



BEFORE THE PUBLIC UTILITIES COMMISSION OF THE **FILED**

STATE OF CALIFORNIA

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Order Instituting Rulemaking to Examine the)
Commission's post-2008 Energy Efficiency)
Policies, Programs, Evaluation, Measurement and)
Verification and Related Issues.)

R.09-11-014
(Filed April 13, 2006)

SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) 2012 ANNUAL REPORT
FOR 2011 ENERGY EFFICIENCY PROGRAMS

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Dated: **May 1, 2012**

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**SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) 2012 ANNUAL REPORT
FOR 2011 ENERGY EFFICIENCY PROGRAMS**

Southern California Edison Company (SCE) hereby submits its 2012 Annual Report for 2011 Energy Efficiency Programs and Results, Attachment A hereto.

The Annual Report is filed and served in this proceeding pursuant to the Administrative Law Judge's Ruling Adopting Annual Reporting Requirements for Energy Efficiency and Addressing Related Reporting Issues dated August 8, 2007. This report is due on May 1 of the year following the end of a program year.

In addition, SCE submits a Notice of Availability for the related documents available for viewing and downloading on the CPUC's Energy Efficiency Groupware Application (EEGA) website, Attachment B hereto.

Respectfully submitted,

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May 1, 2012

cc: Administrative Law Judge Ferrar (hard copy)
Edward Randolph, Director Energy Division CPUC (hard copy)

Attachment A

SCE's 2012 Energy Efficiency Annual Report for Program Year 2011

2012

Energy Efficiency

Annual Report

- ◆ Summary Report
2011 Program Overview & Strategies

- ◆ Technical Appendix
2011 Results

May 2012



SOUTHERN CALIFORNIA
EDISON

An *EDISON INTERNATIONAL* Company

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I.

EXECUTIVE SUMMARY

Southern California Edison (SCE) delivered a portfolio of energy efficiency programs to its customers in 2011 that provided cost-effective resource benefits to ratepayers and to California. In addition to helping customers save money and live more comfortably, SCE's energy efficiency programs significantly contributed to California's goal of reducing greenhouse gas emissions.

With over three decades of leadership in energy efficiency solutions, SCE's 2011 programs continue to exemplify our nationally recognized leadership, innovation, and success. SCE's 2011 programs created considerable ongoing resource benefits to all ratepayers by providing over 1.4 billion kilowatt-hours (kWh) of annualized energy savings, nearly 261 megawatts (MW) of peak demand reduction, and over \$519 million of net resource benefits. In addition, SCE's energy efficiency programs avoided nearly 360,000 tons of carbon dioxide, a key component of California's commitment to lower greenhouse gas emissions and contribute to the global effort to address climate change.

SCE's 2011 energy efficiency programs were designed around an integrated, customer-focused set of program offerings. Coordination between SCE, third party implementers, and local and institutional partners enabled SCE to maximize energy savings, demand reduction, and net resource benefits for customers.

In 2011, SCE continued to test new approaches for reaching markets that traditionally have been underserved. To ensure that energy savings opportunities were available to Californians who typically have not participated in energy efficiency programs, SCE leveraged resources through community partnerships and creative targeted outreach techniques to enable many of these customers to participate in programs for the first time.

SCE continues to work closely with the California Public Utilities Commission (CPUC or Commission), state, regional, and other stakeholders to achieve the State's strategic vision and goals to ensure that: (1) all cost-effective, reliable and feasible energy efficiency measures and actions are implemented in an integrated approach, (2) strategies, programs, measures and institutional structures

must provide long-term energy savings and (3) energy efficiency will generate significant reductions in greenhouse gas emissions, as adopted in the California Energy Efficiency Strategic Plan.

This report describes the successful energy efficiency program activities SCE administered and implemented during 2011.

II.

2011 ENERGY EFFICIENCY PROGRAM OVERVIEW

A. Statewide Program For Residential Energy Efficiency

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

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

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

1. Home Energy Efficiency Survey Program

Program Description

The Home Energy Efficiency Survey (HEES) Program is a continuation of the existing HEES program. This program works in collaboration with the On-Line Buyer Guide and Community Language Energy Outreach (CLEO) programs to provide comprehensive and integrated outreach efforts towards using energy audit to promote comprehensive retrofit to achieve deep energy reduction in the residential sector. This program goal is consistent with the California long-term energy efficiency and IDSM implementation strategies. The HEES program is used to reach out to customers in multiple languages through different delivery channels to perform a variety of energy surveys. The program provides survey results to enable participants to understand how their energy use varies throughout the year and how their household compares with other similar households. A multi-language approach enhances the program's ability to reach California's diverse cultures and provides efficiency recommendations based on a whole-house system approach. Additionally, HEES provides information and referrals to other energy efficiency programs, solar, water conservation efforts, demand response and low income programs, as applicable.

Strategies Implemented in 2011

- Conducted mass media marketing through flyers, direct mail, email blasts, websites and events.
- Hosted 38 CLEO seminars and 35 CLEO booths in local communities within SCE's territory, reaching 10,869 customers and collecting 1,275 completed 5-minute surveys.
- Placed 106 radio ads and 135 newspaper ads using ethnic media agencies.
- Created a Green City Partnership with six cities in SCE's territory; Norwalk, Monterey Park, West Covina, Cerritos, San Gabriel, and Rosemead.
- Launched a mail-in and on-line campaign to overcome barriers to practicing energy efficiency in the residential population and achieved 15.7 MWh in energy savings and 4.6 MW in demand reduction .
- Provided an energy efficiency and water-saving kit to customers who completed the HEES survey during the promotion period.

- Provided a customized energy efficiency report and recommendations to all customers who completed the HEES survey.
- Engaged the HEES program with various water agencies.
- Launched the HEES School Pilot Program during the Q4 Winter Campaign.
- Launched a HEES enhancement projects to comply with the WCAG 2.0 Level AA standards, improve the relevancy and report recommendations, and provide solar and carbon calculation capabilities on the survey report.
- Planned the Universal Audit Tool implementation, which will launch in 2012, which will offer on-line short and long surveys, including comparative energy usage information using proxy data initially.

2. **Residential Lighting Incentive Program For Basic CFLs**

Program Description

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

Strategies Implemented in 2011

- SCE allowed manufacturers to request lower per-unit incentives than the maximum in order to help optimize energy impacts per dollar spent.
- Messaging on in-store signage and promotional campaign materials told customers not to wait for incandescent light bulbs to burn out, but to install new CFLs right away.
- Incentives were not offered at SCE for shipments of basic bare spiral CFLs 1,600 lumens and greater. This was done to reinforce the Strategic Plan's intent to phase down basic CFL incentives, to coincide with the Title 20 Code change to 72

Watts for lumen-equivalent incandescent bulbs, and to maximize energy impacts of lower lumen products.

- Incentive budgets were lower compared to 2010 to phase down bare spiral CFLs.

3. Advanced Consumer Lighting Program

Program Description

The Advanced Consumer Lighting Program provides customers with incentives in the form of discounts that significantly reduce the cost of energy efficient lighting products and introduces energy efficient lighting products to the market. Furthermore, the program strives to influence future purchasing behaviors of customers. A broad array of product types, models, and technologies are available for this program's incentives. Typical technologies include specialty CFLs, LEDs, cold cathodes, and high-efficiency incandescents. The program coordinates with the Lighting Market Transformation Program to explore new advancements and technologies for potential inclusion. With the Torchiera and Plug-in Lamp Exchange sub component, SCE customers brought inefficient plug-in lighting products to local events to exchange for efficient products at no cost. The Advanced Ambient LED Trial Study sub component tests sales rates at various price ranges in large retailers, conducts surveys and focus groups, tests promotional/educational messaging, and explores program delivery options. The Lighting Showroom Trial Study tests display approaches in showroom environments. The Web/Catalog/Phone Sales Trial Study tests online sales for efficient lighting. The Super Lamp sub component asks manufacturers to submit products they feel meet the advanced specification published by the IOUs.

Strategies Implemented in 2011

- SCE allowed manufacturers to request lower per unit incentives than the maximum in order to increase energy impacts per dollar spent.
- Messaging on in-store signage and promotional campaign materials educated customers that CFLs now come in all different shapes. The materials included photos and explanations of each major type of specialty bulb and its best application.

- Messaging on in-store signage and promotional campaign materials told customers not to wait for incandescent light bulbs to burn out, but to install new CFLs right away.
- Lighting exchange events targeted income-qualified neighborhoods.
- In 2011 the following trial components started: Lighting Showroom, Advanced Ambient LED, and Web/Catalog/Phone. For Super Lamp one manufacturer submitted a product, which performed far below specifications.

4. Home Energy Efficiency Rebate Program

Program Description

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

Strategies Implemented in 2011

- Each IOU increased efforts to more effectively engage retail partners in developing programs that would increase the number of participating retail locations using point of sale relative to the 2006-2008 baseline. These efforts were successful in securing new “big-box” retailers who offered point of sale discount on select products during 2011.

- In the second quarter of 2011, the HEER program disseminated a wide-reaching Spring Cleaning marketing campaign. As part of this campaign, SCE created an Energy Savings Guide to promote rebates on refrigerators, evaporative coolers, pool pumps and whole house fans. This multi-touch, multi-channel campaign included direct mail, email, community events, press releases, shared mail and newspaper media. The guide was distributed at Mobile Energy Unit (MEU) events and was included in newspapers in the SCE territory.
- In the third quarter of 2011, the HEER program was also part of a summer solutions-themed marketing campaign which focused on purchasing Energy Star® qualified refrigerator rebates and also promoted evaporative coolers and pool pump rebates. This was also a multi-touch, multi-channel campaign, consisting of direct mail, email, community events, press releases, shared mail, newspaper and online media.
- The HEER program also had a variety of ongoing marketing efforts such as:
 - Retail - Point of Purchase materials were placed in all HEER Point of Sale participating stores. Retail associates also received from the regarding the HEER programs point of sale rebates on refrigerators that were available at many big box retailers.
 - Events - The HEER measures were promoted at a variety of trade shows and community events throughout the year, including fairs such as the Los Angeles County and Orange County fairs. In addition, the program was also promoted through the MEU, which also attended over 100 community outreach events in 2011. Customers at these events could speak to an SCE representative about the HEER programs or receive HEER program collateral such as brochures and fact cards if they wanted more information.

- Welcome Kit - Approximately 50,000 new customers sign up for SCE service each month. In 2011, these customers were sent a Welcome Kit that promoting the HEER program and other SCE energy and money saving programs.
- Other Collateral - The HEER program was also included in a multitude of other SCE marketing collateral, such as the annual Residential Savings Guide which lists all of SCE's energy and money-saving programs. The Residential Cooling Guide was also developed to promote programs that helped keep customers cool in the summertime. The Residential Savings Guide promoted the HEER rebates that were available for Portable Room Air Conditioners and evaporative coolers.

5. Appliance Recycling Program

Program Description

The Appliance Recycling Program (ARP) picks up operable but inefficient appliances from residential dwellings and businesses and prevents their continued operation by recycling them in an environmentally safe manner. The statewide ARP program is designed to incentivize customers to permanently remove and recycle inefficient refrigerators and freezers from the utilities' electrical system. The program intervention is designed to: (1) promote permanently removing and recycling inefficiently operating units and associated energy savings, (2) offer an incentive along with free pick-up as a convenient option for participants to recycle their inefficient appliances, and (3) embrace the EPA's Responsible Appliance Disposal practice so all appliances could be decomposed and recycled in the most environmentally friendly manner possible and down to raw material for effective reuse.

Strategies Implemented in 2011

- The continued use of PDAs utilizing real-time software by the recycling service contractors and ARP support staff has continued to drive operational costs down, resulting in enhanced inspection processes and increased participant satisfaction. As a result, the program continued to operate cost-effectively and continued to

achieve high customer satisfaction levels as measured by SCE's service delivery satisfaction index.

- Program participants were given the opportunity to donate all or a portion of their ARP monetary incentives to SCE's Energy Assistance Fund (EAF), which helps customers in financial need to pay their electric bill. A total of \$150,012 has been donated to EAF by ARP Participants since the inception of this donation concept in 2009.
- The CPUC's Energy Division approved an SCE ARP/Retailer trial study to test a new delivery channel where retailers collect SCE-qualified units when delivering new units. SCE has successfully concluded the ARP/Retailer Trial program and is currently waiting for final evaluation study results.
- SCE is also exploring the possibility of an ARP Second Appliance program design. The proposed intervention is to slow the rate of growth for second refrigerators in the household. The second refrigerator and freezer saturation level has continued to increase.

