goal of 47 percent of customers served. Through the second quarter the program achieved a HTR rate of 63 percent.

IV. Program Accomplishments

- Regular IOU meetings and conference calls continue to occur to ensure statewide consistency in all externally visible aspects of the Express program.
- To ensure consistent messages, IOUs share Ads that will appear in their respective IOU service territories.
- The three IOUs (PG&E, SDG&E, & SCE) joined the California Air Conditioning Contractors of America (Cal-ACCA) to sponsor quarterly ads to promote the Statewide Express Efficiency Program.
- Itron completed its study of the Express Efficiency program. The study focused on measures offered, rebate levels, and customer participation. The result of the study was the development of a model based on price elasticity of demand, and Itron made recommendations with respect to increased rebate levels.
- The statewide team worked together to complete the 2003 applications and began the effort to translate the applications into Spanish, Chinese, Korean and Vietnamese languages.

V. Program Challenges

- The inability of the IOUs to raise rebate levels to promote selected measures, as in past years, has limited vendor and customer participation in the second quarter.

VI. Customer Disputes

- None

VII. Compliance Items

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

Decision 02-03-056, Ordering Paragraph 12 states:

“The IOUs shall make available a rebate reservation system in connection with their Express Efficiency programs.”

Response:

The IOUs have established a statewide reservation system.

Decision 02-03-056 page 25, also states:

“...because Express Efficiency and SPC share the small and medium-sized market, opportunities exist to leverage promotional activities. Recognizing the

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magnitude of this market and the current difficulties in satisfying its potential, we follow the recommendation of the 1999 State-Level Small-Medium Nonresidential MA&E Study and instruct the IOUs to ensure that all nonresidential programs available to this customer class coordinate information, marketing, and education efforts.”

Response:

To comply, the IOUs have provided materials and side-by-side Express Efficiency and SPC program comparisons at all customer presentations and in handout packets. On an individual basis, customers have also been guided to the appropriate program based upon their types of projects.

Decision 03-01-038, Ordering Paragraph 4, states:

“The IOUs shall include the program accomplishments achieved during the bridge funding period toward the cumulative goals of their 2003 programs.”

Response:

All accomplishments during the bridge funding period will be included toward the cumulative goals of the 2003 programs.

D. 03-04-055, Ordering Paragraph 3 states:

“No party shall delay program commencement or preparation pending submission of or Commission action on these plans.”

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

D. 03-04-055, Ordering Paragraph 6 states:

“The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.”

Response:

SCE will work together with other utilities to market their statewide programs. To the extent SCE offers the same programs SCE will advertise them together with the other utilities. SCE’s Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

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D. 03-04-055, Attachment 2, "2003 IOU Statewide Programs," Item 7, Express Efficiency Program states:

"7. Express Efficiency Program

In 2003 the utilities propose to replace the "Account Aggregation Rule" with a program eligibility limit of 500 kW per service account and limiting incentives to any single corporation or chain account customer to \$25,000.

We adopt the utility proposal to permit incentives of up to \$25,000 per corporation or chain account customer for work done on service accounts with loads not exceeding 500 kW. This proposal would apply to all utilities."

Response:

In compliance with D. 03-04-055, Attachment 2, "2003 IOU Statewide Programs," Item 7, SCE's 2003 program replaces the "Account Aggregation Rule" by offering incentives of up to \$25,000 per corporation or chain account customer for work done on service accounts with loads not exceeding 500 kW.

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Program Title: **Statewide Nonresidential Energy Audit Program**

I. Program Overview

This statewide program offers free energy audits to nonresidential customers. The audit provides customer assistance in the form of information on the benefits of installing measures or adopting practices that can reduce the customer's utility bills. The energy audit recommendations are based on the customer's recent billing history and/or customer-specific information regarding equipment and building characteristics.

II. Program Summary

In compliance with Decision 03-01-038, all accomplishments will apply toward 2003 program targets.

1. Total program budget

2003	Amount
Authorized Budget	\$2,200,000
Program Expenditures (includes program commitments)*	\$776,397

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

2. Total net demand reduction and energy savings:

Based upon the California Public Utilities Commission approved Energy Efficiency Policy Manual, this information program is not expected to demonstrate energy savings or demand reductions.

3. Total number of customers served:

	Audits
Target	7,100
Actual	3,965

*Per Decision 03-04-055, Attachment 2, pp.15-6.

4. Projected and actual number of units:

Please refer to program activity tables in corresponding program workbook.

5. Total rebate (\$) paid:

Not applicable to this information program.

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III. Program Implementation Status

1. Status of program delivery

In compliance with Decision 03-01-038, the 2002 program was extended through the first quarter of 2003.

2. Customer Enrollment

Two blank copies of the program application forms were sent to the Commission's Energy Division.

3. Workbook

Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.

4. Training

This program did not sponsor any external training during the quarter.

5. Marketing

The following activities and or actions were used to promote the nonresidential Energy Audit program this quarter. SCE as part of statewide team had the following highlights: Advanced with additional marketing and printed marketing materials, updated the On-line audit website.

- www.sce.com - SCE's Web home page
- <http://www.sce.com/business/energyguide/index.html> - SCE's nonresidential audit web site page

6. Hard to Reach

Conduct 2,840 energy audits for hard-to-reach customers in 2003 as defined in the October 2001 Energy Efficiency Policy Manual. By the end of the second quarter of 2003, there were 2,092 hard-to-reach customer audits.

IV. Program Accomplishments

SCE's program highlights this quarter included: A direct mail package with envelope, cover letter and brochure was mailed to all small and medium sized businesses in June. SCE produced and distributed a CD-ROM marketing flyer for small businesses. The flyer was used first at the "Energy Star Expo" events this quarter. The "Energy Expo" event was held simultaneously on May 17 in 18 targeted cities in SCE's territory. These flyers are available to use at future planned community events by the utility representatives. The hard to reach customers were aided by the utility representatives who promoted the energy audit program at events like industry and trade associations, and Chamber of Commerce organizations. To increase participation, the on-line audit was

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promoted this quarter to customers with a special offer: “Take the SCE business energy survey, and we’ll treat.” Upon completion of the online audit, customer qualification is verified and a complimentary coffee card is mailed to the customer.

V. Program Challenges

None.

VI. Customer Disputes

None.

VII. Compliance Items

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

Decision 03-04-055, Ordering Paragraph 3 states:

“No party shall delay program commencement or preparation pending submission of or Commission action on these plans.”

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

Decision 03-04-055, Ordering Paragraph 6 states:

The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

Response:

SCE will work together with other utilities to market their statewide programs. To the extent SCE offers the same programs SCE will advertise them together with the other utilities. SCE’s Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

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D. 03-04-055, Ordering Paragraph 14 states:

“Where program changes are required by this order, the utilities shall submit revised sections of their previously filed program implementation plans incorporating those changes. Those revisions shall be submitted to Energy Division staff within 45 days of this order.”

Response:

SCE submitted revised sections of their previously filed program implementation plans incorporating those program changes required by this order.

D. 03-04-055, Attachment 2, “2003 IOU Statewide Programs,” Item 8
Nonresidential Energy Audit Program states:

“8. Nonresidential Energy Audit Program

[W]e will require that in exchange for approving the number of audits as proposed, the IOUs shall include in their revised program implementation plans and quarterly reports the numbers of the types of audits that are planned and conducted”.

Response:

In compliance with D. 03-04-055, Attachment 2, “2003 IOU Statewide Programs,” Item 8, SCE’s 2003 revised program implementation plan and quarterly report include the numbers of the types of audits that are planned and conducted.

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**Attachment A
Program Results Workbook**

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Program Title: **Statewide Nonresidential Building Operator Certification Program**

I. Program Overview

This is a statewide training and certification program for operators of medium and large commercial buildings (including governmental and institutional buildings and complexes) that seeks to establish and support a professional credential for building operators in California. Certified operators will have the training and background to identify and implement energy savings opportunities as an integral part of their operations and maintenance activities. The BOC training course consists of eight days of training classes offered once per month over a seven-month period.

II. Program Summary

In compliance with Decision (D.) 03-01-038, all accomplishments will apply toward 2003 program targets.

1. Total program budget

2003	Amount
Authorized Budget	\$500,000
Program Expenditures (includes program commitments)*	\$22,116

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

2. Total net demand reduction and energy savings

Based upon the California Public Utilities Commission approved Energy Efficiency Policy Manual, this information program is not expected to demonstrate energy savings or demand reductions.

3. Total number of customers served

Projected: 100 students

Actual: 41 students

4. Projected and actual number of units

Please refer to the program activity tables shown in the corresponding program workbook.

5. Total rebates (\$) paid

Not applicable to this information program.

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III. Program Implementations Status

1. Status of program delivery

The PY03 Statewide BOC program was kicked off after CPUC funding approval on April 17, 2003. The 2003 BOC training courses are scheduled to begin in July 2003 except at PG&E, where two course series began in late June 2003.

2. Customer Enrollment

Not applicable to this information program.

3. Workbook

Please refer to informational tables shown in the program workbook for details of program expenditures and program activities.

4. Training

This program did not initiate any new training during this quarter. However, the BOC classes, which began in October and November 2002 in all four IOU service territories, continued during the first quarter of 2003. Specifically, SCE offered three class sessions during the quarter.

5. Marketing

The Statewide pamphlet for the Building Operator Certification (BOC) program is distributed by SCE at events/tradeshows, and to SCE commercial customers by the SCE Account Executives.

Both SCE and Northwest Energy Efficiency Council (NEEC) promote the BOC program. SCE Account Executives and former/current student participants of the SCE BOC training classes have promoted this program.

List Pieces	Quantity	Method of Delivery	# w/Each Method
None in 2nd quarter			

6. Hard to Reach

This program targets building operators of medium and large commercial facilities and is not designed for the small hard-to-reach business customers. Interested hard-to-reach nonresidential customers may participate in the training program if they have a building operator for their facility.

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IV. Program Accomplishments

The 2002 BOC training courses are scheduled to begin in July 2003, except at PG&E, where two course series began in late June 2003. However, the BOC classes, which began in October and November 2002 in all four IOU service territories, continued during the second quarter of 2003. Specifically, SCE offered 3 class sessions during the quarter.

V. Program Challenges

None

VI. Customer Disputes

None

VII. Compliance Items

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

Decision 03-04-055, Ordering Paragraph 3 states:

“No party shall delay program commencement or preparation pending submission of or Commission action on these plans.”

Response:

The PY03 Statewide BOC program was kicked off after CPUC funding approval on April 17, 2003. The 2003 BOC training courses are scheduled to begin in July 2003 except at PG&E, where two course series began in late June, 2003.

Decision 03-04-055, Ordering Paragraph 6 states:

The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

Response:

SCE will work together with other utilities to market their statewide programs. To the extent SCE offers the same programs SCE will advertise them together with the other utilities. SCE’s Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

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Decision 02-03-056 states in Ordering Paragraph 13:

“The IOUs shall jointly develop standard nonresidential building operator certification and training curricula, testing and other certification standards, in consultation with the Energy Division. The IOUs should develop the standard training curricula, testing and other certification standards and submit them for the Commission’s or assigned Commissioner’s approval no later than 30 days after issuance of this decision. The IOUs should be able to roll out their programs within 30 days after the Commission or the assigned Commissioner approves these standards. The Commission will retain ownership of the curricula and other aspects of the training programs the IOUs develop in connections with Builder Certification and Training Programs.”

Response:

The proposed standards were developed in consultation with the Energy Division and filed with the Commission on April 22, 2002. In response to an Energy Division data request on the April 22, 2002 document, the IOUs revised and submitted the statewide Builder Operator Certification Program Standards to the Commission on June 26, 2002. The CPUC approved these standards on July 2, 2002.

The CPUC requested that “Energy Efficiency” be incorporated into the title of the BOC program. The IOUs submitted a proposed program title of “Energy Efficiency Training and Certification for Building Operators”. The BOC program will be known as “Building Operator Certification – Energy Efficiency Training and Certification for Building Operators”.

D. 03-04-055, Attachment 2, “2003 IOU Statewide Programs,” Item 9, Building Operator Certification and Training Program states:

9. Building Operator Certification and Training Program

The utilities offered Level I of the program in 2002. For 2003, the utilities propose to work with the program contractor to develop Level II, which would focus on enhanced energy savings strategies for building operators. The Commission fully supports this effort and encourages the utilities.

Response:

In compliance with D. 03-04-055, Attachment 2, “2003 IOU Statewide Programs,” Item 9, during PY2003, SCE is working with program contractors to develop Level II, which focuses on enhanced energy savings strategies for building operators.

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Program Results Workbook**

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Program Title: **Statewide Emerging Technologies**

I. Program Overview

The Statewide Emerging Technologies (ET) program is an information-only program that seeks to accelerate the introduction of energy efficient technologies, applications, and analytical tools that are not widely adopted in California. The program addresses all market segments, and is composed of two parts: Demonstration & Information Transfer, and the Emerging Technologies Coordinating Council (ETCC). The program's assessment activities focus on near commercial and commercial energy efficient applications with low market penetration. The projects help to measure, verify, analyze, and document the potential energy savings and demand reduction of specific applications in different market segments. Information Transfer efforts disseminate project results, and are customized to the targeted markets. The ETCC is a statewide information exchange and coordination effort between the investor owned utilities and the California Energy Commission's (CEC) Public Interest Energy Research (PIER) program. Program efforts to select technology applications for assessment projects include working with PIER, as well as, but not limited to, members of the research and design communities, manufacturers, energy efficiency advocates, customer groups, universities, professional societies, national laboratories, government agencies, engineering firms, and industry and trade groups.

II. Program Summary

1. Total program budget

2003	Amount
Authorized Budget	\$850,000
Program Expenditures (includes program commitments)*	\$361,955

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

2. Total net demand reduction and energy savings:

Based upon the California Public Utilities Commission approved Energy Efficiency Policy Manual, this information program is not expected to provide energy savings targets.

3. Total number of customers served:

Projected: The program will initiate a limited number of customer site demonstration projects in 2003, since not all emerging technology

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assessments require customer site testing and multiple assessments may be performed at a single customer site. Currently, five customer site demonstrations are anticipated.

Actual: One customer site demonstration was initiated during the second quarter.

4. Projected and actual number of units:
Please refer to program activity tables in corresponding program workbook.
5. Total rebate (\$) paid:
The program does not provide customer rebates.

III. Program Implementation Status

1. Status of program delivery
The program staff is pursuing new ET application assessments, and coordinating activities with the California investor owned utilities and the CEC PIER program through the ETCC. Program staff briefed SCE's energy efficiency program managers during the quarter regarding ongoing assessment projects and emerging technologies that could be added into future energy efficiency programs.
2. Customer Enrollment
The program does not use application forms to enlist customers in the program. Due to the nature of the program and the limited number of customer site demonstrations, customized agreements are negotiated with each customer for each project.
3. Workbook
Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.
3. Training
The program neither sponsored nor conducted any training during the course of the first quarter.
4. Marketing
The program did not engage in any marketing activities during the quarter.

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5. Hard-to-Reach

The program does not have specific goals for the hard-to-reach market segments. In general, the information the program generates through its demonstration activities tends to benefit all customers. One of the aims of an ET program is to explore the application a new technology has in various market segments, in an effort to characterize the widest possible deployment opportunities. Thus, the program seeks opportunities to host appropriate demonstration projects at hard-to-reach customer sites.

IV. Program Accomplishments

ETCC Activities

The ETCC met once during the second quarter on May 29th at the CEC offices in Sacramento. The CEC and PIER contractors presented several project briefings to the group:

- Residential Kitchen Lighting,
- Hotel Lighting,
- Integrated Classroom Lighting,
- Bi-level Switching for Stairwell Lighting, and an
- Overview and status of Gas Turbines.

The utilities will evaluate opportunities to demonstrate the lighting technologies within the statewide ET programs.

ET Database Updates

No database updates were performed during the second quarter.

Emerging Technology Application Assessments

Currently, SCE has five Emerging Technology Application Assessments underway for PY2003. During the second quarter, SCE committed and initiated four assessment projects:

- **Classroom Electrochromic Windows Assessment.** This assessment builds upon research from PIER Contract No. 500-01-023. Electrochromic windows can be darkened or lightened electronically. A small voltage applied to the windows will cause them to darken; reversing the voltage causes them to lighten. This capability allows for the automatic control of the amount of light and heat that passes through the windows, thereby presenting an opportunity for the windows to be used as energy-saving devices. The technology will be installed in SCE's High Performance Classroom demonstration currently under construction at the Customer Technology Application Center (CTAC) facilities in Irwindale. The High Performance Classroom demonstration, part of SCE's ongoing collaborative efforts with the California High Performance Schools

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initiative, combines multiple emerging technologies into a single classroom.

- **Classroom Advanced Lighting System Assessment.** An advanced lighting system with dimmable ballasts and daylighting controls will be installed in the High Performance Classroom demonstration under construction at SCE's CTAC facilities in Irwindale. The advanced lighting system will work in conjunction with the classroom's electrochromic windows to increase overall energy efficiency while improving room illumination.

- **Classroom Displacement Ventilation Assessment.** Displacement ventilation is an air distribution system in which incoming air originates at the floor level and rises to exhaust outlets at the ceiling. Although a common practice in Europe, acceptance of displacement ventilation in North America is low due to the conventional placement of ducting at ceiling levels. The technology offers improved indoor air quality with its typical use of 100% outdoor air, and increased occupant comfort with higher supply air temperatures closer to room temperature. The assessment will determine the system's installation costs, and performance impacts on a conventional HVAC system. The technology will be installed in SCE's High Performance Classroom demonstration currently under construction at the CTAC facilities in Irwindale. This assessment project will be one of the first applications of a displacement ventilation system in a California classroom setting.

- **Mechanical Room "Super" T8 Fluorescent Lighting System Assessment.** This assessment project will determine the impacts of retrofitting a "Super" T8 fluorescent lighting system; high (3150) lumen long-life lamps coupled with high efficiency low ballast factor electronic ballasts, into the boiler/chiller mechanical room at the Los Angeles County Internal Services Division's Los Padrinos Center in Downey. The assessment will determine and document the demand and energy impacts, installation costs, improved lighting conditions, and lamp life in this high vibration area. The assessment will also help to better define and categorize the improvements occurring with new T8 lighting systems.

In addition, the following assessment project initiated in the previous quarter continues:

- **Network Management of Computer Energy Star Settings.** This assessment project seeks to determine the demand and energy savings potential of managing the power management settings of networked personal computers through both local and wide area networks. The assessment is underway using SCE's network facilities. Initial baseline

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demand and energy consumption of a group of 15 computers in a general office setting was measured during the quarter. Testing and measurement of different energy saving settings are underway within this small group. The server software is migrating to a SQL based database system and additional programming changes to allow hourly load profiles to be derived from the collected data are underway. The vendor anticipates the modifications to be released during the fourth quarter.

Program staff is working to identify and initiate additional assessment projects, and are presently considering assessments for the following emerging technologies:

- Residential kitchen lighting,
- Anti-corrosion surface coatings for AC condensers and evaporators,
- Hotel bathroom occupancy sensor with integrated LED night light,
- Stairwell lighting bi-level switching,
- Induction fluorescent lighting of parking lots, and
- Smart thermostat for hotel rooms.

V. Program Challenges

There were no specific program challenges during the first quarter.

VI. Customer Disputes

There were no customer disputes during the first quarter.

VII. Compliance Items

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

Decision 03-04-055, Ordering Paragraph 3 states:

No party shall delay program commencement or preparation pending submission of or Commission action on these plans.

Response:

Program commencement and preparation were not delayed and commencement began immediately after the issuance of Decision 03-24-055.

Decision 03-04-055, Ordering Paragraph 6 states:

The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

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Response:

SCE and the other IOUs are working together to market their statewide programs. SCE's Program Implementation Plans and quarterly reports (marketing section) describe utility efforts to coordinate programs.

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Program Results Workbook**

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Program Title: **Savings By Design**

I. Program Overview

The Savings By Design (SBD) program influences nonresidential building owners, tenants, and design teams to exceed current Title 24 standards (or industry standards for processes) by 10 percent or more for their new construction or renovation/remodel projects. SBD provides energy design education, design assistance, and cash incentives for all project types and sizes that meet the program's eligibility. SBD also leverages resources from industry relationships, strategic alliances, and other Public Purpose Programs to accomplish the goals of energy savings, peak demand reductions, and long-term market change.

The program has three elements: the Whole-Building Approach, the Systems Approach, and education and outreach. The core strategy centers on an integrated design approach to optimize energy efficiency, known as the Whole-Building Approach. To include participants who would not normally consider a fully integrated design approach, the Systems Approach provides a simplified, performance-based method, which moves owners and design teams far beyond prescriptive approaches. Finally, program education and outreach strategies, focused on the successful Energy Design Resources model, address market barriers by providing owners and designers with the information, education, and tools to help them make the best possible energy efficiency choices. All three elements support the California Energy Commission's goals for market transition to the 2005 Title 24 code revision cycle.