6. Business And Consumer Electronics Program

Program Description

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

Strategies Implemented in 2011

- In 2011, BCE promoted the benefits of energy efficient televisions inside select big box retail stores. The wall of televisions had a video spot that looped every couple of minutes and was successful in providing customer with information about the benefits of purchasing an energy efficient television.
- 171 BCE participating Big Box retailers received in-store associate training and specialized signs that were placed on televisions. The signs helped customers and associates quickly distinguish the most energy-efficient televisions.

7. **Multifamily Energy Efficiency Rebate Program**

Program Description

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

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

Strategies Implemented in 2011

- To increase exposure, the IOUs increased exhibitions for the MFEER Program, as well as other related programs at various apartment industry trade shows. As a result, customer participation increased with the engagement of energy specialists and large property management firms.

- SCE significantly improved customer satisfaction, quality of lighting products and installation as a result of a competitive RFP and selected seven highly qualified lighting contractors to implement “no cost” lighting solutions under program.
- Initiated discussions with various Retailers to leverage existing relationships with Multifamily property owners/managers to promote energy efficient appliances such as clothes washers, refrigerators, water heaters, packaged terminal air conditioners and heat pumps.

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

Program Description

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

Strategies Implemented in 2011

- Held Participation Workshop throughout SCE service territory to recruit additional contractors into the program.
- Conducted Basic and Advanced trainings to teach contractors about the “whole house” approach.
- Developed a variety of marketing materials (tri fold, door hangers, yard signs, homeowner folder) to promote the program.
- Conducted targeted marketing (bill on-serts, e-mail blast) to reach out to customers who would most likely participate in the program while leveraging the mass marketing implemented by American Recovery Reinvestment Act (ARRA) awardees, including the Energy Upgrade California website and media campaign (radio, television, billboard, etc).

- Utilized a Jobs Reporting Template (excel based tool) to streamline the processing of reservation and applications.

B. Statewide Commercial Energy Efficiency Program

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

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

1. Nonresidential Audit Program

Program Description

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

Strategies Implemented in 2011

- Concluded RCx marketing and outreach as the offering reached its targeted metrics for the cycle.
- Created and rolled out the Statewide RCx Policy Manual in December 2011.

2. Calculated Incentives Program

Program Description

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

Strategies Implemented in 2011

- Introduced integrated solutions in support of IDSM. The dimming ballast measures launched with a calculation tool, iBonus for applications with measures that included Auto DR and developed the operational integration in the back end processing for projects with EE/DR dimming ballast measures.

3. Deemed Incentives Program

Program Description

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

Strategies Implemented in 2011

- Focused on analysis in support of deeming customized measures as appropriate.
- Expanded the outreach to trade professionals and other delivery channels.

4. Direct Install Program

Program Description

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

Strategies Implemented in 2011

- Continued implementation of a marketing plan that emphasized a collaborative outreach effort involving various internal and external stakeholders to stimulate greater participation.
- Served customers on a district approach.
- Evaluated and added new measures to the program.

- Reviewed customer eligibility based on SIC and NAICS to expand program coverage.

5. **Continuous Energy Improvement Program**

Program Description

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

Strategies Implemented in 2011

- Concluded marketing and outreach as the offering met its recruiting target.
- Partnered with federal agencies (USDOE and the EPA) to co-brand CEI with Superior Energy Performance (SEP) and Building Performance with Energy Star.

C. **Statewide Industrial Energy Efficiency Program**

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

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

SCE has executed a series of strategies to address the needs of its industrial customers in 2011. During this period the economy has started a slow recovery and customers have continued to struggle

with lower production rate, lower margins and lack of access to capital. All these factors impacted the implementation of energy efficiency projects.

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

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

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

1. Energy Audit Program

Program Description

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

Strategies Implemented in 2011

- Continued recruiting customers for industrial RCx, and met the offering's recruiting targets.
- Created and rolled out the Statewide RCx Policy Manual in December 2011.
- Introduced follow-up requirements on RCx projects to improve persistence.

2. Calculated Energy Efficiency Program

Program Description

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

Strategies Implemented in 2011

- Started allowing customer-funded studies to apply for industrial RCx implementation incentive.

3. Deemed Energy Efficiency Program

Program Description

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

Strategies Implemented in 2011

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

4. Continuous Energy Improvement Program

Program Description

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

Strategies Implemented in 2011

- Concluded marketing and outreach as the offering met its recruiting target.
- Partnered with federal agencies (USDOE and the EPA) to co-brand CEI with Superior Energy Performance (SEP) and Building Performance with Energy Star.
- Sponsored a SEP pilot with a customer that is on track to receive certification in 2012.

D. Statewide Agricultural Energy Efficiency Program

The 2010-2012 Statewide Agriculture Energy Efficiency Program offers strategic energy planning support, technical support, such as facility audits and calculation and design assistance, and financial support through rebates and incentives aimed at providing integrated energy management solutions: energy efficiency, demand response, and distributed generation, including renewables.

Targeted segments from the agriculture sector may include agricultural growers (crops, fruits, vegetable and nuts), greenhouses, post-harvest processors (ginners, nut hullers and associated refrigerated warehouses), dairies, and water and irrigation districts/agencies. Targeted segments from the food processing sector include: fruit and vegetable processors (canners, dryers and freezers), prepared food manufacturers, wineries and other beverage manufacturers.

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

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

1. Energy Audit Program

Program Description

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

Strategies Implemented in 2011

- Created and rolled out the Statewide RCx Policy Manual in December 2011.
- Introduced follow-up requirements on RCx projects to improve persistence.
- Started preparation for including water-loss detection as an offering in agriculture RCx.

2. Calculated Energy Efficiency Program

Program Description

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

Strategies Implemented in 2011

- Started allowing customer-funded studies to apply for agricultural RCx implementation incentive.

3. **Deemed Energy Efficiency Program**

Program Description

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

Strategies Implemented in 2011

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

4. **Continuous Energy Improvement Program**

Program Description

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

Strategies Implemented in 2011

- Concluded Ag CEI recruitment.

5. **Pump Test Services Program**

Program Description

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

Strategies Implemented in 2011

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

E. Statewide New Construction Program

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

1. Savings By Design

Program Description

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

Strategies Implemented in 2011

- Continue to offer an incentive of \$100/kW for peak reduction.
- Added incentive kickers for green building certification, end-use monitoring, and commissioning.
- Added a \$5,000 stipend for design teams to hold charrettes (workshops) to encourage deeper energy reductions.
- Continued improvements to EDR web site, including publication of monthly newsletters.
- Planning for Zero Net Energy (ZNE) pilots and incentive changes to reward ZNE projects.
- Planning for IDSM implementation (combining DR and EE in New Construction).

2. **California Advanced Homes**

Program Description

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

Strategies Implemented in 2011

- Due to market conditions, no new strategies were implemented in 2011.

3. **Energy Star Manufactured Housing**

Program Description

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

Strategies Implemented in 2011

- Due to market conditions, no new strategies were implemented in 2011.

F. **Statewide Lighting Market Transformation Program**

Program Description

The Statewide Lighting Market Transformation Program (LMT) establishes processes through which the IOUs develop and test market transformation strategies for emerging lighting technologies (products, systems and design strategies), as well as for technologies already incorporated into their energy efficiency programs. The LMT will address lighting opportunities across residential, commercial, and industrial market segments for both replacement and new construction activities. These LMT activities augment and leverage the existing IOU programs for evaluating and testing the market transformation needs for short- and long-term activities to achieve the zero net energy (ZNE) goals in the Strategic Plan. LMT includes market research and coordination activities, as well as an educational component aimed toward improving the information available to consumers, contractors,

and other market actors regarding new and existing lighting technologies. The program also formalizes a process by which the IOUs can rapidly introduce advanced lighting solutions and emerging technologies to the marketplace, continually improve the IOUs' current lighting programs across all market sectors, and develop innovative new program strategies to continually advance the lighting market.

Strategies Implemented in 2011

- The conceptual LMT Program framework in 2010 was revised and formalized in 2011 with input from utility program managers, government and industry stakeholders.
- The LMT Program hosted an LMT Stakeholder Meeting following the Lighting Action Plan meeting. The intent of the meeting were to provide lighting stakeholders an introduction and overview of the LMT Program, to gain insight and input from key lighting stakeholders on the program's efforts, and to learn from one another and increase collaborative opportunities. The meeting was successful with 44 stakeholders signed-in and in attendance. Many provided comments, feedback and suggestions for collaboration.
- Work on the LMT Lighting Solution Workbook, formerly known as the "Lighting Technology Roadmap Spreadsheet," was started in 2011 with an expected completion in Q1 2012. The project gathered input from a broad group of stakeholders which included the California Lighting Technology Center, BC Hydro and the Pacific Northwest National Laboratory. As part of the LMT Program Framework, the Workbook is a utility program planning tool. The Workbook contains market data that allows for prioritization of lighting solutions (such as products, systems and design strategies) by market, technology, savings potential, and market barrier. As of the writing of this report, the Lighting Solution Workbook was completed on schedule and has been posted to the California Measurement Advisory Council (calmac.org). The work has also been accepted in the American Council for an Energy-Efficient Economy (ACEEE) and is to be presented at the ACEEE Summer Study on Energy Efficiency in Buildings in 2012.

The Lighting Solution Workbook is now currently being used to help develop Lighting Solution Pipeline Plans.

- Design concepts are in development for an LMT Lighting Activity Workbook, which is intended to track various completed, on-going and planned lighting activities. Lighting activity information from this workbook is planned to be used in tandem with the market data from the Lighting Solution Workbook to help develop Lighting Solution Pipeline Plans.
- LMT Lighting Solution Pipeline Plans are under development with input from utility, government and lighting industry stakeholders. The foundation of partnerships gathered in 2010 and 2011 in concert with the lighting market and activity data are leveraged to help develop a more robust, collaborative and coordinated set of activities in an effort to transform the lighting market to help meet California's long term energy efficiency goals.
- The LMT Program continues to collaborate with IOU programs such as Emerging Technologies, Energy Efficiency, Codes and Standards, and Marketing Education and Outreach programs as well as industry organizations such as the California Lighting Technology Center, Pacific Northwest National Laboratory, lighting designers and manufacturers to increase collaboration and coordination opportunities.

G. Statewide Residential And Commercial HVAC Program

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

1. Upstream HVAC Equipment Incentive

Program Description

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

Strategies Implemented in 2011

- Continued to actively promote the program to build on 2010 distributor and manufacturer participation and engage those who have not yet participated much or at all resulting in the addition of new distributor participants and marked growth in overall program participation.
- Promoted new technologies and/or related equipment categories added in 2010 such as variable refrigerant flow, ductless equipment, evaporatively-cooled condensing units, and water-cooled packaged chillers.
- Added higher equipment efficiency tiers to many product categories (air-cooled chillers and small unitary air-cooled RTUs) to push HVAC market to highest efficiency and explored market opportunities to enhance performance tiers for water-cooled equipment.
- Developed enhanced metrics to benchmark distributor performance relative to their peers and engaged distributors with quarterly performance reports and annual performance summaries resulting in 100% growth in program participation.

2. HVAC Technologies And System Diagnostics Advocacy

Program Description

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

Strategies Implemented in 2011

- Automated Fault Detection and Diagnostics (AFDD) committee of the Western HVAC Performance Alliance developed a draft “Onboard and In-Field Fault Detection and Diagnostics—Industry Roadmap.”
- Worked with ASHRAE staff and committees towards the establishment of a national standard for AFDD. ASHRAE has established a standards project committee, SPC 207P, for “Laboratory Method of Test of Fault Detection and Diagnostics Applied to Commercial Air-Cooled Packaged Systems.”
- Conducting a series of AFDD projects for residential/commercial applications in support of the roadmap including impacts of common HVAC cooling faults, commercially available AFDD technologies, develop test procedures for evaluating AFDD technologies, and understanding HVAC maintenance behaviour, and leveraging Home Area Networks.
- Several activities in support of “Climate Appropriate HVAC technologies” including Western Cooling Challenge, Roof Top Unit Retrofits, development laboratory test protocols for evaporative pre-coolers.
- Held executive level discussions with several manufacturers to explore partnership opportunities for testing and deploying emerging and/or “climate appropriate” technologies.
- Continuing Codes & Standards Enhancement studies, which when completed will recommend provisions to the the California Energy Commission for adoption into the Title 24 Energy Efficiency Standards.

3. **Commercial Quality Installation**

Program Description

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

Strategies Implemented in 2011

- Initiate a pilot Commercial QI Program with NCI who is currently under contract to implement SCE's Residential QM program. Estimates show potential savings of 8 to 13 percent of the HVAC energy used by the building resulting from proper air balancing.¹
- Establish contractor forum (similar to what occurred during development of commercial QM program) to provide guidance during detailed program design phase.
- Initiate conversations with the accepted certifying bodies to ensure that the final program design concept complements their standards and processes.
- Present overall program approach to commercial contractors in one or more public workshops.

4. **Energy Star Residential Quality Installation Program**

Program Description

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

Strategies Implemented in 2011

- Conducted multiple Manual J, D, and S software training sessions to ensure contractors were prepared to take the advanced training sessions for Manual J, D, and S sizing. In the past, contractors were arriving to the advanced class with no prior knowledge of the software.
- Conducted multiple training sessions on Manual J, D, and S to ensure that systems are designed and specified in accordance with industry norms.

¹ How does Air Balancing Save Energy? Contracting Business, June 2010.

- Conducted multiple training sessions on system commissioning to ensure that participating contractors/technicians have the skills necessary to install systems per industry standards.
- Added a Manual D incentive to encourage contractors and customers to address the large number of installations in the field with poorly designed duct systems.
- Performed contractor outreach to over 400 contractors in the SCE service territory informing them of training schedules and program requirements.
- Engaged manufacturers to develop and offer equipment selection calculators and/or expanded capacity tables to provide contractors with the necessary tools needed to properly select equipment at design conditions.
- Supported contractors with marketing materials and outreach efforts to educate customers on the value of quality installation and utilizing certified technicians.
- Participated in the national committee to update ANSI/ACCA Standard 5.

5. **Residential Quality Maintenance And Commercial Quality Maintenance**

Development

Program Description

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

Strategies Implemented in 2011

Residential Quality Maintenance:

- Launched a Residential Quality Maintenance Program on June 26 providing measures for system assessment, system optimization, one year preventive maintenance agreements modeled after ACCA 4, system air flow improvements, and Brushless Fan Motor installation.

- Conducted multiple training sessions on Advance Diagnostics to ensure that participating contractors/technicians have the skills necessary to assess, maintain, and optimize systems per industry standards.
- Supported contractors with marketing materials and outreach efforts to educate customers on the value of quality maintenance and utilizing certified technicians.
- Established a committee of the Western HVAC Performance Alliance to develop the specific tasking required of ANSI/ASHRAE/ACCA Standard 180.
- Conducted a technician task analysis to understand how Standard 180 could be deployed effectively in the field.
- Held multiple contractor forums to solicit direct input into program design.
- Held multiple customer focus groups to better understand the market barriers to quality maintenance.

Commercial Quality Maintenance:

- Established a committee of the Western HVAC Performance Alliance to develop the specific tasking required of ANSI/ASHRAE/ACCA Standard 180.
- Conducted a technician task analysis to understand how Standard 180 could be deployed effectively in the field.
- Held multiple contractor forums to solicit direct input into program design and to better understand the market barriers to quality maintenance.
- Implemented program soft launch stage in early 2011 to test program with limited participants. Launched program officially on October 31, 2011.
- Added several new measures to the commercial program, including heat pumps and split systems.
- Increased profile of commercial and residential program through participation in the IHACI conference.
- Created option for commercial owner/operators to engage in program.
- Hosted a commercial contractor enrollment event on October 31, 2011.

- Designed and launched commercial program website.
- Launched Maintenance Planning System, the software to support the utility and, commercial program customers, and commercial program contractors.
- Participated in monthly Western HVAC Performance Alliance committee meetings, discussing the operationalization of ANSI/ASHRAE/ACCA Standard 180.

6. HVAC Workforce Education & Training

Program Description

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

Strategies Implemented in 2011

- Continued partnerships with training organizations to greatly expand technician training opportunities in both classroom and lab settings.
- Expanded training offerings in the central valley region of SCE's territory.
- Partnered with web-based training resources to greatly expand the outreach of such efforts within California. Training portal enhanced with offerings geared towards contractor/business owners and equipment wholesalers.
- Initiated a project to develop an SCE specific HVAC WE&T Needs Assessment to better focus HVAC training needs for the next program cycle.

H. Statewide Codes & Standards Program

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

the goals of the Strategic Plan which highlights the role of C&S in meeting Assembly Bill (AB) 32 objectives.

The C&S Program consists of four subprograms: Building Codes Advocacy; Appliance Standards Advocacy; Compliance Enhancement and Reach Codes.

Coordination of internal and external C&S work is conducted as part of ongoing work. For example, development of Codes and Standards Enhancement (CASE) studies and US Department of Energy (DOE) letters entails research, analysis, and coordination that encompasses potentially any internal IOU program or activity, and collaboration with numerous state and national entities. Likewise, compliance improvement and reach code activities are coordinated internally and externally around specific initiatives. Coordination between IOUs is conducted through quarterly meetings and various weekly calls. C&S IOU staff share information to assist with integrated portfolio planning.

1. Building Codes And Compliance Advocacy

Program Description

The Building Codes Advocacy subprogram primarily targets improvements to Title 24 Building Efficiency Regulations that are periodically updated by the California Energy Commission. The subprogram also seeks changes to national building codes that impact CA building codes. Advocacy activities include, but are not limited to, development of code enhancement proposals and participation in public rulemaking processes. The program may coordinate with or intervene in ratings organizations that are referenced in Title 24; for example, the National Fenestration Rating Council, and the Cool Roof Rating Council.

Strategies Implemented in 2011

- Statewide IOU team conducted research, analysis, and stakeholder meetings in support of numerous CASE studies for 2013 Title 24 proceedings.

2. Appliance Standards Advocacy

Program Description

The Appliance Standards Advocacy subprogram targets both state and federal standards and test methods: improvements to Title 20 Appliance Efficiency Regulations by the California Energy

Commission, and improvements to Federal appliance regulations by the US Department of Energy. Advocacy activities include, but are not limited to, development of code enhancement proposals and participation in the public rulemaking process (Title 20), and comment letters based on IOU research and analysis (USDOE), and participation in direct negotiations with industry. Additionally, the program monitors state and federal legislation and intervenes, as appropriate.

Strategies Implemented in 2011

- The statewide team supported CEC efforts to adopt standards for battery charger systems and conducted research and analysis in support of CASE studies for future CEC rulemakings. Additionally, the statewide team conducted research and analysis on numerous USDOE rulemaking events and submitted comments.

3. Compliance Enhancement

Program Description

Compliance Enhancement includes Extension of Advocacy (EOA) elements of building and appliance standards subprograms, and the Compliance Enhancement Subprogram (CEP). While EOA targets improvements in compliance with building or appliance efficiency regulations and development of compliance infrastructure, CEP supports local government process improvement. Compliance improvement in buildings is achieved through education, training, and other activities targeting building departments and other building industry actors responsible for compliance. Activities may include development of “tools” and other elements of infrastructure that serve multiple compliance enhancement objectives. Improvements in compliance with appliance efficiency regulations are achieved through communications, outreach, and other activities targeting manufacturers, retailers, and other California suppliers.

Strategies Implemented in 2011

- The statewide C&S team delivered role-based training sessions, established a compliance improvement advisory group to provide industry guidance to IOUs, supported improvements to certified energy analyst examinations, and commenced a local government best practices survey.

4. Reach Codes

Program Description

The Reach Codes subprogram provides technical support to local governments that wish to adopt ordinances that exceed statewide Title 24 minimum energy efficiency requirements for new buildings, additions, or alterations. Support for local governments includes research and analysis for establishing performance levels relative to T-24 and cost-effectiveness per Climate Zone, drafting of model ordinance templates for regional consistency, and assistance for completing and expediting the application process required for approval by the CEC. The subprogram also supports local governments that seek to establish residential or commercial energy conservation ordinances for existing buildings.

Strategies Implemented in 2011

- The statewide IOU team provided technical support to local governments that adopted reach codes and completed the required CEC approval process.

I. Statewide Emerging Technologies Program

Program Description

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

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

Strategies Implemented in 2011

- Accelerated the introduction of EE technologies and analysis tools not widely adopted in various California markets.
- Verified the performance of the technologies in the laboratory under control conditions, as well as in the field.

- Developed computer simulation tools to calculate the energy savings and demand reduction for various energy measures.
- Transferred assessment results to EE Programs for use in creating energy measures.
- Transferred acquired knowledge to stakeholders as well as engineering and design communities.
- Conducted workshops for both internal and external customers.
- Coordinated with other IOUs and external entities through the Emerging Technology Coordinating Council.
- Continued to use the statewide database for tracking and reporting ET projects.
- Continued hosting the bi-annual ET Open Forum to solicit technologies from the technology development community.

1. **Technology Assessments**

Program Description

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

Strategies Implemented in 2011

- Collaborated with many IOU and non-IOU partners and scanned a wide variety of sources to identify suitable assessment candidates.
- Used the statewide database to report project activities on a quarterly basis.
- Actively engaged the EE Program and other program stakeholders.
 - o Transferred acquired knowledge to customers as well as engineering and design communities.
 - o Transferred assessment results to energy efficiency programs via the Idea Management Team (IMT) for adoption as EE measures.

- Provided information to internal stakeholders from assessments that can help IOUs' Integrated Demand Side Management (IDSMS) resource acquisition programs as they develop new measures or revise/integrate existing measures.
- Used a screening and scoring system to identify the most appropriate TA candidates.
- Produced reports describing TA results, conclusions, and recommendations.

2. **Scaled Field Placements**

Program Description

The Scaled Field Placement (SFP) Projects consist of placing a measure at a number of customer sites as a key step to gain market traction and possibly gain market feedback. Typically, these measures have already undergone an assessment or similar evaluation to reduce risk of failure.

Monitoring activities on each scaled field placement will be determined as appropriate.

Strategies Implemented in 2011

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

3. **Demonstration Showcases**

Program Description

The Demonstration Showcase element is designed to provide key stakeholders the opportunity to "kick the tires" on proven combinations of measures that advance ZNE goals.

Demonstration Showcases (DS) are awareness-generating projects that expose measures on a systems level to stakeholders, whether they be the general public or a targeted audience, in real-world settings, thus creating broad public and technical community exposure and increased market knowledge. These potentially large-scale projects expose measures to various stakeholders using real-world applications

and installations. Key attributes of a DS are that they are open to the stakeholders and they highlight a systems approach rather than an individual approach.

Strategies Implemented in 2011

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

4. Market And Behavioral Studies

Program Description

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

Strategies Implemented in 2011

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

5. Technology Development Support

Program Description

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

Strategies Implemented in 2011

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

6. Business Incubation Support

Program Description

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

Strategies Implemented in 2011

- Collaborated and educated innovators from universities and other research institutions.
- Collaborated with the ETCC and IOUs on various activities, including Cleantech Open and CleantechLA.
- Continued on-going business relationships with investors who were interested in funding cost-effective EE measures.
- Provided symposiums on “how to do business with utilities.” These workshops helped to educate the investor and technology communities on the requirements necessary to do business with utilities.

- Issued a new competitive request for proposal to encourage innovative technologies or approaches to be implemented as a new third party program.
 - Provided proposal and technical training to 138 attendees.
 - Received 23 proposals and anticipate awarding three third party purchase orders in 2012.

7. **Technology Test Centers**

Program Description

The Technology Test Centers (TTC) Program is comprised of three test facilities focused on distinct end uses: Refrigeration, HVAC, and Lighting. For the 2010-2012 program cycle, SCE proposed to add a fourth test facility to advance ZNE residential and (to a lesser degree) ZNE commercial goals. This facility, ZTTC, will be used to investigate the viability of integrated EE, DR, smart meters, and on-site renewable generation in ways that meet builder and occupant needs. It will be designed as a flexible facility to accommodate a range of different envelope, space conditioning, lighting, plug-load, and renewable technologies. The ZTTC will provide the opportunity to examine these technologies on a system level. Thus, the main focus of TTC-funded activities will be to continue to leverage core competencies in technology testing to provide test capabilities to the ETP and other interested programs. The TTC will focus on activities that help remove concerns about performance uncertainties and lack of reliable information as market barriers for customers interested in installing energy-efficient equipment in their businesses.