The SBD program will continue to meet the Commission's goals and objectives for energy efficiency programs. SBD delivers cost-effective, permanent, and verifiable energy savings and peak demands reduction with long term energy savings of between 16 and 20 years, far exceeding the Commission's minimum target of three years. Since 1999 SCE's SBD program has involved thousands of participants and has worked with hundreds of projects and design teams. The program's innovative educational elements and implementation strategies target market barriers and failures.

II. Program Summary

1. Total program budget

2003	Amount
Authorized Budget	\$8,900,000
Program Expenditures (includes program commitments)*	\$1,616,417

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

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2. Total net demand reduction and energy savings:

	Net kW*	Net kWh
Target		
Systems	n/a	n/a
Whole-Building	n/a	n/a
Total	7,818	42,812,895
Actual		
Systems	4.4	27,648
Whole-Building	114.0	372,610
Total	118.4	400,258
Committed		
Systems	2,973.2	23,462,391
Whole-Building	1,193.0	3,818,758
Total	4,166.2	27,281,149
Total Recorded	4,284.6	27,681,407

3. Total number of customers served:

 Projected (Annual):

 Actual: 68 projects participating in program, with an additional 307 qualified leads investigated through customer contact and program services provided.

4. Projected and actual number of units:

 Please refer to program activity tables in corresponding program workbook.

5. Total incentives (\$) paid = \$13,571

 Total incentives (\$) committed = \$955,036

III. Program Implementation Status

1. Status of program delivery

 On target. No major changes.

2. Customer Enrollment

 Two blank copies of the program application forms were sent to the Commission's Energy Division.

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3. Workbook

Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.

4. Training

Attendees	Category	Date	Location	Title
7	On-line courses	4/1/03–6/30/03	www.energydesignresources.com	EDR Online courses

Southern California Edison specific activities -

In order to promote the Savings By Design program, SCE's SBD sponsored three training courses with approximately 137 attendees during this quarter. The objective is to encourage high performance nonresidential building design and construction to architects and designers. The range of classes offered design strategies with skylighting systems, sustainable building materials, and eQuest hands-on computer training. In addition, Savings By Design sponsored an Integrated Design Process workshop for Design Team Incentive participant design teams.

5. Marketing

List Pieces	Quantity	Method of Delivery	# w/ Each Method
Statewide Efforts	Total Ordered		Delivered YTD
SBD Brochure	5,000	- Hand delivery - SCE's energy centers (CTAC and AgTAC)	Delivered as needed
SBD Energy Efficiency Integration Awards & Certificates	5	- Hand delivery	5
One-Page Flyers	Downloadable From SCE's Website	As needed	--

- Savings By Design maintains a statewide web site at www.savingsbydesign.com that provides comprehensive program information, utility contacts, and a downloadable Participant Handbook outlining program policies and procedures as well as application guidelines.
- Energy Design Resources, the educational and academic arm of Savings By Design, maintains a comprehensive library of information and resources at www.energydesignresources.com, including electronic newsletters for the design community, freeware for design and financial analysis, and a series of AIA accredited online courses.
- www.sce.com features pages describing Savings By Design that direct customers to program contacts and provide external links to the Statewide web site for more information.

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6. Hard to Reach

Please note that the hard-to-reach accomplishments in this section are preliminary and will be updated in the 2003 Energy Efficiency Annual Report.

Savings By Design targeted geographically hard-to-reach customers. The program identified the goal as a 25% increase over the percentage of participating projects from geographically hard-to-reach customers as identified in 2002. This means SBD program will increase the number of projects from HTR geographical areas to a 7.8% participation rate in 2003. As of June 30, 2003, the participation rate is on target.

IV. Program Accomplishments

- AIA National Convention in San Diego - EE Integration Award Ceremony presented 5 awards for Energy Efficiency Design at the National AIA Convention, which attracted approximately 20,000 attendees – 2 Awards of Honor, 2 Awards of Merit, and 1 Special Citation Award.
- 2003 Energy Efficiency Integration Award – The 2003 EE Integration Award winners were announced in a press release.
- The 11th National Conference on Building Commissioning in Palm Springs, CA – Owners and providers discussed their successful projects, updates on the newest commissioning tools, research reports on commissioning programs, and a panel discussion on the year's hot topics.
- Energy Design Resources, Design Tool CD - Distributed 750 CDs to architects and engineers in California and throughout the U.S.A.
- Savings By Design's Website attracted 4,012 visits, 2,807 unique visitors, and 179,658 hits during the second quarter.
- Energy Design Resource's Website attracted 10,829 visits, 10,530 unique visitors, and 537,432 hits in the second quarter.

Southern California Edison specific activities:

- Municipal Green Building Conference – Co-sponsored by Southern California Gas Company and the LA Chapter of the US Green Building Council to promote Savings By Design and Energy Design Resources.

V. Program Challenges

None

VI. Customer Disputes

None

VII. Compliance Items

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The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

D. 03-04-055, Ordering Paragraph 3 states:

“No party shall delay program commencement or preparation pending submission of or Commission action on these plans.”

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

D. 03-04-055, Ordering Paragraph 6 states:

“The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.”

Response:

SCE will work together with other utilities to market their statewide programs. To the extent SCE offers the same programs SCE will advertise them together with the other utilities. SCE’s Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

D. 03-04-055, Attachment 2, “2003 IOU Statewide Programs,” Item 10, Savings By Design Program states:

“10. Savings By Design Program

The State of California Energy Policy Advisory Committee, the American Institute of Architects and other program participants recommended that the IOUs increase the time allowed for completion of a project from 36 months to 48 months to recognize the time needed to complete a construction project. We accept this program modification.”

Response:

In compliance with D. 03-04-055, Attachment 2, “2003 IOU Statewide Programs,” Item 10, PG&E’s PY 2003 Savings by Design Program allows 48 months for completion of a project in conformance with the recommendations of the State of California Energy Policy Advisory Committee, the American Institute of Architects and other program participants.

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Program Results Workbook**

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Program Title: **Statewide Energy Efficiency Education and Training**

I. Program Overview

The statewide Energy Efficiency Education and Training program continues to be offered in the service areas of Pacific Gas and Electric Company (PG&E), Southern California Edison Company (SCE), San Diego Gas & Electric Company (SDG&E), and Southern California Gas Company (SoCalGas). Overall, the program promotes energy efficiency to a variety of customer segments through energy centers (physical and virtual) and other informational programs.

The educational and information efforts of the energy centers and of SDG&E cover a broad spectrum of market actors including customers, midstream actors such as the design, engineering and contracting communities, and upstream market actors. The motivations to make use of education and training services include reducing operational costs, increasing productivity and profitability, and designing more efficient new buildings.

II. Program Summary

1. Total program budget

2003	Amount
Authorized Budget	\$5,700,000
Program Expenditures (includes program commitments)*	\$2,439,905

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

2. Total net demand reduction and energy savings:

Based upon the California Public Utilities Commission approved Energy Efficiency Policy Manual, this information program is not expected to demonstrate energy savings or demand reductions.

3. Total number of customers served:

Projected: 5000

Actual YTD = 2,041 (CTAC)

4. Projected and actual number of units:

Please refer to program activity tables in corresponding program workbook.

5. Total rebate (\$) paid:

The program does not provide customer rebates.

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III. Program Implementation Status

1. Status of program delivery

No changes were made to the program implementation plan.

2. Customer Enrollment

The program does not use application forms to enlist customers in the program.

3. Workbook

Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.

4. Training

The Energy Centers' goal for 2003 is 200 EE events. EE Events are a minimum of two hours during which a group or an individual is provided extensive information on energy efficient technology and/or the application of energy efficient technology to increase their knowledge and improve the efficiency of their home or business. This includes events through which customers are provided information about available programs and services. EE Events consist of seminars and workshops which use a classroom venue to provide information, facility tours, presentations to customer groups, equipment demonstrations, and customer consultations.

79 events were provided during the Second Quarter 2003, which are listed below:

Date	Event (CTAC)	Location	HTR	J.U.
4/3/2003	CA Community College Tour			
4/4/2003	Design Strategies for High Performance Glass	Victor Valley College	X	
4/4/2003	C/I Lighting LA Trade Tech			
4/9/2003	Hibay Lighting Workshop			X
4/9/2003	Energy Efficiency Workshop - County of Riv HRC's			
4/9/2003	County of Riverside		X	
4/10/2003	Lighting Controls for Energy Management			X
4/16/2003	Efficient Technologies for Commercial Refrigeration			X
4/17/2003	Cool Roofs			
4/17/2003	SPE			
4/18/2003	CCC Workshop			
4/18/2003	Roshawn Locke Tour		X	
4/19/2003	CCC Workshop			

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4/21/2003	CCC Basic Lighting (1/2 day) SET			
4/22/2003	Building Operator Certification (BOC)			
4/22/2003	CCC Lamp Types & Operation SET			
4/23/2003	Lighting Fixture Maintenance			
4/23/2003	CCC Lighting Eqmt. & Applications SET			
4/24/2003	Advanced Lighting Technologies			X
4/24/2003	CCC How to Do a Lighting Audit			
4/25/2003	John Henry Williams Consultation			
4/29/2003	Commercial and Industrial Lighting			
5/1/2003	Sustainable Building - Dept of General Services			X
5/1/2003	Citrus Community College HVAC demo			
5/5/2003	Commercial & Industrial Lighting	Mammoth Lakes	X	
5/5/2003	Sirus inc. Consultation			
5/6/2003	Commercial & Industrial Lighting	Ridgecrest	X	
5/6/2003	Lighting Fixture Maintenance			
5/7/2003	How to Manage Your Business's Energy Costs			
5/8/2003	Foodservice Equipment Specifications			X
5/12/2003	Premium Efficiency Motors & Adjustable Speed Drives			X
5/12/2003	Green Schools Presentation		X	
5/13/2003	Basic Heating, Ventilation & Air Conditioning (HVAC)	Palm Springs	X	
5/13/2003	Hydro Systems Tour			
5/15/2003	Rebuild America Technology Seminar			
5/15/2003	Green Schools Advisory		X	
5/19/2003	Non-Profit Community EE Workshop	Palm Springs	X	
5/20/2003	Technology Update			
5/22/2003	Industrial Maintenance			X
5/23/2003	Package Unit HVAC			
5/27/2003	Mary Ann Koonce Consultation			
5/28/2003	Eric Noe Consultation			
6/3/2003	Comparing Motors & Engines as Prime Movers			X
6/3/2003	Basic HVAC	Victorville	X	
6/4/2003	Non-Profit Community EE Workshop	Hesperia	X	
6/5/2003	Skylighting for Commercial & Industrial Buildings			X
6/6/2003	Air Handling Systems			X