Strategies Implemented in 2011

- Provided state-of-the-art testing of EE technologies.
- Contributed to the Strategic Plan goal of ZNE residential construction by 2020, and commercial ZNE, including existing buildings, by 2030.
- Contributed to increased EE awareness of California residents.
- Provided unique capabilities to evaluate performance of technologies and systems under realistic operating conditions.

- Performed independent, unbiased lab testing of existing products, new technologies, and control schemes in support of ZNE goals.
- Maintained specialized testing capability for Heating, Ventilating, and Air Conditioning (HVAC), lighting, refrigeration, and Zero Net Energy (Note: Residential Integrated Energy Systems Lab to be constructed by 2012).

J. Statewide Workforce Education & Training Program

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

1. WE&T Centergies

Program Description

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

In 2011, the Energy Education Center Irwindale (formerly CTAC) and the Energy Education Center Tulare (formerly AgTAC) exceeded their filed goals while making strategic changes to best align with the CPUC Long Term Energy Efficiency Strategic Plan and pending Program Performance Metrics.

Strategies Implemented in 2011

- Energy Education Centers (Irwindale & Tulare) hosted 478 EE that garnered attendance over 13,000.
- The Tool Lending Library Program had 1,661 tools loaned out across the state of California. The Tool Lending Library also completed "How to" videos on 6 of the libraries' most popular tools. These videos are available on

www.sce.com/tools or on Southern California Edison's YouTube account. The Tool Lending Library Program also delivered several Solar and Electrical tool classes.

- Energy Education Centers continued its partnership with IHACI to deliver series of courses designed to teach the participants comprehensive skill sets required to understand and evaluate the whole HVAC system. These skill sets train contractors to install and service HVAC systems that are safe, reliable, and operate at the highest capacity and energy efficiency possible. The EEC's delivered 42 IHACI classes with 2,290 customers in attendance.
- Energy Education Centers in conjunction with IHACI co-sponsored a series of seminars specifically designed to help participants prepare for successfully completing the NATE Certification Exam. For the convenience of working professionals, these classes were offered on weekday evenings followed by an opportunity to complete the exam on a Saturday. The EEC's offered 24 classes with a total number of 1,337 in attendance.
- The Building Operator Certification program accomplished Level I and Level II course goals and exceeded attendance goals for the 2011 program year.
- The Energy Education Centers Foodservice Technology Program delivered 10 Energy Efficiency classes, with 192 attendees; 45 equipment demonstrations, with 709 attendees; 32 pieces of equipment tested; and Field projects completed by FTC staff.
- The Energy Education Centers launched the Lighting Academy in 2011. Lighting Academy classes are designed to provide an overview of the latest technologies and most energy efficient designs in the lighting industry today. Classes are conducted by nationally recognized experts in lighting design, illuminating engineering, lighting research, and educational awareness. There were 22

customers that successfully completed the program in 2011, and several more are on track to complete the program in 2012.

- The Energy Education Centers launched The California Advanced Lighting Controls Training Program (CALCTP). CALCTP is a statewide initiative aimed at increasing the use of lighting controls in commercial buildings. This series educated, trained and certified state-certified general electricians in the proper design, installation and commissioning of advanced lighting control systems. In 2011, twenty-two electricians were certified by CALCTP.
- The Energy Education Centers collaborated with the statewide California Energy Upgrade Program to bring the multi-day trainings targeting local contractors in the San Joaquin Valley area. The training included classroom and "in-the-field" learning experiences with hands-on testing of homes. Upon completion of training sessions students were eligible to take the test to become certified as a California Energy Upgrade contractor. Approximately 50% of students became certified.
- Energy Education Centers partnered with Conservation Services Group to deliver HERS Raters and Energy Code Enforcement training. This training is designed to educate HERS raters on how to train their local building departments and to understand and utilize the HERS process for energy code enforcement. In 2011, 26 classes were offered with total attendance of 247.

2011 Energy Education Centers Performance:

Deliverable	Tulare	Irwindale	Total
Seminars	151	320	471
Total EE Attendance	3,665	9,792	13,457
Total On-location seminars	17	42	59

EE Consultations	99	85	184
EE Equipment Demonstrations	17	0	17

2. WE&T Connections

Program Description

The WE&T Connections Subprogram focuses on energy efficiency curriculum and related activities that inspire interest in energy careers, new and emerging technology, as well as skills to advance the energy initiatives and goals within the K-12 educational sector and provide information to increase awareness of introductory-level community-based training efforts.

Strategies Implemented in 2011

- The Green Campus program which is currently funded by the IOUs at 16 universities and colleges with nearly 100 participating interns, is a student-driven energy efficiency workforce education and training program that generates actual energy savings, and trains the next generation of energy efficiency professionals.
- Developing Energy Efficiency Professionals (DEEP) was created and implemented in response to the CA Needs Assessment study. DEEP is an employment development program that trains and educates California Community College students in the areas of energy efficiency and demand side reduction through classroom learning, projects, and outreach within the campus community. Along with preparing students for green careers, the program will produce reductions in operational costs for California Community Colleges by promoting the understanding of demand response, resource conservation, and carbon emission reduction.
- PEAK responded quickly to the CA Needs Assessment by strengthening IDSM language in curriculum as well as career awareness and exploration. PEAK is a K-12 student training program providing education curriculum on the science of

energy use, and how to manage energy use. Program curriculum currently includes green career awareness and exploration as well as the impacts of energy efficiency, energy generation and demand response on the environment including greenhouse gas emissions. PEAK is also focused on strengthening recruitment efforts in minority, low income Title I school districts. The IOUs are working together to develop high school level student connections and also learning more about how social media and related technologies can assist in tracking student matriculation into energy careers.

- Green Schools responded quickly to the CA Needs Assessment by strengthening its IDSM language in curriculum as well as including career awareness and exploration. Green Schools is a comprehensive program for K-12 schools that educates students about energy and its link to the environment, promotes energy-conserving habits, encourages green careers, and saves school districts money on energy costs. Through integrative, hands-on learning activities, the Green Schools program influences students, teachers, and school staff, who then become energy educators and efficiency advocates, spreading the energy efficiency and conservation message throughout their school, homes, and community.
- LivingWise responded quickly to the CA Needs Assessment by has adding IDSM language and career exploration into lessons/activity books. The LivingWise program provides eligible sixth-grade teachers with a complete set of classroom materials featuring individual take-home kits of efficiency measures and supplies for each student. Classroom activities are combined with homework assignments using the kits where students work with their families on home audit and retrofit activities.
- During 2011, the program achieved its goals of making these programs available to more than 50% of students in low income, minority and low income communities. In addition, a current study conducted by Opinion Dynamics has

shown that programs responded quickly to Strategic Plan goals and objectives/ Needs Assessment recommendations, included design elements in support of market transformation and have developed new programs designed to fill gaps identified in the CA Needs Assessment.

- While objectives such as helping to improve the quality and qualifications of the green energy workforce, and increase new pathways into EE careers have not changed, the state budget, national economic crises, and labor market instability created challenges beyond the direct control of the IOUs. These factors caused difficulties in implementing sustainable, comprehensive, and transformative programs.
- Though there were no plans to shift attention from K-8 WE&T implementation, the statewide IOUs worked together to develop high school-level student connections. By creating a better connection at the secondary level of the education system, the IOUs should be able to promote energy and EE as career options for students uncertain of their futures. The IOUs planned to leverage its current WE&T Connection strategies to design and develop ways to support the statewide Green Career Academies.

3. WE&T Strategic Planning And Implementation

Program Description

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

Strategies Implemented in 2011

- The completion and release of the IOUs' that addressed workforce strategies needed to achieve the state's ambitious energy efficiency goals was a priority for the IOU WE&T staffs in 2011. The final study was posted on March 17, 2011 to

the Energy Efficiency Web-portal, www.engage360.com. A WE&T public workshop, serving the role of a WE&T Taskforce meeting occurred on April 6th 2011 when results and recommendations from the WE&T Needs Assessment study were presented for public discussion and comment. Public response to WE&T related recommendations from the study was the primary agenda of the workshop.

- IOUs submitted an Advice Letter that outlined general plans for implementation of a sector strategies approach in evolving IOU WE&T Training and curriculum development with more expanded collaboration. The Advice Letter was approved in October 2011 at which time the plan outlined in the AL was formally initiated. Specific comments and proposals on recommendations were provided in the respective WE&T Centergies and WE&T Connections sections of this Advice Filing.
- In the Advice Letter filing IOUs proposed to use the WE&T Taskforce meetings to evaluate existing cross-cutting training implementations across industry trade, educational, public agency and community-based sectors. The taskforce was also to be used to share with stakeholders, IOU progress with collaborative training relationships, as well as IOU inter-organizational departments.
- The IOUs expanded implementation activities for its Centergies and Connections subprograms in 2011 to more effectively support objectives of increasing workforce interest, knowledge and growth in the energy efficiency industry sector. IOUs continued work toward collaboratively creating training for post-secondary education institutions to build stronger linkages for those with energy efficiency careers.
- Additional strategies/collaborations being employed for achieving CLTEESP goals and CA Needs Assessment recommendations are:

- California Department of Education on Energy and Utility Sector curriculum standards. SCE is working with the California Department of Education (CDE) in an advisory capacity to affect change in near future curriculum standards. We are currently working with CDE on Energy and Utility Sector standards. Affecting the standards will ensure that our utility green awareness and green career awareness initiatives are included with California Curriculum Standards and that our programs are in line with school and teacher activities.
- California Energy Commission to develop guidelines for clean energy partnership academies. SCE is working closely with California Energy Commission (CEC) to develop guidelines for clean energy partnership academies (Note: Partnership academies were first established by the California Department of Education in the 1980s. An academy is a multi-year program for high school students structured as a school within a school. Partnership academies combine career technical education with academic courses to prepare students for graduation and future employment or schooling. The academies serve primarily at-risk students. The criteria used for student eligibility include irregular attendance, record of underachievement, low motivation or disinterest in the regular academic program, and economic disadvantages. Each curriculum focuses on a career theme, such as health, energy, or information technology, and is coordinated with related academic courses. The career technical focus for an academy is determined by an analysis of the local labor market and fields that have companies willing to support the program. Expanding our collaboration with academies is one goal within the Needs Assessment findings 12.7.2.)

- Los Angeles Unified School District to develop career partnership academies, Partnership academies combine career technical education with academic courses to prepare students for graduation and future employment or schooling

K. Statewide Marketing, Education & Outreach Program

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

1. Statewide ME&O

Program Description

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

Following the introduction of the new Statewide ME&O brand and web site, Engage 360, in late 2010, the brand was launched in 2011 with emphasis on grassroots efforts, including the following activities: Influencer Outreach; Community Outreach; Events; Social Media; and Public Relations.

Strategies Implemented in 2011

- Engage 360's launch strategy and success relied on the efforts of dedicated community leaders (Influencers) and volunteers throughout the State to help spread the message and empower Californians to take action; a collaborative effort that relied heavily on social engagement. (Grassroots would serve as the first phase of a two-phase launch that would include Mass Media to be strategically introduced later in the campaign.)

- The Influencer Outreach strategy, rolled out in early first quarter 2011, led to the successful recruitment of more than 320 individuals with leadership positions in major companies, universities, nonprofits and other community organizations. These were individuals whom others respected, admired and listened to and had the influence to encourage others to join the effort and to take action.
- By end of second quarter, community outreach activities were initiated through three regional offices in Northern, Central and Southern California which served as hubs for community infiltration, door-to-door canvassing and events to general and ethnic audiences.
- More than 120,000 conversations were initiated with Californians, through nearly 10,000 homes reached through door-to-door efforts; Engage 360 had a presence at more than 440 community events, and nearly 10,000 commitments were achieved as part of the “Asks” strategy to take action. In-language collateral materials branded with Engage 360 were created to initiate and facilitate dialog with individuals.
- Social media platforms were introduced on Facebook and Twitter and these platforms along with Engage 360.com served as the online hub for building the movement and curating energy efficiency and conservation content, as well as distribution of original Engage 360 content. By late third quarter, there were more than 4,100 “Fans” on Facebook and nearly 70 Tweets that resulted in 431,000 impressions.
- PR activities were also initiated which included multicultural audiences to raise brand/campaign awareness through media mentions, press releases, and inclusions in relevant stories. The focus of media pitches revolved around highlighting the summer actions and education of the community around energy efficiency information. Blogs were also utilized with the intent to raise brand/campaign awareness.