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6/9/2003	Hill Phoenix Co. Tour			
6/10/2003	eQUEST			
6/11/2003	Owning & Operating and Efficient Cooling Tower			
6/12/2003	Lighting for Interior Designers			
6/13/2003	Disabled Veterans Group - Lighting HVAC Seminar		X	
6/13/2003	Anna Barbosa Tour			
6/16/2003	Chilled Water Systems			X
6/17/2003	Compressed Air System Efficiency			X
6/18/2003	How to Manage your Business's Energy Costs	Goleta	X	
6/19/2003	Small Business Technology Summit		X	
6/20/2003	Paul Mohr Consultation			
6/23/2003	Energy Efficient Salons		X	
6/23/2003	Water District Tour			
6/24/2003	Non-Profit Community EE Workshop	Corona	X	
6/25/2003	Non-Profit Community EE Workshop	Santa Barbara	X	
6/26/2003	Commercial & Industrial Lighting	Torrance		
6/26/2003	Ca. Health Care Engineers Tour			
6/27/2003	Inverter Solutions Consultation			
6/30/2003	Washington Mutual Seminar			

Date	Event (AGTAC)	Location	HTR	J.U.
4-2	Advanced Outdoor Lighting Technologies	AgTAC	*	
4-9	AEEES Ground Source Heat Pump	AgTAC	*	
4-10	Low Down on High Bay Lighting	AgTAC	*	*
4-17	Well Head Protection	AgTAC	*	
5-1	Instrumentation and Sensors	AgTAC	*	
5-7	Maximize the Performance of Your Energy System	AgTAC	*	
5-15	Advanced Lighting Technologies	AgTAC	*	*
5-21	Packaged HVAC	AgTAC	*	*
5-22	Industrial Refrigeration	AgTAC	*	*
6-4	Compressed Air	AgTAC	*	*
6-5	Technology Update	AgTAC	*	*
6-17	Lighting Controls for Energy Management	AgTAC	*	*
6-19	Maintenance of Refrigeration and HVAC Equipment	AgTAC	*	

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5. Marketing

The marketing materials used to promote the events listed above are:

Event (CTAC)	Marketing Piece	Delivery Method	# Distributed
Design Strategies for High Performance Glass (VictorValley College)	Flyer	US Mail	395
		E-Mail	1,900
Cool Roofs	Flyer	US Mail	4574
		E-Mail	1,900
Foodservice Equipment Specifications	Flyer	US Mail	3089
		E-Mail	1,900
Rebuild America Technology Seminar	Flyer	US Mail	1913
		E-Mail	1,900
How to Partner with SCE for your Building Projects	Flyer	US Mail	2000
Non-Profit Community EE Workshops	Flyer	US Mail	4020
Small Business Technology Summit	Flyer	US Mail	1692
Energy Efficient Salons	Flyer	US Mail	1040
2 nd Qtr Calendar of Events	Calendar	US Mail	32,791
	Calendar	Hand – delivered	10,000
www.sce.com/ctac	Website	Internet	n/a

Event (AGTAC)	Marketing Piece	Delivery Method	# Distributed
2 nd Quarter Classes	Quarterly Mailer	Direct Mail	8900
2 nd Quarter Classes	Quarterly	Handout	500
2 nd Quarter Classes	Website Calendar	E-Mail	----

6. Hard to Reach

For 2003, the hard-to-reach (HTR) target is to hold 75 events in HTR markets. By the end of the second quarter 2003, 53 HTR events were held. They are a subset of the list above and are identified in the HTR column.

IV. Program Accomplishments

CTAC/AgTAC Energy Centers

Following are accomplishments from April 1st through June 30th, 2003.

EE Events completed April-June = 79

Attendance at those event April-June = 1405

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EE Events completed YTD = 161
Attendance at those events YTD = 2711

EE consultations less than 2 hours April-June = 238
Attendees in those consultations April-June = 238

EE consultations less than 2 hours YTD = 360
Attendees in those consultations YTD = 489

EE equipment demonstrations less than 2 hours April-June = 582
Attendees at those demonstrations April-June = 385

EE equipment demonstrations less than 2 hours YTD = 819
Attendees at those demonstrations YTD = 902

EE Outreach events participated in from April - June = 70
Attendees at the Outreach events from April - June = 65,064

EE Outreach events participated in YTD = 118
Attendees at the Outreach events YTD = 237,869

New displays developed include:

- AGTAC
 - Tri-Level Lighting Controls
 - Fan Cooling System
 - LED Message Board

- CTAC
 - High Intensity Discharge Display

Joint Utility events completed January-March = 15
Joint Utility events completed April-June = 20
Joint Utility events YTD = 35

They are a subset of the list above and are identified as joint utility efforts.

Informational Services

For 2003, the Agricultural informational activities are included along with the Commercial and Industrial activities. SCE was also directed to develop and list its agricultural customer contact target for 2003. In compliance with that directive, SCE identified 1,900 customer contacts as the 2003 target. To date, SCE has achieved 2,346 agricultural customer contacts.

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Product Labeling

The tri-fold pool pump brochure/application was completed and posted in approximately 250 retail pool stores along with a point of purchase piece on each floor model pool pump. Training was provided to the sales personnel at each store concerning the program's requirements. Color tear-off coupons for EnergyStar labeled programmable thermostats were posted in all Home Depot stores in the SCE service territory. These coupons draw the customers' attention to the merits of a programmable thermostat and the availability of an instant \$20 rebate at the register. SCE began the design and development of a tri-fold color brochure/application (similar in format to what was developed for pool pumps) for electric water heaters and whole house fans.

V. Program Challenges

Challenges include identification of HTR customers. Of the four HTR criteria, two are readily identifiable. SCE has information on the geographic location of the business and also on the size (kW) of the business. However, without specific input from the customer, SCE does not have information on whether the business leases or owns their facility, nor can they identify if a language other than English is spoken at the business. Individual participants in events do not always know if their facility is leased or they might be hesitant to indicate if English is not the primary language used. A few customers have resented being asked and indicated they considered the question discriminatory. Therefore, we are relying principally on geography and size to determine if a customer is HTR.

VI. Customer Disputes

None.

VII. Compliance Items

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

Decision 03-04-055, Ordering Paragraph 3 states:

“No party shall delay program commencement or preparation pending submission of or Commission action on these plans.”

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

Decision 03-04-055, Ordering Paragraph 6 states:

The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together.

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Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

Response:

SCE will work together with other utilities to market their statewide programs. To the extent SCE offers the same programs SCE will advertise them together with the other utilities. SCE's Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

Decision 03-04-055, Attachment 2, page 26, states:

"SCE should indicate its target numbers of customer contacts [for SCE's Pump Test and Hydraulic Services program] for 2003 in its quarterly report."

Response:

Funding and resources for this activity have been transferred from SCE's 2003 Pump Test and Hydraulic Services program to SCE's Education and Training program. Targets and achievements are listed in the Program Accomplishments section of this report.

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Program Title: **Codes and Standards Advocacy, Statewide**

I. Program Overview

The statewide Codes and Standards Advocacy program promotes enhancements to, and enforcement of, energy efficiency standards and codes. Codes and Standards Enhancement (C.A.S.E.) studies are performed for promising design practices and technologies. Study results are presented to standards and code-setting bodies during the public rulemaking process to encourage adoption of energy efficiency measures. Expert witness testimony and additional analysis are provided throughout the rulemaking process as needed. Enforcement activities include participation in development of standards documents and strategic educational efforts.

II. Program Summary

1. Total program budget

2003	Amount
Authorized Budget	\$1,150,000
Program Expenditures (includes program commitments)*	\$16,751

*Expenditures to date (including program commitments) = [actual + committed thru March 31, 2003]

2. Total net demand reduction and energy savings:

Not applicable for this information program.

3. Total number of customers served:

The Statewide Codes and Standards program focuses on upgrades and enhancements in the energy efficiency standards and codes thereby benefiting all Californians.

4. Projected and actual number of units:

Please refer to program activity tables in corresponding program workbook.

5. Total rebate (\$) paid:

Not applicable for this information program.

III. Program Implementation Status

1. Status of program delivery

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In compliance with D. 03-01-038, the 2002 program was extended through the first quarter of 2003.

2. Customer Enrollment
Not applicable for this information program.
3. Workbook
Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.
4. Training
No training was offered in the first quarter.
5. Marketing
The program did not conduct any marketing activities during this quarter.
6. Hard to Reach
Codes and Standards activities support hard-to-reach market segments by advocating cost effective code enhancements that promote energy efficiency for all building types and appliances included in the California standards.

IV. Program Accomplishments

2nd Quarter accomplishments include:

SCE participated in the California Energy Commission's (CEC's) public workshop on the date listed below and for code enhancements in the subject area listed.

5/27/03	Title 20 Appliance Energy Efficiency Standards Meeting
---------	--

During the second quarter, SCE continued work on three C.A.S.E. studies.

Building and Appliance Standards Code Enhancements	
Packaged Staged-Volume HVAC Systems	
High Ambient Packaged HVAC Performance Testing	
AB 549 Report on Energy Efficiency Opportunities in Existing Buildings	

SCE also initiated a new C.A.S.E. study on efficiency opportunities for compressed air systems.

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V. Program Challenges

None.

VI. Customer Disputes

None.

VII. Compliance Items

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

Decision 03-04-055, Ordering Paragraph 3 states:

“No party shall delay program commencement or preparation pending submission of or Commission action on these plans.”

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

Decision 03-04-055, Ordering Paragraph 6 states:

The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

Response:

SCE will work together with other utilities to market their statewide programs. To the extent SCE offers the same programs SCE will advertise them together with the other utilities. SCE’s Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

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Program Title: **Upstream Residential Lighting**

I. Program Overview

This statewide program works with interested multi-location retailers and manufacturers to offer point-of-sale (POS) discounts for ENERGY STAR[®] labeled residential lighting products. POS offers a very cost-effective and reliable way of delivering program incentives. Customers receive a \$1 to \$2 per lamp discount when purchasing ENERGY STAR[®] compact fluorescent lamps (CFLs) at participating retailers and a \$5 to \$10 per fixture discount when purchasing ENERGY STAR[®] hardwired or plug-in pin based indoor or outdoor CFL lighting fixtures.

II. Program Summary

In compliance with Decision 03-01-038, all accomplishments will apply toward 2003 program targets.

1. Total program budget

2003	Amount
Authorized Budget	\$2,000,000
Program Expenditures (includes program commitments)*	\$1,754,782

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

2. Total net demand reduction and energy savings:

	Net kW*	Net kWh*
Target	4,913	34,959,185
Actual	774	3,9855,029
Committed	4,759	28,452,757
Total Recorded	5,533	32,407,786

*Notes –

Per Decision 03-04-055, Table 2b.