- Earned media coverage as of late July resulted in an estimated 600,000 impressions with TV news segments on We are Fresno Live, Good Day Sacramento and blogs, San Marino Patch and Latinavista.com.
- A Crisis Communications Plan was also created as a measure of preparedness to protect the image of the brand and ensure prompt and accurate response in the event of an emergency.
- While it was still pre-mature to launch a full-scale mass media campaign in 2011, the second phase of the effort, targeted paid media, was recommended in third quarter to drive incremental awareness, interest and fuel groundswell.
- An Assigned Commissioner Ruling Regarding the Statewide ME&O Program was issued October 13, 2011, which officially suspended all ME&O activities until Commission Staff could provide Commissioner Ferron recommendations on how to re-strategize the program. Parties were asked to provide their recommendations about program design, which each utility did. No additional program activities took place between September and December 2011.

2. **ME&O Strategic Plan**

Program Description

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

Strategies Implemented in 2011

- See “Statewide ME&O,” above.

L. **Statewide Integrated Demand Side Management Program**

Program Description

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

Program Strategy

- An IOU and Energy Division Statewide Integration Task Force was formed in 2010 and is coordinating activities that promote, in a statewide-coordinated fashion, the strategies identified in the Strategic Plan and the eight integration directives described in the EE decision as follows:
 1. Development of a proposed method to measure cost-effectiveness for integrated projects and programs including quantification and attribution methods that includes GHG and water reductions benefits and the potential long-term economic and electric/gas hedging benefits.
 2. Development of proposed measurement and evaluation protocols for IDSM programs and projects.
 3. Review IDSM enabling emerging technologies for potential inclusion in integrated programs.
 4. Development of cross-utility standardized integrated audit tools using PG&E's developed audits as a starting point.
 5. Track integration pilot programs to estimate energy savings and lessons learned and develop standard integration best practices that can be applied to all IOU programs based on pilot program evaluations and the results of additional integration promoting activities (i.e., EM&V and cost-benefit results).
 6. Develop regular reports on progress and recommendations to the CPUC.

7. Organize and oversee internal utility IDSM strategies by establishing internal Integration Teams with staff from EE, DR, DG, marketing, and delivery channels.
8. Provide feedback and recommendations for the utilities' integrated marketing campaigns including how the working group will ensure that demand response marketing programs approved as category 9 programs are coordinated with EE integrated marketing efforts.

Strategies Implemented in 2011

- A whitepaper on IDSM cost effectiveness was developed at the end of 2010 and the observations and recommendations were presented at a public workshop in March 2011. The final white paper and associated public comments were submitted to the Energy Division on May 18, 2011. Further efforts on developing integrated cost effectiveness and EM&V methodologies are on hold pending direction from the Energy Division.
- The Task Force tracked multiple integrated emerging technologies and reviewed various programs, projects (including IDSM Pilots) and activities to identify integration efforts and opportunities, as well as develop best practices.
- The IOUs submitted four, joint quarterly reports for 2011, including an Executive Summary section, to provide Energy Division staff with updates on the eight IDSM directives. All 2010 and 2011 quarterly reports were uploaded and available for viewing on EEGA.
- The statewide IDSM Task Force held regular coordination phone calls and met in person on a quarterly basis to review the status of the various support activities for this IDSM initiative.
- The IOUs have delivered over 400 pieces of integrated collateral or campaigns to residential and business customers that promote multiple programs across EE, DR, DG and/or AMI.
- In addition to the meetings described above, the IOUs have coordinated on a Statewide basis in several areas:

- The Online Integrated Audits team is coordinating to deliver a consistent online integrated audit tool that works with each IOU interface and educates customers on managing their energy use costs.
- The Onsite Integrated Audits team is collaborating to share approaches and best practices and to discuss ongoing collaboration.
- The Integrated Marketing team meets on a regular basis to discuss integrated efforts, best practices and to identify opportunities for coordination.
- SCE's IDSM efforts included:
 - IDSM training for Sales staff and benchmarking of Program staff to share understanding of IDSM concepts, approaches and CPUC directives.
 - External IDSM training through the Energy Centers.
 - Selection and coordination with a vendor to provide the audit tool to residential and small commercial customers. Continued efforts on development throughout 2011 audit tool for residential and small business customers. Project launch date is expected March 31, 2012.
 - Development of a template for larger integrated onsite audits.
 - Integrated marketing campaigns and collateral delivered by SCE numbered 31 for business customers and 39 for residential / smaller business customers.
 - Continued efforts on Integrated Pilots that are underway through the Energy Efficiency Application and described briefly below:
 - New Construction Efforts (SCE/BITA Demo house, SBD, CA Advanced Homes Program (CAHP/NSHP) – Working with various stakeholders on permitting and construction planning. Additionally, a streamlined modeling/standard engineering methodology for DR measures in New Construction is being developed.
 - Sustainable Communities –Projects vary from large scale infill to agricultural redevelopment with new efforts being explored in working directly with cities as they design/update general and specific plans to

include sustainability. This program also includes SCE's Zero Net Energy offerings. The ZNE element is on target to achieve program cycle targets of 45 ZNE projects.

- Sustainable Communities Program is working with our California Advanced Home Program (RNC), to design, develop, and build the ABC ZNE demonstration house. ABC stands for Affordable, Buildable, and Certified, and is targeted at overcoming the barriers to production that builders implementing ZNE have in their designs. The project will be built in collaboration with the Building Industry Technology Academies (BITAs), which train the next generation of trade people in green collar jobs. The project will be open to the public for one year for tours, and then donated to Habitat for Humanity, or similar organization, and monitored under real-world circumstances for one year. While the first home is being toured, a second home will be designed and constructed. The idea being to roll out a new house every year, open it for a year for tours, and donate and monitor it for two years following. Funding was secured through 2011. The project is in design and seeking final internal approval on the first installation location.
- The Sustainable Portfolios pilot program intent was to achieve significant energy, water, waste, and greenhouse gas (GHG) reductions in the hard-to-reach market of leased commercial office space. However, the vendor that was contracted to implement this program subsequently accepted a contract with the CPUC EM&V group, and therefore SCE cancelled this program (approved by the Commission in Resolution E-4474).

M. Local Programs

1. Online Buyer's Guide

Program Description

The Online buyer's Guide program (OBG) is a continuation of the existing OBG Program. The goal of OBG is to provide SCE residential customers with an integrated guide, where they can find information and tools to overcome the market barriers that prevent them from purchasing

all types of energy efficient products. The program will increase participation in energy efficiency programs, customer satisfaction, SCE's web presence, customer self-service and empowerment, customer action, knowledge and awareness, address customer needs based on their knowledge level. The Online Buyers Guide will include: Technology Overviews, Incentive Program Information, Shoppers Guide, Savings Information, Product Database and Retailer/ Supplier Locator.

Strategies Implemented in 2011

- Enhanced the Business Requirements and Goals/Features of the new website.
- Revised and updated project scope based upon feedback received from additional Focus Group Testing.
- Completed initial and final drafts of product/website specifications.
- Re-factored the product specification to align with SCE corporate standards.
- Postponed the program launch date from December 2011 to February 2012 based on the re-factoring process and development schedule.

2. **Financial Solutions**

Program Description

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

Program elements are as following:

- The Nonresidential OBF Program offers zero-interest financing for the installation of qualifying energy efficient lighting, refrigeration, and air conditioning measures by commercial and governmental institutions customers. This program is a non-resource program that provides OBF as a tool for other SCE programs offered to individual customers in the commercial and industrial market segments, and through the local government partnership program. OBF builds upon the experience of SCE's 2006-2008 pilot program, which provided financial assistance through direct installation of energy efficiency measures for

small commercial customers (convenience and small grocery stores). OBF will be offered through other SCE programs, thereby facilitating the expansion of OBF in alignment with the Strategic Plan's Commercial Sector Strategy.

- AB 811 Energy Efficiency for Cities and Counties is California's 2008 legislation to empower municipalities to fund installation of energy efficiency upgrades to an existing residential, commercial, industrial, or other real property.
- The Financial Services Working Group is a statewide effort to assess future options for financing, as well as addressing other financing issues to help transform the market in California.

Strategies Implemented in 2011

- Due to the additional direction given by the CPUC, we did not pursue any additional support through AB 811 support. SCE worked with jurisdictions that fall under AB811 to help inform local decision makers about the legislation, which provides for "financing" of energy efficiency projects via property tax bills and to identify financial sources to be tapped for energy efficiency projects. This task and scope of work was fulfilled via the Property Assessed Clean Energy (PACE) project offered by and through the Counties (Los Angeles & Riverside) not by the IOUs.
- Participated in the statewide Financial Services Working Group to assess future options for financing, as well as addressing other financing issues to help transform the market in California.
- The Financial Solutions OBF program began funding loans and was fully committed as of January 2011. The OBF program established a wait list with the assumption that the repayments, for this revolving loan pool would be able to cover the new wait listed OBF applications. Unfortunately, the waitlist grew to \$7 million forcing us to suspend the OBF program to accepting new applications. We funded a total of 158 OBF projects for \$4.3 million as of December 30, 2011.

Additionally, we had \$11.7 million of projects that were in the pipeline to be funded. The waitlist as of December 30, 2011 was 143 projects and dropped from the \$7 million as of April 2011 down to \$2.5 million by the end of 2011. SCE was committed to ensure customer equity, minimize operational risk and optimized customer satisfaction. This was accomplished by the following:

- Reducing the cycle time for processing the OBF projects by 50% (from 18 days to 9 days).
- Dramatic reduction in Customer Complaints/Status Updates and significant improvement in the Authorized Agent/Vendor delivery channel that went from a high of 76 issues from Jan -June down to 10 from July- December 2011 for an 87% reduction in complaints.
- We eliminated OBF loans that were backlogged and provided clarity around the process stage and ownership by clearly defining the area of responsibility that reduced research time and allowed for quick responses.
- In September 2011 we filed an Advice Letter that would allow the EE Partnership Portfolio to use unspent uncommitted funds to transfer into the OBF program up to \$15 million for additional project activity.

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

Program Description

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

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

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

Strategies Implemented in 2011

- Contract fully executed fourth quarter 2011.
- Kickoff meeting held November 6, 2011.
- Audit tool in development and review.

4. Integrated Marketing & Outreach

Program Description

SCE's Integrated Marketing and Outreach program was designed to generate awareness of Demand Side Management (DSM) solutions through the use of activities such as ongoing seasonal marketing campaigns, Community Outreach, Mobile Energy Unit (MEU), and supporting market intelligence activities. The IMO program will carry out integrated marketing activities that will complement, not duplicate, SCE's targeted marketing efforts. This program will help SCE move customers through an ongoing continuum of awareness, action, and engagement or behavior change.

Strategies Implemented in 2011

- Conducted two seasonal marketing campaigns that featured holistic solutions to common consumer issues. In addition, the seasonal marketing campaigns encouraged customers to take more than one action to help lower their energy bill by participating in bundled energy management programs. The campaigns included:
 1. Spring Cleaning Campaign: The objective of the Spring Cleaning Campaign was to get your home energy ready for the oncoming summer months. The campaign supported five programs and generated awareness

of solutions like Appliance Recycling and Evaporative Cooler Rebate Program. The campaign period was from January 2011 through June 2011.

2. Summer Solutions Campaign: This campaign was designed to help customers reduce consumption during the warm summer months by providing them with opportunities to use energy more efficiently. The campaign period was July 2011 through September 2011, and its objective was to increase awareness and participation in SCE's suite of EE programs including: Appliance Recycling, Evaporative Cooler, and HVAC. In addition, the peak-hour usage tips were offered to customers through SCE's DR program Circuit Saver. The Summer Solutions Campaign produced great results with over 23,000 appliances recycled and 390 HVAC Quality Installations conducted; both of which exceed campaign response targets.
- SCE's Community Outreach Marketing consisted of a mix of small to large scale (500+ attendees) events over the course of 2011. SCE conducted 67 outreach events in 2011, which aligned with ongoing Seasonal Campaigns and targeted business communications. In late October 2011, the Events Marketing group implemented the use of the Motorola XOOM tablet to capture customer interactions, measure customer subject interests, conduct surveys for customer follow-up/leads, and to also directly sign up customers for newsletters and programs. Moving into 2012, the use of these tablets will become a standard tool for all outreach efforts.
1. World Ag Expo convened February 8 –10, 2011 in Tulare, CA: The World Agricultural Expo is the world's largest annual agricultural exposition, attracting an average of 100,000 attendees from the agricultural community. SCE's presence at the event consisted of two

different locations: one area focusing on residential programs and services and the other focusing on agricultural and business programs. SCE was able to speak to over 2,500 attendees over the 3 day event on both EE and DR programs such as: Pumping, Food Processing, Water/Wastewater, Low Income Programs, SmartConnect, Plug-In Ready, California Solar Initiative, and the Home Energy Efficiency Survey.