The statewide team discovered late in first quarter of 2003 that the incandescent equivalent assumptions provided by ENERGY STAR[®] on which the program's energy savings calculations are based are different than the ENERGY STAR[®] equivalencies published in the manufacturer specifications. This discovery led PG&E to a revision of the energy and demand savings assumptions for certain CFLs. SCE may submit a similar update of its savings assumptions in 2003. If so, these revisions will be reflected in future reports.

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3. Total number of customers served:
Projected: 978,697
Actual: Not Tracked – 925,856 units were allocated. Avg. units per customer is unknown.
4. Projected and actual number of units:
Please refer to program activity tables in corresponding program workbook.
5. Total rebate (\$) paid:
Paid = \$205,608; Committed = \$1,462,990.

III. Program Implementation Status

1. Status of program delivery
In compliance with Decision 03-04-055, the 2003 programs began April 2003.
2. Participant Enrollment
Customers are not enrolled in this program. Manufacturers and large statewide retailers are the participants enrolled. 10 Manufacturers and one large statewide retailer were enrolled.
3. Workbook
Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.
4. Training
Participants are trained via program materials sent by email, and by follow up by the program manager.
5. Marketing
Primary marketing to participants is complete. It was done through email and phoned announcements of the various promotions as a statewide team. Primary marketing to customers is done by participants. The IOUs approve materials and provide stickers to put on eligible product packages. Mass marketing in SCE territory was done by means of multi-program brochures and materials, as well as the sce.com website.
6. Hard to Reach
For 2003, SCE continues to focus on two targets directed at ensuring greater participation from hard-to-reach (HTR) customers. The first HTR target is to ensure at least 15 percent of the program's incentive budgets are provided via

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retailers that are located in HTR areas. By the end of the second quarter, 19 percent of the program's incentive budget was directed at rural HTR areas. This includes both actual and committed incentive funds.

The second HTR target requires that at least 10 percent of the program's incentive budget is directed at grocery and drug stores. During the second quarter, 24 percent of the program's incentive budget was directed at grocery and drug store chains. This includes both actual and committed incentive funds.

IV. Program Accomplishments

Statewide Second Quarter Accomplishments

- The IOUs provided program information to six large chain retailers who have over 400 locations in California, and to over 180 manufacturers.
- The IOUs were successful in promoting discounted qualifying products to retailers and manufacturers in support of hard-to-reach efforts in the food and drugstore sectors.

SCE Program Activities

- SCE subscribed 98% of its incentive budget.
- SCE achieved 65% of both HTR targets in actual paid incentives.

V. Program Challenges

None.

VI. Customer Disputes

No customer disputes to report.

VII. Compliance Items

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

Decision 03-04-055, Ordering Paragraph 3 states:

"No party shall delay program commencement or preparation pending submission of or Commission action on these plans."

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

Decision 03-04-055, Ordering Paragraph 6 states:

The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts

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to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

Response:

SCE continues to work together with the other utilities to market the statewide program. SCE coordinated with the statewide team to standardize promotional materials and advertised them jointly in one coordinated mailing. SCE's Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. SCE continues to focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

Decision 03-04-055, Attachment 2, "2003 IOU Statewide Programs," Item 11, Upstream Residential Lighting Program states:

"11. Upstream Residential Lighting Program

"The utilities propose reducing the incentives for lower wattage units because wholesale pricing for the lower wattage units has become more competitive. We find the IOUs' proposed tiered rebates reasonable and approve them."

Response:

In compliance with D. 03-04-055, Attachment 2, "2003 IOU Statewide Programs," Item 11, SCE's 2003 Upstream Residential Lighting Program includes reduced incentives for lower wattage units.

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Program Title: **Statewide Marketing and Outreach**

I. Program Overview

Flex Your Power (FYP)

FYP is a statewide consumer marketing campaign focused on energy efficiency. The goal is to build awareness of the benefits of energy efficiency and the use of energy efficient products. Additionally, the campaign promotes the programs and resources available to customers statewide, as well as facilitates the coordination, marketing and outreach of these programs. The campaign uses among other things a series of paid advertisements, promotional events, partnerships with businesses, government and non-profits, printed educational materials and website to achieve these goals. The advertising and other programs continue and build upon the ongoing *Flex Your Power Campaign*.

The target markets are General Market, African American, Hispanic and Asian residential (both urban and rural), commercial and industrial including hard-to-reach small and rural businesses throughout California.

Runyon Saltzman & Einhorn, Inc.'s (RS&E) -

RS&E "Reach for the Stars" campaign is a statewide marketing and outreach program focused on promoting energy efficiency messages to low-income utility customers in rural areas. The campaign, using traditional and non-traditional marketing strategies, encourages residential energy users to make permanent energy efficient upgrades to their homes and participate in statewide energy efficiency programs. It also informs them about available low-income assistance programs to help with energy efficiency measures and utility bills.

RS&E's campaign includes three flights of newspaper ads and radio spots, as well as a community-based outreach component. Utility customers are encouraged to call a toll-free phone line, which provides contact information regarding utility programs.

Univision Television Energy Efficiency Marketing (UTEEM) -

UTEEM is a statewide marketing and outreach effort for Spanish-speaking, residential energy customers developed and implemented by the joint venture of Univision Television Group and Staples/Hutchinson and Associates, Inc.

UTEEM has two, primary goals:

- 1) Educate Spanish-speaking energy customers to the nature and availability of 2003 Energy Efficiency Programs, and

- 2) Increase participation in these programs by providing energy customers with the participating utilities' Web site addresses and toll-free phone numbers so that

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Spanish speaking customers can learn more about applying for rebates, online home energy surveys and refrigerator/freezer recycling.

II. Program Summary

1. Total program budget

2003	Amount
Authorized Budget – Efficiency Partnership (FYP)	\$15,000,000
Program Expenditures (includes program commitments)*	\$4,910,164
Authorized Budget – Efficiency Partnership (Univision)	\$3,000,000
Program Expenditures (includes program commitments)*	\$461,169
Authorized Budget – Efficiency Partnership (RS&E)	\$2,507,459
Program Expenditures (includes program commitments)*	217,062

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

2. Total net demand reduction and energy savings:

Based upon the California Public Utilities Commission approved Energy Efficiency Policy Manual, this marketing and outreach program is not expected to demonstrate energy savings or demand reductions.

3. Total number of customers served:

N/A

4. Projected and actual number of units:

Not applicable.

5. Total rebate (\$) paid:

Not applicable to this information program.

III. Program Implementation Status

1. Status of program delivery

FYP –

During the second quarter of 2003, the program activities primarily focused on planning and implementing the first of three energy efficiency promotions for 2003, including the advertising (television, radio and newspaper) campaign, production of educational materials and outreach to the manufacturers and retailers serving the residential sector. Additionally, during the second quarter, program activities focused on redesigning the Flex Your Power website and outreaching to IOU, Municipal utility and third party

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program implementers to identify and consolidate information on all statewide and local programs offered in the state.

RS&E -

- As established in the Program Implementation Plan, RS&E created two newspaper ads and one radio spot for the first of three media flights. Flight one is currently running in newspapers and radio stations reaching rural areas throughout the state. Ads were trafficked out to publications and radio stations.
- RS&E also designed and produced the following collateral materials for the community-based outreach component: brochures, door hangers, magnets, pens, tabletop displays and electric hand fans.
- All creative materials were submitted to the administrator for technical review, editing and approval.
- A toll-free, informational phone line was established through SBC.
- The CBO coordinator established criteria for selecting members for the CBO network and requested proposals from potential groups.

UTEEM –

As of June 30, 2003, the following activities had been completed:

Brochures: 80,000 Spanish and 10,000 English printed and distributed to 11 Univision stations and program partners

Imprinted Give-Aways: 50,000 cardboard fans and 55,000 plastic bags printed and distributed to 11 Univision stations

InteractiveLight Bulb Displays: 11 displays and portable cases constructed and delivered to 11 Univision stations

Commercials: Scripts and Spanish translations approved and produced. Versions distributed to 11 Univision stations tagged with the contact information for the utility(ies) serving that market. Commercials include:

- Appliance Rebates (30-second and 10-second versions)
- Air Conditioning Rebates (30-second and 10-second versions),
- Cooling Equipment Rebates* (30-second and 10-second versions)
- Programmable Thermostat Rebates (60-second and 10-second versions)

*Addresses evaporative coolers and whole house fans

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Commercials aired: 786

The commercial regarding rebates for ENERGY STAR® appliances kicked off the television schedule on June 16. By June 30, a total of 786 commercials had aired on the 11 Univision stations. This includes 422 thirty-second commercials and 264 ten-second commercials.

Originally, we had planned to use a 60-second format for all commercials, except for those timed to coincide with *Flex Your Power*'s campaign roll-outs. Our first round of production, however, convinced us that the amount of information required in each commercial and the style of the script itself will dictate its length.

2. Customer Enrollment

Not applicable. However, the campaign developed the plan and expanded lists of retailers to recruit and enroll in the marketing and outreach campaign.

3. Workbook

Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.

4. Training

FYP –

Not applicable. However, one of the commitments retailers agreed to was the training of their sales staff to sell energy efficient products. More than 1,300 retailers utilized the training materials produced by Flex Your Power.

RS&E –

The program did not sponsor any training during the quarter.

UTEEM –

Not applicable.

5. Marketing

FYP –

As part of the June 20, 2003 promotion, Efficiency Partnership developed the following educational material: (See Attachment B for copies of the educational materials).

- Energy-Efficient Appliance Educational Materials
 - Salesperson Training Guide
 - Salesperson pocket fact card
 - Point-Of-Purchase Easel card
 - Appliance Clings
 - Shipment letter (personalized to each store reflecting orders)
- Energy-Efficient Home Improvement Products Educational Materials

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- Salesperson Training Guide
- Salesperson pocket fact card
- Shipment letter (personalized to each store reflecting orders)
- Energy-Efficient Lighting Educational Materials
 - Consumer Fact Card
- Generic Energy Efficiency Message Educational Materials
 - Consumer rebate card (English)
 - Consumer rebate cards in:
 - Chinese
 - Spanish
 - Korean
 - Vietnamese
 - Energy Efficiency Poster in:
 - Chinese
 - Spanish
 - Korean
 - Vietnamese

**RS&E –
Reach for the Stars**

RS&E's "Reach for the Stars" energy efficiency campaign is a comprehensive statewide energy efficiency communications campaign directed to low-income utility customers in rural areas.

During this quarter, RS&E:

- Produced two black-and-white newspaper ads promoting appliance replacement, which were placed in newspapers in rural markets throughout the state.
- Developed a radio spot promoting appliance replacement, which began airing in rural markets throughout the state.
- Established criteria for selecting members for the CBO network and requested proposals from potential groups.
- Established a single point of contact for all consumers through the creation of a toll-free phone line to provide IOU energy efficiency program contact information.
- Contracted with vendor, Muto-Dolk LLC, to create evaluation plan. Muto-Dolk selected the following areas in which to conduct quantitative and qualitative research: 1) Humboldt County, 2) Kern County outside Bakersfield, 3) Kings County, and 4) Stanislaus County outside Modesto. Further, Muto-Dolk drafted a questionnaire for the first round of a three-phase panel-back survey.

UTEEM –

Included in status of program delivery.

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6. Hard to Reach

FYP –

Both the advertising and outreach aspects of the Flex Your Power campaign focused on the most effective and cost-efficient means of reaching hard to reach residential customers. By its very nature, the marketing and outreach campaign via TV, radio and newspaper advertisements had a significant impact on all general market and hard-to-reach residents throughout the state. To specifically target the California Asian population, EP purchased Asian language media spots. During the flight that ran during the second quarter, Flex Your Power television and radio advertisements reached an average of 95 percent of the Asian population an average of 9.8 times. The Flex Your Power campaign coordinated with Univision, which the CPUC had awarded funding to reach the Spanish language market.

The educational materials for this first promotion were printed in four different languages and were requested by hundreds of retailers throughout the state: 524 requested Spanish language; 98 requested Chinese, 35 requested Vietnamese, and 27 requested Korean. The educational materials in all languages were shipped to stores that also served low-income and rural communities. Additionally, materials in Spanish were shipped to Univision and the IOUs for distribution at their various community events.

Efforts to coordinate with state agencies and organizations that outreach to low-income communities are described in detail below.

RS&E –

Reach for the Stars

The CPUC Energy Efficiency Policy Manual identifies a rural location as a qualification criterion for a hard-to-reach population in California. Because RS&E is targeting populations within rural areas, all of RS&E's targeted markets are hard to reach.

UTEEM –

UTEEM is completely targeted to the hard-to-reach Hispanic market, whose language barrier prevents them from fully taking advantage of the IOU's rebate and energy reduction programs. Please refer to section II.3. of this report for a summary of the numbers of Spanish-speaking Hispanics reached to date.

UTEEM has requested that interested IOUs provide the program with information about their programs for qualifying low-income customers, such

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as CARE, LIEN, etc. These materials will be distributed to the appropriate markets at community events.

IV. Program Accomplishments

FYP –

During the second quarter of 2003, several tasks were begun and/or completed as part of the 2003 coordinated energy efficiency marketing and outreach program delivery. Such tasks included:

Program Coordination

- Developed IOU outreach plan and held meetings with the residential program coordinators of the IOUs to finalize the statewide marketing and outreach plan, to coordinate program offerings, to leverage the resources of statewide campaigns and industry stakeholders and to develop statewide residential educational materials.
- Contacted all third party program providers to determine the best means to coordinate.
- Developed two database website displays to highlight applicable third party programs incentive and technical assistance programs on the Flex Your Power website.
- To further expand consistency of program offerings throughout the entire state, EP developed municipal utility coordination plan, outreached to and held meetings with municipal utilities, including Los Angeles Department of Water and Power (LADWP) and Sacramento Municipal Utilities District (SMUD) among others, and municipal utility associations including the California Municipal Utilities Association (CMUA), Southern California Public Power Authority (SCPPA) and the Northern California Power Association (NCPA). In addition to program ____, this outreach served to coordinate statewide marketing and outreach efforts and solicit participation for coordination of program offerings and promotion efforts.
- Contacted all municipal utility program providers to gather information on program offerings for inclusion in Flex Your Power website incentive and technical assistance locators.
- Developed marketing plan and materials to incorporate and build upon Flex Your Power's efforts to coordinate with California water agencies in the statewide save water/save energy effort.
- Contacted all water agencies and associations (e.g., California Urban Water Conservation Council (CUWCC)) to put program information on Flex Your Power website.

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Private Sector Leveraging

- Secured the participation of major appliance manufacturers and energy-efficient product manufacturers (e.g., Sears, Home Depot, Lowe's, Orchard Supply Hardware, Best Buy) and major chains and independent dealers to participate in the 2003 retail promotions. Efforts lead to the most comprehensive list to date of appliance and energy-efficient product retailers in California and the largest participation.
- Worked with various associations that represent appliance and hardware retailers (e.g., Association of Volume Buyers, Nationwide, Ace, Do It Best, and True Value) to coordinate their support and market and outreach efforts, and to recruit independent retailer participation in Flex Your Power.
- Continued detailed discussions with retailers and manufacturers and associations to develop a leveraged marketing and outreach campaign and additional incentives consistent with their three to twelve month planning schedules.

Resource Development

- Contacted thousands of retailers across state through telephone, fax and store visits to expand and deepen our relationship, to develop a more accurate picture of the energy efficiency market in California and to better deliver outreach and marketing programs to customers.
- Continued to build upon the statewide network of retailers of energy efficient appliances, lighting and home improvement products through contact and partnership arrangements.

Website

Upon funding in April 2003, nearly completed redesign and content additions and expansion of Flex Your Power website to be the statewide resource for energy efficiency. Accomplishments include:

- Researched and created content for five primary website sections (Residential, Commercial, Industrial, Agricultural and Institutional) and several relevant subsections such as Small Business, Low-Income and Residential New Construction.
- Developed a database-driven energy-efficient products store locator for California. (Residents will be able to find the stores selling energy efficient products near them.)
- Inventoried and input all statewide and local IOU, Muni and third-party programs and developed a database-driven Rebates, Grants and Loans Program Locator for each of the sectors (commercial, industrial, residential, agricultural and institutional).
- Inventoried and input all statewide and local IOU, Muni and third-party technical assistance programs and developed a database-driven Technical

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Assistance Program Locator for each of the sectors (commercial, industrial, residential, agricultural and institutional).

- Collected more than 500 key energy efficiency related resources and developed database-driven resource locator for the commercial, residential, industrial, institutional and agricultural sectors.
- Collected more than 400 key energy saving tips and developed database-driven tips locator for the commercial, residential, industrial, institutional and agricultural sectors.

Residential Outreach – Energy Efficiency Promotion

On June 20, 2003, launched the first of three marketing and outreach campaign to educate and promote the purchase of energy-efficient improvement products, appliances and lighting promotions. Promotion included:

- Launched mass media campaign:
 - Television advertisements promoting energy efficiency that began on June 16 to run through July 6;
 - Radio advertisements promoting energy efficiency that began on June 16 to run through July 6;
 - Newspapers ads in more than 40 newspapers statewide, featuring energy efficient product messages as well as listing participating local retailers. (See Attachment C for the media buys during the second quarter.)
- Recruited industry participation. More than 1, 300 retailers joined in the promotion, the largest promotion event to date in the 2 1/2-year Flex Your Power campaign. EP targeted appliance, hardware, and home improvement/lighting stores for participation. The retailers are required to sell ENERGY STAR qualified and other energy efficient products. In addition, hundreds of retailers requested and were provided materials in additional languages: 524 requested Spanish language; 98 requested Chinese, 35 requested Vietnamese, and 27 requested Korean. Each participating retailer committed to training sales associates and using Flex Your Power educational materials for in-store displays and customer distribution.
- Produced educational materials. (See list above). Customized packages of retailer educational materials (separate lighting, appliance, and home improvement store educational materials) provided the most useful and individualized service to our participating stores.

Additional Outreach

- Met with statewide representatives from Building Operators and Managers Association (BOMA), California Business Roundtable and other business associations to finalize outreach and marketing strategies to increase commercial private sector awareness of, and participation in, commercial energy efficiency programs.

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- Held meeting with statewide presidents of Building Operators and Managers Associations (BOMA) on California's energy situation, the 2003 statewide marketing and outreach initiative, the benefits of energy efficiency and continuing to coordinate strategies for them to implement energy-efficient changes.
- Held meetings with representatives of the state agencies that provide services to low-income communities to develop outreach and marketing strategies to increase awareness of, and participation in, both residential and low-income energy efficiency programs.
- Held meeting with Environmental Protection Agency (EPA) to discuss ways that EP can coordinate marketing and outreach with their various programs including their appliance and "Change-a-Light" promotions, and provide commercial building owners and managers and others with access to free tools and resources.
- Initiated design of residential new construction component of Flex Your Power that will include working with builders of energy efficient single family and multifamily housing throughout the state.

Other Media Efforts

- Initiated a cable industry outreach effort for Flex Your Power public service announcements (PSA). Met with California Channel, California Cable Television Association to have statewide cable operators to air Flex Your Power PSAs for promotions. Developed and provided the mechanism for cable operators to access Flex Your Power PSAs from satellite or copies from California Channel.
 - Local cable operators – primarily in Southern California – aired the first PSA ad over their Public Access and local channels for a total of more than (600) airings at no cost to the Flex Your Power campaign during the first promotional effort.

Events

- Attended, presented at and/or hosted a number of events, the most notable include:
 - Press conference with Governor Gray Davis, PUC, California Energy Commission, Silicon Valley Manufacturers Group (SVMG), and Natural Resources Defense Council (NRDC) to discuss California's energy situation, a new commitment to energy efficiency and the role of the 2003 Flex your Power statewide marketing and outreach initiative.
 - Press conference at the California Independent System Operator (ISO) with PUC, California Energy Commission, the IOUs and municipal utilities to discuss California's energy situation, a continued and growing commitment to coordinating energy efficiency and the role of the 2003 Flex Your Power statewide marketing and outreach initiative.

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- Presentation at the 17th Annual National Low Income Energy Conference on California's energy situation, the 2003 statewide marketing and outreach initiative, the benefits of energy efficiency and insights on how professionals in the low-income energy community can work to solve the energy hardships facing low-income consumers.
- Final planning for October Retreat of utilities, manufactures, retailers, third parties and others.

RS&E –

See Marketing section.

UTEEM –

Univision and Staples/Hutchinson have established memoranda of agreement with the HUD offices in Fresno, Santa Ana, Los Angeles and Sacramento regarding UTEEM. This reciprocal agreement means that HUD will support our outreach efforts by providing supporting material regarding HUD's efforts to help California's Hispanic residents to purchase energy efficient homes. Likewise, HUD will distribute UTEEM's brochure at its community outreach events. In addition, HUD will provide community-based organizations with which they work with supplies of the UTEEM brochure for their own constituents.

V. Program Challenges

FYP –

None, although the uncertainty of funding for 2003 restricted the ability to procure commitments from municipal utilities, manufactures and retailers and others to participate in the statewide marketing and outreach.