2. The West Coast Energy Management Congress took place on June 15, 2011 at the Long Beach Convention Center and is the largest energy conference and technology expo held on the US West Coast; specifically for business, industrial and institutional energy users. SCE's presence at the event consisted of a 20'x30' exhibit space focusing on SCE's Energy Efficiency, Demand Response, and Solar programs. During our attendance, we were able to engage over 550 attendees at the event and specifically addressed questions regarding lighting, solar and nuclear generation.
3. Los Angeles County Fair occurred from 9/3/11-10/2/11 in Pomona, CA: The Los Angeles County Fair is the largest national county fair, attracting over 1 million attendees from the Southern California regional area. SCE's presence at the event consisted of a large 20' x 60' space which highlighted a wide range of SCE's EE, DR, and Low Income programs and services including: Appliance Recycling, Home Energy Efficiency Survey, Edison SmartConnect™, Plug-in Electric Vehicle, CARE, and information on electric safety. Over 6,700 customer interactions were achieved over the month long event at which SCE was able to engage and discuss holistic energy management solutions with our customers. Touch screen kiosks were featured in the booth area that enabled customers to

look up information, watch videos, and visit the SCE website and sign up for programs directly.

- Market Intelligence Activities were completed in 2011 to support the achievement of DSM goals (Energy Efficiency, Demand Response, Business Retention, Attraction and Expansion, Climate Action Planning). The activities included developing information, strategies, and tools to enable effective targeting of account management activities. These Market Intelligence deliverables are developed through review and analysis of enhanced internal customer information combined with appropriate, value added external data. In late 2009, an early version of the Market Intelligence Customer Information (MICI) database was established that compiled much of our external customer information. There are continued enhancements to this database which currently acts as the primary source for a non-residential data warehouse. In the near future this database, MICI, will eventually transition to SCE's Customer Relationship Management (CRM) system that will act as the main data warehouse for all customer information. Much of the activity for 2011 revolved around standardizing data inputs, which included the GIS Data Mapping and Geo-coding clean up.
 1. GIS Data Mapping for large business customers on TOU-8 and GS-3 rates, clean up Geo-coding:
 - i. Allows accurate historical reporting of DSM measures installed at the physical location which expands the historical view of past participation. In addition, increased profiling of the building (360 degree view) allows SCE to better prepare for our customers and to provide a purposeful engagement that offers the right solutions.
 - a. Allows target marketing of specific measures and offering relevant solutions to our customers on day one between the BCD representative and the customer.

- b. Allows target marketing to locations with past EE participation for EE measure upgrades as may be the case in Energy Efficiency Lighting with increasing efficiencies
 - c. Reduces redundancies due to unnecessary field visits at service locations with existing EE measure installations that are unreported due to new Service Account numbers caused by customer name changes, etc.
 - ii. Provides accurate locations based on Latitude and Longitude for all SCE Service Accounts
 - a. Allows mapping of SCE Service Account locations for purposes of Climate Action Planning and identification of regional Carbon Footprint.
 - iii. Allows accurate analysis of specific industry trends by correcting and providing consistent application of the current customer facility NAICS code.
- 2011 proved to be the busiest year in Mobile Energy Unit (MEU) history. In 2011, the MEU attended a total of 231 events, made 61,707 customer contacts, and generated 13,427 leads for SCE's diverse programs and services, including EE and DR. In addition, the MEU started a new automated system of generating leads by utilizing iPads to help verify customer data and then send them relevant solutions, in real time via email, of those programs that they showed interest. This system was launched in November 2011. Lastly, the MEU procured a tractor and trailer to help build a new hybrid powered unit which will roll out in the middle of 2012.

Program Targets

- The IMO program met program targets for:
 - Seasonal Campaign
 - Year 2 Target – up to 3 campaigns

- Actual – conducted 2 campaigns
- Website Enhancements
 - Year 2 Target – Launch bundled messaging
 - Actual – due to shifting priorities, the IMO program did not conduct website enhancements
- Market Intelligence
 - Year 2 Target – Standardize data inputs in preparation of data warehouse.
 - Actual – Conducted GIS data mapping and Geo-coding clean up
- Mobile Energy Units
 - Year 2 Target – Up to 100 outreach events per year
 - Actual – attended 231 events
- Events Outreach Group
 - Year 2 Target – Up to 100 events per year
 - Actual – attended 67 events

N. Energy Leader Partnership Program

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

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1. City Of Beaumont Partnership Energy Leader Partnership Program Description

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

Strategies Implemented in 2011

Administrative Successes

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

Municipal Retrofits

- The city completed their new Police Department building lighting retrofit project which will result in energy savings of 120,000 kWh.
- The city finalized and submitted the letter of intent for the Waste Water Treatment Plant Savings by Design program.

Core Program Coordination

- The city began publishing an “Energy Efficiency Tip of the Week” via the City’s social media channel.
- The Partnership launched a Comprehensive Manufactured Mobile Home Program to the Redlands Mobile Home Park Community.

- The city published an article on Demand Response in their Chamber Chatter Newsletter.

2. **City Of Long Beach Energy Leader Partnership**

Program Description

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

Strategies Implemented in 2011

Administrative Successes

- SCE integrated two new City of Long Beach representatives to the Partnership team, meeting monthly to discuss Energy Leader program goals, milestones for marketing, training, and energy efficiency projects.

Municipal Retrofits

- The city completed six major energy efficiency projects: one at each of the following facilities: The Long Beach Convention Center, Senior Center, Fire Department Training Center, Burnett Library, Fleet Services Building, and ESB Building. The city achieved 209,497 kWh in energy savings and 53 kW demand reduction.

- The city also launched four major retrofit projects using the new On-Bill Financing program and the existing Express Efficiency program. Completion of these project activities is expected in 2012.

Core Program Coordination

- The city promoted SCE’s core energy efficiency programs at its annual Earth Week event.
- The city also coordinated extensively with SCE’s Energy Upgrade California program, seeking to add a portion of its ARRA funds into the program.

Education and Outreach

- The city conducted energy efficiency education at its Long Beach Neighborhood Center.
- In addition to its own information booths, the city scheduled and used SCE’s MEU to promote energy efficiency.

3. City Of Redlands Energy Leader Partnership

Program Description

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

Strategies Implemented in 2011

Administrative Successes

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

Municipal Retrofits

- The city completed their Peak Ponds Booster #1-3 projects, which resulted in energy savings of 209,863 kWh and 31 kW.
- The city completed the Mill Creek Well project, which resulted in energy savings of 5,109 kWh and 1 kW.
- The city completed Mentone Acres Irrigation Water Pump project, which resulted in energy savings of 408,252 kWh.

Core Program Coordination

- The Partnership launched a Comprehensive Manufactured Mobile Home Program to the Redlands Mobile Home Park Community.
- The Partnership also launched Operation Lamp Exchange Program at K-Mart Parking lot and brought a huge success. Over 3,000 residents attended the 2-day event and exchanged approximately 4,400 lamps.

Education and Outreach

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

4. City Of Ridgecrest Energy Leader Partnership

Program Description

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

Strategies Implemented in 2011

Administrative Successes

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

Municipal Retrofits

- The partnership facilitated installation of plug load sensor into various municipal facilities.

Core Program Coordination

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

Education and Outreach

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

5. **City Of Santa Ana Energy Leader Partnership**

Program Description

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

Strategies Implemented in 2011

Administrative Successes

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

Municipal Retrofits

- The city completed 48 different energy efficiency projects at its numerous fire stations, streetlights, parks, library, and civic center. The city achieved an energy savings of 1,248 GWh and 129 kW demand reduction.

Core Program Coordination

- The city featured energy efficiency and SCE’s programs in each of its newsletters.
- The city planned the launch of SCE’s Mobile Home Program into its 29 mobile home parks.

Education and Outreach

- The city conducted multiple events designed to heighten awareness within the community on matters of energy efficiency utilizing SCE’s MEU, including a new annual city event called “Santa Ana Earth and Health Festival.”
- The city signed a contract with SCE for several Strategic Plan Support tasks including greenhouse gas inventories, a Climate Action Plan, Green Building Codes, and LEED certification training.

6. City Of Simi Valley Energy Leader Partnership

Program Description

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

Strategies Implemented in 2011

Administrative Successes

- The SCE and City of Simi Valley Partnership team continues to meet monthly to review program goals and discuss plans.
- A Partnership continues to work with EEC in Irwindale to bring the offerings/classes of the facility to Simi Valley.

Municipal Retrofits

- 52,450 kWh and 19 kW installed in 2011 through occupancy sensor projects installed.

Strategic Planning Support – Embedded

- The City of Simi Valley hosted a Title 24 workshop at CTAC for 2011.

Core Program Coordination

- Continued coordination with Energy Upgrade California Program for outreach efforts with the City of Simi Valley.

Education and Outreach

- SCE's Mobile Energy Unit attended Simi Valley's Earth Day Event with approximately 2,000 people in attendance.
- Created presentation for local realtors to promote energy efficiency measures during the buying/selling process.

7. **City Of South Gate Energy Leader Partnership**

Program Description

The South Gate Energy Leader Partnership Program is a local government partnership comprised of the City of South Gate (the “City” or “Partner”) and SCE. This Partnership will operate through the 2010-2012 program cycle, installing measurable and persistent energy efficiency and conservation devices for the benefit of the City of South Gate, its constituencies, the State of California, and California IOU ratepayers. Partnership activities focus on implementing energy efficiency in municipal facilities specifically and in the community in whole. The Partnership establishes energy savings goals through City-identified projects, funded by Partnership incentives and technical assistance.

The Partnership supports City and community EE efforts through marketing and outreach funds. The City of South Gate and SCE developed this Partnership plan together as a guiding document for the Partnership's goals and objectives.

Strategies Implemented in 2011

Administrative Successes

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

Municipal Retrofits

- The city completed three energy efficiency projects achieving over 203,000 kWh in energy savings.
- The city also launched other projects that are expected to be completed in early 2012. One of the projects is the City Wide Phase II Street Light project for approximately 219,000 kWh savings.

Strategic Planning Support – Embedded

- The City of South Gate worked with consultant in implementing SCADA improvements. The City made it a priority in the design phase to be able to look at energy consumption and output from its well sites. As a participant in SCE's Energy on Demand, it is their goal to shed energy during peak times. This project was about 95% complete by the end of 2011.

Strategic Planning Support – Solicited

- The City started the Solicited Strategic Activities with about 11 tasks; 7 with Public Works Department and the others with the Community Development Department. The City executed all the tasks according to the outlined schedule in the SOW.

Core Program Coordination

- The city included information on SCE's core programs in its monthly newsletter and on its website.

Education and Outreach

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

8. Community Energy Leader Partnership

Program Description

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

Strategies Implemented in 2011

Administrative Successes

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

Municipal Retrofits

- Continued to promote Demand Response programs to Partner Cities during Efficiency First! Team meetings.

- Continued to identify a strong pipeline of energy efficiency projects for 2010-2012 program cycle, with majority of these installation dates targeted for 2012.
- The seven cities achieved an energy savings of 3.4 GWh and 211 kW demand reduction in 2011.

Strategic Planning Support – Embedded

- Based on feedback collected from Partner Cities during first quarter 2010, the CEP continued to implement and promote the following strategic planning goals in 2011:
 - 80% of Partner Cities have appropriate staff trained in the latest energy efficiency and code compliance standards for sustainability
 - 80% of Partner Cities are successfully benchmarking major government facilities with ongoing tracking
 - 60% Partner Cities have ability to properly manage energy usage in municipal facilities
 - 15% of Partner Cities adopt a Climate Policy with a focus on energy efficiency in their General Plan

Core Program Coordination

- Coordinated with SCE on outreach efforts for Direct Install program in Partner Cities.
- Distributed information regarding the following programs: HEES Surveys, Operation Light Exchange Events, CSI, and the Appliance Recycling Program.