RS&E –

Although RS&E had originally proposed to target low-income customers in rural communities, initial comments from the CPUC redirected our efforts to reach moderate-income customers. After our first radio and newspaper ads were placed in media, however, PUC staff redirected RS&E to reach low-income customers. This process did result in several creative and media changes.

To meet this challenge, RS&E worked with IOU and CPUC staff to follow, accurately and effectively, the CPUC's ruling. This entailed revising the Program Implementation Plan and developing supplemental outreach materials. As this challenge occurred early in the campaign, all subsequent materials and messages can easily be designed to comply with the CPUC's ruling.

UTEEM –

The only challenges confronted during the implementation of this program have to do with timing. For example, we had planned to have a presence at the many,

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highly attended Cinco de Mayo events throughout California. However, because it was already April before we were notified that our proposal had been accepted, we did not have adequate time to prepare, get approvals for and produce exhibit materials for the 11 Univision stations.

VI. Customer Disputes

None.

VII. Compliance Items

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

Decision 03-04-055, Ordering Paragraph 3 states:

“No party shall delay program commencement or preparation pending submission of or Commission action on these plans.”

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

Decision 03-04-055, Ordering Paragraph 6 states:

The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

Response:

The statewide Marketing and Outreach programs are working with utilities to market the statewide programs.

Decision 03-04-055, Ordering Paragraph 2 states:

“All statewide marketing and outreach programs receiving funding shall file and serve, within 60 days from the date the Commission approves this decision, Program Implementation Plans (Plans) for each funded program. Each party shall also post their Plans on their websites in a prominent and easy-to-find location. The Plans shall contain the information set forth in this decision.”

Response:

The statewide Marketing and Outreach programs filed their revised program implementation plans within 60 days from the date the Commission approved Decision 03-04-055.

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Program Title: **Residential In-Home Energy Survey**

I. Program Overview

The Residential In-Home Energy Survey program provides residential customers, particularly hard-to-reach (HTR) customers who do not respond to on-line and mail-in survey options, with a more personalized, face-to-face energy survey.

Upon the customer's request, an appointment is scheduled, and a trained energy auditor is sent to the customer's home to assess energy usage and to provide energy-saving recommendations. Energy auditors are bilingual and would conduct in-home surveys in Spanish, if requested.

Customers are provided with information on energy efficiency products and services, rebate programs and other energy-related information to encourage the adoption of energy efficiency measures identified in the in-home survey.

II. Program Summary

In compliance with Decision 03-01-038, all accomplishments will apply toward 2003 program targets.

1. Total program budget:

2003	Amount
Authorized Budget	\$750,000
Program Expenditures (includes program commitments)*	\$154,367

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

2. Total net demand reduction and energy savings:

Based upon the California Public Utilities Commission approved Energy Efficiency Policy Manual, this information program is not expected to demonstrate energy savings or demand reductions.

3. Total number of customers served:

	In-Home Survey Targets
Target	4,500
Actual	2,697

*Per decision 04-04-055, Attachment 2, page 24.

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4. Projected and actual number of units:
Please refer to program activity tables in corresponding program workbook.
5. Total rebate (\$) paid:
Not applicable to this information program.

III. Program Implementation Status

1. Status of program delivery

SCE met with the contractor to discuss improvements in program delivery. Improvements for 2003 will include new targeted mailings to hard-to-reach (HTR) customers and updated survey assessment to help customers adopt energy recommendations.

SCE continues to provide compact florescent light bulbs (CFL) as marketing promotions in the second quarter to improve the conversion rate of survey requests to completed surveys. The CFL allowed the customer to begin to save energy and money immediately.

2. Customer Enrollment

Two blank copies of the program application forms were sent to the Commission's Energy Division

3. Workbook

Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.

4. Training

Typically, customer training is not conducted due to the nature of the program. The energy surveys are created in simplified form to have the in-home auditor helping the customer to complete an energy survey.

5. Marketing

Description	Quantity	Method of Delivery	Number with Each Method
Direct mail	50,000	Mail with emphasis on HTR customers	50,000

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6. **Hard-to-Reach**

The In-Home Energy Survey has the advantage of being able to respond to the needs of certain hard-to-reach (HTR) customer groups by providing an alternative delivery channel to the statewide Home Energy Efficiency Survey program through individual interaction.

SCE continues to target Spanish-speaking customers and has expanded the outreach program to include customers identified by HTR zip codes utilizing direct mail.

SCE's HTR goal is to achieve at least 50 percent participation or 2,250 of completed surveys by HTR customers as defined by the CPUC. During the first and second quarters of 2003, SCE completed 58 percent or 1,566 surveys to customers in HTR zip codes in SCE service territory. Of the 1,566 HTR surveys, 270 were conducted in Spanish.

IV. Program Accomplishments

During the first and second quarters, SCE achieved the following activities:

- Achieved 2,697 surveys or 60 percent of the completed survey target.
- HTR participation was 58 percent of completed surveys against a target of 50 percent.
- SCE developed the 2003 mailing strategy, and mailed 50,000 in-home survey solicitation packets to customers. The direct mailing was sent to 100 percent HTR customers in coastal and desert areas.
- Implemented the use of a small promotional give-away to improve the conversion rate of requested surveys to completed surveys.
- Promotion of in-home surveys resulted in 38 referrals through Mobile Education Unit outreach, and 214 referrals from SCE's Call Center in the second quarter.

V. Program Challenges

The techniques used for outreach and promotion of the In-Home Energy Survey Program in past years are proving to be less effective this year. In the past, direct mail and phone center referrals have been sufficient to satisfy program goals.

With the introduction of HTR goals in 2002, which tends to limit availability of the program, and less than anticipated phone center activity, the number of completed surveys was below the goal through the first quarter.

In an effort to make the outreach process more effective, SCE modified the direct mail strategy to target all HTR customers in SCE service territory.

VI. Customer Disputes

None

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VII. Compliance Items

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

Decision 03-04-055, Ordering Paragraph 3 states:

“No party shall delay program commencement or preparation pending submission of or Commission action on these plans.”

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

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Program Title: **Small Nonresidential Hard To Reach**

I. Program Overview

The Small Nonresidential Hard-to-Reach program, implemented as the Small Business Lighting Retrofit program, offers energy efficiency information, equipment and literature to small business customers in areas identified as hard-to-reach by the CPUC and located within SCE's service territory. SCE's hard-to-reach customers are defined as all customers who are located in rural zip codes and/or all customers with a monthly demand of less than 20 kW. The program is designed to introduce small business customers to the benefits of energy efficiency through lighting system upgrades. The upgrades consist of the replacement of low efficiency lighting with high efficiency lighting. The upgrades are provided after an energy audit is performed. The audit helps to demonstrate to the customer the potential for energy savings. Since cost is a major concern for the small business owner, and the largest barrier to participation in traditional rebate programs, all program services are provided free of charge. Professional electrical contractors, hired through a competitive bid process, provide the audits and installation of the lighting system upgrades.

II. Program Summary

In compliance with Decision 03-01-038, all accomplishments will apply toward 2003 program targets.

1. Total program budget

2003	Amount
Authorized Budget	\$1,400,000
Program Expenditures (includes program commitments)*	\$449,302

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

2. Total net demand reduction and energy savings:

	Net kW*	Net kWh*
Projected	1,134	5,216,208
Actual	259	1,218,866
Committed	115	540,915
Total Recorded	374	1,759,780

*Per Decision 03-04-055, Table 2b.

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3. Total number of customers served:
Projected: 800
Actual: 157
4. Projected and actual number of units:
Please refer to program activity tables in corresponding program workbook.
5. Total invoices (\$) paid:
Paid = \$198,825.00, Committed =\$150,509

III. Program Implementation Status

1. Status of program delivery
Vendors started program solicitation and have been enrolling customers. First construction began at the end of June. Vendors' territories as limited to the HTR Zip codes as specified in each vendor agreements.
2. Customer Enrollment
Two blank copies of the 2002 Nonresidential HTR program application forms were sent to the CPUC's Energy Division.
3. Workbook
Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.
4. Training
Vendor training was conducted, June20, 2003. Continuing program design with new requirements, targets, and expectations where delivered.
5. Marketing
Program is marketed to the target hard-to-reach customer group through direct contact and telemarketing. Customer communication is conducted 'in language' where appropriate. Vendor program identification cards are provided that gives vendor information along with SCE information hotline for customers seeking information about this program.
6. Hard to Reach
Due to the nature and focus of the program which targeted only very small nonresidential customers (i.e., under 20 kW), typically located in rural communities, there were no specific hard-to-reach targets assigned to the program.

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IV. Program Accomplishments

Once again, the program is well received by hard-to-reach small business customers. The first retrofit installations occurred at the end of June. SCE is reaching out to a new part of the HTR territory.

V. Program Challenges

None.

VI. Customer Disputes

None.

VII. Compliance Items

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

Decision 03-04-055, Ordering Paragraph 3 states:

“No party shall delay program commencement or preparation pending submission of or Commission action on these plans.”

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

Decision 03-04-055, Ordering Paragraph 6 states:

“The utilities shall work together to market their statewide programs. To the extent the utilities offer the same programs, they shall advertise them together. Program Implementation Plans and quarterly reports shall describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.”

Response:

SCE will work together with other utilities to market their statewide programs. To the extent SCE offers the same programs SCE will advertise them together with the other utilities. SCE’s Program Implementation Plans and quarterly reports describe utility efforts to coordinate programs. Utilities shall focus all PGC-funded marketing for programs in this decision on energy efficiency messages.

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Program Title: **Pump Test and Hydraulic Services**

I. Program Overview

Southern California Edison's (SCE) Pump Test and Hydraulic Services (PT&HS) program has delivered high quality pump testing services and quality technical information since 1911. Each year the program has been refined to present the customer with the information they need and pump testing data to implement energy efficiency measures for their hydraulic application.

II. Program Summary

1. Total program budget

2003	Amount
Authorized Budget	\$1,350,000
Fundshift	None
Revised Authorized Budget	None
Program Expenditures (includes program commitments)*	\$??

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

Total net demand reduction and energy savings:
Categorized as an information program consistent with the California Public Utilities Commission's 2002 Energy Efficiency Policy Manual.

2. Total number of customers served:

Projected Pump Tests = 3,200 (Annual goal)
Actual tests performed during the second quarter = 1,070
Total pump tests performed to date = 1,807

3. Projected and actual number of units:

Please refer to program activity tables in corresponding program workbook.

4. Total rebate (\$) paid:

Not applicable to this information program.

III. Program Implementation Status

1. Status of program delivery

No change from the approved program implementation plan.

2. Customer Enrollment

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Two blank copies of the program application forms were sent to the Commission's Energy Division.