Education and Outreach

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

9. **Desert Cities Energy Leader Partnership**

Program Description

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

Strategies Implemented in 2011

Administrative Successes

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

Municipal Retrofits

- The partnership cities completed lighting projects in the City of Blythe, which achieved over 130,000 kWh in energy savings.
- The Partnership assisted the City of Palm Springs with their chiller system and lighting project at the Convention Center, which resulted in 30,000 kWh in energy savings.

Core Program Coordination

- The cities participated in SCE's Direct Install program for small Businesses.

Education and Outreach

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

10. **Eastern Sierra Energy Leader Partnership**

Program Description

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

Strategies Implemented in 2011

Administrative Successes

- SCE and the High Sierra Energy Foundation held monthly meetings to discuss its core objectives, Energy Leader program goals and milestones for marketing, training, and energy efficiency projects. Quarterly updates were distributed to jurisdiction administrative executives.
- Partnership participated at Statewide Energy Efficiency Forum in San Jose in July and gave a presentation on best marketing practices.

Municipal Retrofits

- The Partnership worked with Public Works to complete bid process for the On-bill Finance for Town of Mammoth Lakes yards project. Bid was released in November.
- Mono County completed installation of the IT Server Virtualization and Network Software program
- City of Bishop Public Works worked with a consultant on the design of new pumping and water distribution facilities. Bishop worked with SCE to determine if a custom DR application might be possible.

- Inyo County worked on an ARRA-funded energy efficiency project that includes a substantial lighting retrofit. Project bidding is anticipated for the second quarter of 2012.

Core Program Coordination

- The Partnership launched a direct install strategy in conjunction with the SCE Business Solutions Organization promoting energy efficiency in small business community. There were 404 small businesses retrofitted in the Partnership jurisdictions with retrofit expenditures of just over \$600,000 and recorded savings of 1.5 million kWh.
- The Partnership coordinated the California Mobile Homes Program with 59 units retrofitted.

Education and Outreach

- The Partnership conducted numerous community events, which included information on energy efficiency for both commercial and residential customers. These events included Home Show, Earth Day, Fourth of July Parade and Green Building Forum.

11. **Energy Leader Partnership Strategic Support**

Program Description

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

Strategies Implemented in 2011

- The Beacon Award, implemented by the Institute for Local Government, has accepted 33 local governments into the program. The Program has provided interim recognition to eleven cities for their sustainability accomplishments made to date. ILG has presented the Beacon Award and general energy efficiency information at several conferences and meetings to create further awareness to local governments. ILG has also continued to update and expand their California Climate Action Network Best Practices Framework and other resource materials, with emphasis on energy efficiency and energy savings for Local Government's use.

12. **Kern County Energy Leader Partnership**

Program Description

The Kern Energy Watch Partnership program brings together three utilities, Pacific Gas and Electric, Southern California Edison, and Southern California Gas Company, with eleven local governments to improve energy efficiency throughout Kern County. Kern Council of Governments coordinates the energy efficiency efforts of the County of Kern, and the cities of Arvin, Bakersfield, California City, Delano, Maricopa, McFarland, Shafter, Taft, Tehachapi, and Wasco. The City of Ridgecrest has its own Partnership with Southern California Edison. The Kern Economic Development Corporation (KEDC), Staples Energy, and the San Joaquin Valley Clean Energy Organization also participate with Kern Energy Watch Partnership in joint project, outreach, and training efforts.

Strategies Implemented in 2011

Administrative Successes

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

Municipal Retrofits

- Over 600 plug load occupancy sensors were installed in various facilities in the partner jurisdictions.

- The City of California City is undergoing energy efficiency upgrades at several of its wells and pumps.
- The City of Tehachapi is in process of upgrading its Waste Water Treatment Plant.
- The City of Delano and County of Kern participated in savings by design program by submitting letter of intent.

Core Program Coordination

- The Partnership is driving residents and small businesses to SCE's core programs through its website (www.kernenergywatch.com).
- The Partnership coordinated efforts to deliver the Living wise program in several partners' jurisdictions.
- The Partnership facilitated SCE Cool Centers in the cities of California City and Delano.

Education and Outreach

- The Partnership has created and implemented an English/Spanish website, KernEnergyWatch.com, a program brochure and flier, a tabletop display, individual partnership "quick shades" for each local government partner, and pens.
- A campaign, titled Take 5 for Energy Conservation! was developed to encourage local government employees and the public to participate in energy saving activities. More than 1,200 posters have been distributed throughout local government facilities, with hundreds distributed to the public through government offices. Additionally, each partner will have a Take 5: Making it Happen! success story published about a significant project undertaken by their jurisdiction. Save Energy stickers were designed and given to agencies to place on appliances and light switches.

- In 2011, Kern Energy Watch participated in 21 events over 35 days and shared a booth at the Kern County Fair with Energy Upgrade CA and Kern Home Energy Tune-Up.

13. **Orange County Cities Energy Leader Partnership**

Program Description

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

Strategies Implemented in 2011

Administrative Successes

- SCE, SCG, the City of Huntington Beach, Westminster, Fountain Valley, Costa Mesa, and Newport Beach met monthly to discuss Energy Leader program goals, milestones for marketing, training, and energy efficiency projects.
- The City of Huntington Beach reached the Gold level status in the Energy Leader Partnership Model. There was a Gold Level Celebration to showcase the City’s leadership in Energy and Sustainability.

Municipal Retrofits

- The partnership provided technical assistance to the cities for project identification, including the following projects for 2012:

- Tamara and Dolphin pump project for the City of Newport Beach (1,470,000 kWh savings)
- City of Newport Beach's 16th pump project (467,500 kWh)
- Street name LED light for the City of Westminster (74,150 kWh)
- City Hall lighting retrofit for the City of Costa Mesa (84,400 kWh)
- The cities identified several major energy efficiency projects expected to be completed in 2012, including Huntington Beach's ESCO project (1.95 million kWh)

Core Program Coordination

- The Partnership engaged a firm to develop the Partnership logo and update each of the cities' website with a page devoted to Partnership activities. This project will give more visibility on the Partnership for more community engagement.

Strategic Plan Support- Solicited

- The Partnership started work on the solicited strategic plan activities, which primarily involves the energy efficiency management system task.

Education and Outreach

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

14. **Palm Desert Demonstration Partnership**

Program Description

The purpose of the Palm Desert Demonstration Partnership project is to achieve energy savings while testing innovative program design for replication in broader applications. The first two years of program funding were authorized in December of 2006, and the project launched in January of 2007. The program's objective is to garner community and municipal participation in an energy efficiency ethic that will result in a 30% savings and 30% demand reduction of the community in whole

over a 6-year span. This will be achieved through a top-down, bottom-up approach utilizing innovative approaches, design, incentives, marketing and outreach and emerging technologies.

In 2011 the Palm Desert Demonstration Partnership strengthened its relationship with the Palm Desert community through focused outreach activities and leveraged that relationship to educate residents and business owners about the benefits and importance of energy efficiency. The Partnership launched an ambitious residential initiative that strives to reach all Palm Desert residents with Energy Upgrade California Whole-House Energy Efficiency (EUCA) program's customer facing outreach survey.

On the commercial front, the Partnership developed the Commercial Energy Solutions program for 2012 that will utilize the Partnership's innovative one-stop-shop approach to provide Palm Desert commercial customers with comprehensive, customized energy efficiency upgrades in the most convenient way possible.

Strategies Implemented in 2011

Energy Efficiency Upgrade

- Educate every Palm Desert resident about their energy consumption and savings opportunities via EUCA's customer facing outreach survey
- Offer recommendations during in-person discussions to increase participation in major energy efficiency equipment upgrades
- Test various incentive schemes and other approaches to motivate customers and contractors to take retrofit action
- Create targeted marketing strategies based on aggregated customer recommendations

Commercial Strategy (multiple sectors)

- A new Palm Desert Commercial Energy Solutions program was designed for the mid to large size Commercial segments and an RFP was issued for a Program Implementer to deliver the program in 2012.

One-Stop-Shop for Pool Pumps

- The Partnership re-launched the One-Stop-Shop Pool Pump Program utilizing a free-market approach to leverage a wider variety of local pool maintenance contractors.

LED Pool Lights

- This emerging technology was tested at a Palm Desert commercial site and subsequently adopted as a non-residential core program offering.

Administrative Successes

- The program's working group (WG), led by SCE, met formally each week to address operational matters and to develop marketing approaches. This collaborative effort helped ensure that the interests and contributions of each partner were integrated with program delivery.

Core Program Coordination

- The Partnership offered a late summer commercial off-season incentive promotion to all Palm Desert commercial customers to stimulate participation in the Set To Save branded core energy efficiency rebate program.
- The Partnership continued an aggressive marketing and promotional campaign including a "Set To Save" branded website and marketing collateral to support Partnership specific programs.
- The Partnership integrated and featured Energy Upgrade California into its residential energy efficiency upgrade offering.

Education and Outreach

- The Partnership reached out to the entire community through various marketing and outreach channels including the "Set To Save" branded website, the Desert Sun newspaper, the Bright Side newsletter, the Chamber of Commerce newsletter, HOA newsletters, letters from the city, various rack cards and flyers, and a presence at 30 targeted local events.

- The Partnership marketed the Energy Efficiency Upgrade and One-Stop-Shop pool pump programs to residents in the Palm Desert Sun newspaper and City of Palm Desert’s Brightside newsletter resulting in 117 homeowners receiving surveys and direct installation of energy efficiency measures and 42 homeowners receiving energy efficient variable speed pool pumps.
- The Partnership hosted a Palm Desert contractors meeting with 29 contractors representing pool pump, HVAC, lighting, solar, and general contracting services. The Partnership introduced Energy Upgrade California (EUCA), presented all Set to Save rebates and the City’s Energy Independence Program (EIP).
- The Palm Desert Partnership’s extra outreach and contractor training efforts enabled SCE’s core program, HVAC Quality Installation (QI), program to achieve 17% of its entire program savings in Palm Desert alone.

15. San Gabriel Valley Energy Leader Partnership Program

Program Description

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

Strategies Implemented in 2011

Administrative Successes

- The Program held all its monthly regular meetings to discuss program administration, marketing, and implementation efforts.
- Assisted several Partnership cities in completing Demand Response and Energy Action Plan efforts to help them move up the Energy Leader Model tier levels.

Municipal Retrofits

- The Partnership exceeded its annual goal by 190% by completing several municipal projects totaling 2,728,110 kWh.

- The cities of Pomona and West Covina were the largest contributors to the program's success by completing street light and outdoor parking light retrofits.

Strategic Planning Support – Embedded

- Developed the following documents to assist cities with the development of energy-efficiency procurement policies: EE procurement policy instructions, sample EE procurement policy, and EE procurement policy resource guide.

Core Program Coordination

- Participated in numerous community events to promote the HEES survey and other EE programs in all the cities of the Partnership program.
- Promoted the Operation Lamp Exchange event in the City of Covina.
- Targeted outreach in three cities (Baldwin Park, Covina, and West Covina), which included distribution of flyers at community events, outreach to local business and participation in Lamp Exchange event.
- Coordinated with five cities (Claremont, Duarte, West Covina, Sierra Madre, and San Marino) to host targeted refrigerator-freezer recycling events.
- Hosted an Energy Upgrade CA Contractor Expo in the City of West Covina.

Education and Outreach

- Hosted six Toolbox Trainings for city staff on various EE topics including: SCE LED Streetlighting Standards, Plug load occupancy sensors, SCE's New Construction Services, Energy Leader Model, SCE-incentive eligible EE technologies, Demand Response Programs, LA County Regional Energy Assistance, and ESCOs.
- Hosted six Energy Working Group meetings. This group is comprised of city staff responsible for managing municipal and community-wide energy programs. Recent topics have included the Energy Upgrade California Program.

16. **San Joaquin Valley Energy Leader Partnership**

Program Description

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

Strategies Implemented in 2011

Administrative Successes

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

Municipal Retrofits

- The partnership cities performed several energy efficiency retrofits. The retrofits include:
 - Various pump/well upgrades by the City of Porterville
 - Various wells upgrade by the City of Hanford
 - Over 2,500 plug load occupancy sensors installation at various facilities throughout the partnership jurisdictions
 - Lighting upgrades at 13 City of Porterville facilities
 - Lighting upgrades at various County of Tulare facilities

Core Program Coordination

- Utility programs that were promoted in the VIEW Partnership in 2011 include:
 - SCE LED Holiday Light Exchange
 - SCE Small Business Direct Install
 - Energy Upgrade California
 - SCE Cool Centers
 - SCE Plug Load Occupancy Sensor Power Strips
 - SCG & SCE Comprehensive Mobile Home Program

- SCE Demand Response
- SCE Solar Assistance
- SCG & SCE Cool Planet
- Community engagement opportunities presented at Partnership meetings include:
 - Habitat for Humanity’s low income program
 - GRID Alternatives (Solarthon)
 - Regional Home Energy Tune-Up (regional comprehensive residential retrofit program)

Education and Outreach

- The Partnership held four quarterly Marketing taskforce meetings in 2011.
- The VIEW Partnership participated in ten community events in 2011.