3. **Workbook**
Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.
4. **Training**
None
5. **Marketing**
SCE Pump Test program participated in the Inland Counties Water Association Vendor's Fair. Approximately 150 people picked up literature and engaged in various discussions and demonstrations.
6. **Hard to Reach**
SCE will continue in its efforts to provide needed services and information to geographically hard-to-reach customers. Due to the industry that this program services, many of the customers are by definition hard-to-reach customers and their businesses are located in outlying, rural locations.

In addition, SCE is continuing its policy not to retest pumps in consecutive years. The effect of these efforts will attempt to increase the awareness and participation of these specific customers and those customers who have not had their pumps tested in the last 3 years.

IV. Program Accomplishments

SCE's Pump Test and Hydraulic Services provided over 1,800 tests to date. If the customers whose pumps tested below expected efficiency implemented energy efficiency recommendations, a potential of 11 million kWh and a reduction of 2.2 MW would result.

Ninety-three percent of customers that returned a customer satisfaction survey indicated they were "happy" with the service and information provided to them by SCE's pump test staff.

V. Program Challenges

None

VI. Customer Disputes

None

VII. Compliance Items

None

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Program Title: **Local Demonstration & Information Transfer**

I. Program Overview

The Local Crosscutting Demonstration and Information Transfer program is an information-only program that seeks to accelerate the introduction of energy efficient technologies, applications, and analytical tools that are not widely adopted in Southern California Edison's (SCE) service territory. The program's demonstration activities focus on near-commercial energy efficient applications with significant market potential, and commercial energy efficient applications with low market penetration using Emerging Technology (ET) Application Assessment projects. The ET application assessments may be conducted at either customer sites or in controlled environments. The assessments provide design, performance, and verification of novel energy efficient systems, and help to reduce market barriers. The projects measure, verify, analyze, and document the potential energy savings and demand reduction of specific applications in different market segments. Information Transfer efforts disseminate an assessment's results, and are customized to the targeted markets.

II. Program Summary

1. Total program budget

2003	Amount
Authorized Budget	\$500,000
Program Expenditures (includes program commitments)*	\$69,680

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

2. Total net demand reduction and energy savings:

Based upon the California Public Utilities Commission approved Energy Efficiency Policy Manual, this information program is not expected to provide energy savings targets.

3. Total number of customers served:

Projected: The program will initiate a limited number of customer site demonstration projects in 2003, since not all assessments require customer site testing and multiple assessments may be performed at a single customer site. Based on the program's performance goal of three ET application assessments, three customer site demonstrations may be anticipated.

Actual: One customer site demonstration was initiated during the second quarter.

4. Projected and actual number of units:

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Please refer to program activity tables in corresponding program workbook.

5. Total rebate (\$) paid:
The program does not provide customer rebates.

III. Program Implementation Status

1. Status of program delivery
The program staff is pursuing new ET application assessments.
2. Customer Enrollment
The program does not use application forms to enlist customers in the program. Due to the nature of the program and the limited number of customer site demonstrations, customized agreements are negotiated with each customer for each project.
3. Workbook
Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.
4. Training
The program neither sponsored nor conducted any training during the course of the first quarter.
5. Marketing
The program did not engage in any marketing activities during the quarter.
6. Hard-to-Reach
The program does not have specific goals for the hard-to-reach market segments. In general, the information the program generates through its demonstration activities tends to benefit all customers. One of the aims of the program is to explore the extent of application a new technology has in various market segments, in an effort to characterize the widest possible deployment opportunities. Thus, the program will seek opportunities to host appropriate demonstration projects at hard-to-reach customer sites, such as ethnic, small commercial, and residential customers.

IV. Program Accomplishments

Emerging Technology Application Assessments

During the second quarter, SCE committed and initiated one assessment project:

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- **Professional Wet Cleaning with High Spin Speed Water Extraction.** Of approximately 3,000 dry cleaners in Southern California, less than 2% have converted to a wet cleaning process. Prior measurements indicate that wet cleaning systems can save energy compared to PERC-based dry cleaning systems. This assessment project will determine the demand and energy impacts of high-end Professional Wet Cleaning equipment at Black Tie Cleaners in Placentia. This project is a partnership between Southern California Gas Co., the South Coast Air Quality Management District, Occidental College, and SCE. Both the electric and natural gas savings against the existing PERC-based dry cleaning system and other wet cleaning equipment will be documented, as well as qualitative garment cleaning measures.

In addition, program staff is working to identify and initiate assessment projects, and are presently considering assessments for the following emerging technologies:

- Cooling tower load controls for dry cleaners,
- Silicon based dry cleaning,
- Hydrocarbon based dry cleaning,
- CO2 dry cleaning,
- Advanced controls for plastics granulators,
- Membranes for orange juice concentration,
- Night covers for open refrigeration cases,
- High volume low speed fans for high bay commercial retail stores,
- Cold storage controls,
- Railroad crossing controls, and
- Non-intrusive load management devices.

V. Program Challenges

There were no specific program challenges during the first quarter.

VI. Customer Disputes

There were no customer disputes during the first quarter.

VII. Compliance Items

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

D. 03-04-055, Ordering Paragraph 3 states:

“No party shall delay program commencement or preparation pending submission of or Commission action on these plans.”

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Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

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Program Title: **SCE Local Government Initiative**

I. Program Overview

Southern California Edison's Local Government Initiative (SCE-LGI) educates and informs community leaders, local government planners, building officials, builders, building owners, small business owners, and consumers about the economic benefits of energy efficiency in the areas of residential and nonresidential new construction, as well as small business. Designed with extensive input from Southern California local government building departments, the innovative programs offered through SCE-LGI are designed to help local governments build self-sustaining energy efficiency partnerships with their constituents.

II. Program Summary

In compliance with Decision 03-01-038, all accomplishments will apply toward 2003 program targets.

1. Total program budget

2003	Amount
Authorized Budget	\$950,000
Program Expenditures (includes program commitments)*	\$40,977

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

2. Total net demand reduction and energy savings:

Based upon the California Public Utilities Commission approved Energy Efficiency Policy Manual, this information program is not expected to demonstrate energy savings or demand reductions.

3. Total number of customers served:

Projected: 16 New Jurisdictions; Support of 40 Existing Jurisdictions
Actual: 6 New Jurisdictions; Support of 5 Existing Jurisdictions

4. Projected and actual number of units:

Please refer to program activity tables in corresponding program workbook.

5. Total rebate (\$) paid:

The program does not provide customer rebates.

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III. Program Implementation Status

1. During the 2nd quarter of 2003, SCE-LGI was directly marketed to a total of 19 new local governments. Six of the jurisdictions pursued subsequently joined the program. Those cities included: Arcadia, Brea, Chino, Diamond Bar, Highland, Loma Linda, Orange, Westminster, and Yorba Linda.

Additionally, the SCE-LGI maintained support of five existing jurisdictions, which included: Desert Hot Springs, Norco, Palm Desert, Palm Springs, and Santa Clarita.

2. Customer Enrollment

Two blank copies of the program application forms were sent to the Commission's Energy Division.

3. Workbook

Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.

4. Training

This program did not sponsor any external training during the quarter.

5. Marketing

- Considerable time spent contacting production home builders to solicit participation in CEEP program
- Distributed additional CheckPoint and Express Efficiency literature to the five existing jurisdictions either hand-delivered or by mail.

6. Hard to Reach

SCE proposes to target 16 new jurisdictions for 2003 with a high priority placed on those jurisdictions with notable building activity and/or containing zip codes in the hard-to-reach target areas. We hold SCE to its target of 16 new local jurisdictions added to the program in 2003, 12 of which are in hard-to-reach areas. Out of the nine new jurisdictions in the LGI program, 5 are HTR. These HTR jurisdictions include: Chino, Diamond Bar, Highland, and Loma Linda.

IV. Program Accomplishments

Desert Hot Springs is projected to be one of the fastest growing new residential markets in the Coachella Valley. As a result, the LGI team continued working

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with the outgoing Planning Director on the CEEP, as well as beginning a new relationship with the Community Development Director. Detailed information on CEEP, CheckPoint, and Express Efficiency were presented.

V. Program Challenges

None.

VI. Customer Disputes

None.

VII. Compliance Items

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

Decision 03-04-055, Ordering Paragraph 3 states:

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Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

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Program Title: **Codes and Standards Advocacy, Local**

I. Program Overview

This local program assists in the process of revising California's energy-related codes and standards in order to bring about cost-effective that will benefit California as a whole. This program supports the California Energy Commission's (CEC) 2003/2005 standard revision process for both California Title 20 and Title 24.

II. Program Summary

1. Total program budget

2003	Amount
Authorized Budget	\$66,700
Program Expenditures (includes program commitments)*	\$13,245

*Expenditures to date (including program commitments) = [actual + committed thru June 30, 2003]

2. Total net demand reduction and energy savings:

Not applicable for this information program.

3. Total number of customers served:

The Statewide Codes and Standards program focuses on upgrades and enhancements in the energy efficiency standards and codes thereby benefiting all SCE customers.

4. Projected and actual number of units:

Please refer to program activity tables in corresponding program workbook.

5. Total rebate (\$) paid:

Not applicable for this information program.

III. Program Implementation Status

1. Status of program delivery

The program staff conducted a workshop on June 6 concerning ground thermal conductivity for geothermal heat pump applications. Staff is also pursuing new Codes and Standards training opportunities.

2. Customer Enrollment

Fourteen people attended the June 6, 2003 workshop.

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3. **Workbook**
Please refer to the informational tables shown in the corresponding program workbook for details on program expenditures and activities.
4. **Training**
The program neither sponsored nor conducted any training during the course of the first quarter.
5. **Marketing**
The program did not engage in any marketing activities during the quarter.
6. **Hard to Reach**
Codes and Standards activities support hard-to-reach market segments by advocating cost effective code enhancements that promote energy efficiency for all building types and appliances included in the California standards.

IV. Program Accomplishments

The program staff is pursuing new Codes and Standards training opportunities.

V. Program Challenges

There were no specific program challenges during the first quarter.

VI. Customer Disputes

There were no customer disputes during the first quarter.

VII. Compliance Items

The following list itemizes the various regulatory compliance items issued by the California Public Utilities Commission directly relating to this program.

Decision 03-04-055, Ordering Paragraph 3 states:

“No party shall delay program commencement or preparation pending submission of or Commission action on these plans.”

Response:

Program commencement and preparation were not delayed pending submission of or Commission action on these plans.

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Bridge funding was authorized to extend 2002 energy efficiency programs pending a final decision on the utilities' proposed 2003 programs. However, no bridge funding was authorized for PY 2003 MA&E / EM&V. Funding for utility work on PY 2003 MA&E / EM&V was authorized in an interim opinion issued on April 17.