17. **South Bay Energy Leader Partnership**

Program Description

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

Strategies Implemented in 2011

Administrative Successes

- The Partnership conducted monthly partnership meetings with all four partners and weekly conference calls, which focused on energy efficiency projects.

Municipal Retrofits

- The Partnership completed 11 major energy efficiency projects, achieving over 1 million kWh and 132 kW.

- The Partnership also launched another 25 projects expected to be completed in 2012.

Strategic Planning Support – Embedded

- The Partnership continued work in supporting the member cities to: Adopt a Climate Action Plan (CAP), Energy Action Plan (EAP) or adopt energy efficiency language into another policy document, such as a General Plan, to reduce community greenhouse gas emissions with a focus on energy efficiency.
- In 2011, all of the 15 South Bay cities had either completed or started their Climate Action Plan.

Core Program Coordination

- The Partnership became the principal communication channel and call center for Energy Upgrade California in the South Bay region.
- The Partnership helped emphasize the Direct Install program in 11 of the 15 South Bay member cities, achieving 12 MWh in energy savings and 2.5 MW demand reduction.

Education and Outreach

- The Partnership conducted multiple educational events monthly throughout the 15 member cities.

18. South Santa Barbara County Energy Leader Partnership

Program Description

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

Self Generation and California Solar Initiative and demand response programs are included. The Partnership provides energy information to all market segments, identifies projects for municipal retrofits, and funnels customers to existing SCE core energy efficiency programs.

Strategies Implemented in 2011

Administrative Successes

- The Partners continue to meet monthly to effectively share information about the program's upcoming events and to discuss program implementation.
- A local non-profit, the Community Environmental Council, provides administrative and programmatic support to the Partners.

Municipal Retrofits

- The Program completed several retrofit projects totaling over 200 kWh in energy savings.
- The partners received a shipment of 2,130 occupancy sensors and have been working on installation. The County of Santa Barbara, which ordered the bulk of the sensors, was not able to install 25 to 30% in the originally designated places due to accessibility issues, and will identify alternative locations for the installations. An additional 345 units were ordered for a Phase 2 of this project. Approximately 50 were installed; the remainders were re-allocated.

Strategic Planning Support – Embedded

- One of the Partnership goals is to create a template for a retro-commissioning policy for participating jurisdictions. Partners met with Navigant Consulting to discuss the development of such a protocol. Navigant will prepare a workplan and timeline for deliverables for the partners. Ideally, the final product will facilitate the RCx process in the region and will be useful as a model for other communities.

Core Program Coordination

- The Program registered some very successful coordinated events last year that include the Refrigerator and Freezer pick up event and the Earth Day Festival to promote community home energy efficiency.
- The Community Environmental Council is leading a tri-county Plug in Santa Barbara to draw funding into the region for PEV charging stations in Santa Barbara County. The Partnership is assisting in the funneling of communication of these efforts.

Education and Outreach

- The program, in coordination with SCE's education center and the National Electric Codes, prepared and organized the Building Operator Certification Level
- Thirty one students attended and received a certificate of completion.

19. Ventura County Energy Leader Partnership

Program Description

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

Strategies Implemented in 2011

Administrative Successes

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

Municipal Retrofits

- The nine cities and county achieved an energy savings of 17,382 kWh in 2011.

- Technical audits were provided by Partnership technical assistance funds, which resulted in a significant pipeline built for the remaining program cycle.

Strategic Planning Support – Embedded

- Continued to provide support for Title 24 documentation training for plans examiners and building inspectors. The County of Ventura’s Building and Safety Division helped host this regional session, and shared the opportunity with all of the cities in the region. VCREA continues to provide a Title 24 Energy Code Updated for City of Ventura, Thousand Oaks, and Moorpark Building and Safety Division staff at the request of the cities to allow more direct understanding of the new energy codes and lends support to growing local capacity.
- Continued compiling relevant documents from partnership cities/county to create the basis for their Energy Action Plans and in support of the partnerships Strategic Plan goals.

Core Program Coordination

- The Partnership has been involved with the development of the Whole House/Energy Upgrade California program in order to provide updates to their region.

Education and Outreach

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

20. Local Government Strategic Planning Pilot Program (Solicitation)

Program Description

The Local Government Strategic Planning Pilots (Solicitation) are designed to provide increased funding and support for city, county, and regional governments to pilot activities that directly support the LGP Strategic Plan goals and strategies. These pilot programs are a result of a solicitation process whereby local governments were solicited to propose activities above and beyond normal partnership work that would directly align with the California Long Term Energy efficiency Strategic Plan.

Strategies Implemented in 2011

- SCE held a two-phase solicitation; the first phase pilots were filed as part of Advice 2473-E-A, and approved by disposition letter on March 8, 2011. The second phase pilots were filed as part of Advice 2619-E-A, and approved on December 9, 2011 (effective December 2, 2011).
- Advice Letter 2599-E addressed the pilots for Los Angeles County and Huntington Beach and was approved September 9, 2011 (effective September 1, 2011).
- Final negotiations culminated with the execution of 20 Phase 1 and 7 Phase 2 pilot contracts during 2011. Three contracts shall be executed in 2012.
- In 2011, the LGP Strategic Planning Pilot Program kicked off over 20 unique Strategic Plan Menu tasks that will result in over 670 final deliverables.

Energy Efficiency Chapters in Climate Action Plans or Energy Action Plans

- Fifty nine local governments are producing the energy efficiency chapter of their Municipal Climate Action Plans or Energy Action Plans (3.2.1) while 25 are developing Energy chapters of a Community CAP or EAP (4.1.1). The action plans will define goals and actions to increase energy efficiency for municipal facilities and/or the community.

Utility Manager System and Benchmarking Policies and Procedures

- LGs are taking steps to better understand how they use energy and how their energy use compares with other similar facilities. Seventy nine LGs are pursuing the installation of utility manager systems that collect, organize and help analyze energy use data for the local government, while 24 LGs are establishing Benchmarking Policies and Procedures to ensure the energy use at their facilities is being analyzed systematically.

Codes and Standards

- 22 LGs are developing Reach Codes and/or Green Building Codes that increase energy efficiency and green building practices in their communities.
- Over 30 LGs are seeking to improve code compliance by receiving training on how to enforce energy codes more effectively.

21. **Western Riverside Energy Leader Partnership**

Program Description

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

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

Strategies Implemented in 2011

Administrative Successes

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

Municipal Retrofits

- The city of Calimesa completed their Community Center Lighting Project, which resulted in energy savings of 22,300 kWh.
- The city of Hemet's plug load project resulted in an energy savings of over 40,000 kWh.
- The city of Norco completed three Pumps Upgrade Projects that resulted in energy savings of over 480,000 kWh.
- The Partnership continued to identify potential projects for 2012 by reviewing the investment grade audits for each participating cities and planning to utilize ARRA/EECBG funds.

Core Program Coordination

- The Partnership launched a Comprehensive Manufactured Mobile Home Program to the Redlands Mobile Home Park Community.
- The Partnership creates an electronic newsletter to notify members of energy efficiency activities occurring in the subregion.

Education and Outreach

- The Partnership conducted numerous community events at various cities and SCE's MEU was present at each time.
- The Partnership hosted Title 24 Reach Codes Workshop at city of Murrieta.

22. **City Of Adelanto Partnership Energy Leader Partnership**

Program Description

The City of Adelanto Energy Efficiency Partnership is a partnership between the Southern California Edison (SCE) and the City of Adelanto. This partnership set energy efficiency goals and generate measurable, verifiable energy savings through identification of specific energy efficiency projects and community outreach activities. The partnership identifies opportunities for improving energy efficiency in the City of Adelanto. Projects are referred to SCE's core programs and can be residential or non-residential, including: small, commercial and industrial businesses, municipal

and other governmental agencies, and non-profit organizations. Low income and demand response programs will also be included. The program offers customized incentives for municipal projects; conducts energy efficiency training as well as outreach events to drive participation in the core programs.

Strategies Implemented in 2011

Administrative Successes

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

Municipal Retrofits

- The partnership facilitated installation of plug load sensors into various city facilities. Furthermore, energy management software, server virtualization and comprehensive lighting upgrades were performed at various City facilities. Finally, investigation efforts to find more energy efficiency opportunities at the City's water system and waste water treatment plants are underway.

Core Program Coordination

- The cities also considered methods for increasing small business participation in SCE's Commercial Direct Installation Program and mobile home owner's participation in SCE's Comprehensive Manufactured Homes Program.
- The Partnership was instrumental in facilitating an SCE Cool Center at Adelanto. The Cool Center was extremely popular, attracting local independent media coverage.

Education and Outreach

- The cities conducted several community events which emphasized energy efficiency through brochures and the use of SCE's MEU. These events included:
 - The City sponsored conservation fair
 - The City sponsored career fairs.

- High desert opportunity
- High desert home show

23. **West Side Energy Leader Partnership**

Program Description

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

Strategies Implemented in 2011

Administrative Successes

- The SCE and City of Culver City Partnership team met monthly to review program goals and discuss plans.

Municipal Retrofits

- Projects submitted after signed Resolution was confirmed to count towards Partnership goals and receive enhanced incentive but no savings were claimed in 2011.

Strategic Planning Support – Embedded

- Promoted T24 Nonresidential PEBC Energy Code Training to Culver City contacts.
- Discussed first steps to creating an Energy Action Plan with City and sent additional resources.
- Discussed first steps to utilizing Utility Manager Software with City and sent additional resources to support that effort.

- Researched other partnerships participating in on-line permitting to consider costs associated with this strategic planning activity.

Core Program Coordination

- Discussed Manufactured-Mobile Homes Energy Efficiency Program for promotion to Culver City mobile residence park “Terrace”.

Education and Outreach

- Provided city low-income program brochures for display.

O. Institutional And Government Energy Efficiency Partnership Program

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

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

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

1. California Community Colleges Energy Efficiency Partnership

Program Description

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

Strategies Implemented in 2011

Administrative Successes

- Held quarterly Executive Team meetings to discuss overall program status and policy issues.
- Worked with campuses to enroll projects in the IOU's On Bill Financing programs.
- Worked with each IOU's Savings By Design representatives to further integrate the new construction element into existing program management processes and identified eligible projects.
- Actively tracked project savings and schedule data in online tracking tool, and continued to create regular reports to show overall status of program or forecasts relative to goals.
- Continued with bi-weekly project status and delivery meetings with each IOU territory and each university system to document implementation progress, identify and resolve issues, and drive project completion.
- Held follow-up meetings at several campuses to discuss long-term energy goals and develop a series of projects to achieve these goals.
- Continued to implement an enhanced project tracking and scheduling approach giving campuses more direct control and responsibility for project tracking.

Retrofit/Projects

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

Education and Outreach

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

2. **California Department Of Corrections And Rehabilitation Energy Efficiency**

Partnership (CDCR)

Program Description

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

Strategies Implemented in 2011

Administrative Successes

- Met regularly with the respective Institutional Partnership teams and stakeholders (internal and external) to discuss project opportunities, legislative issues related to energy efficiency and demand response issues. In addition to regularly scheduled team meetings, subsequent meetings were held to audit facilities and work with core programs to integrate EE strategies.
- The partnership management team established key contacts for new construction projects with the assistance of CDCR staff. This effectively gave the management team visibility of upcoming new construction projects. Prior to this,

the Energy Section of CDCR did not have this type of insight into all the capital projects planned at individual prison sites. This resulted in adding at least two dozen new construction projects planned in the coming years.

Retrofit/Projects

- Completed exterior lighting retrofit projects with the California Rehabilitation Center (CRC) and California Correctional Institution (CCI).
- Continue developing funding for Kern Valley and LA County State prisons. These project are currently approved for On-Bill Financing. The California Department of Finance is currently reviewing the legal terms behind the loans.

Education and Outreach

- Additional new construction workshops were conducted to educate project directors on the CDCR/IOU new construction incentives process.

3. County Of Los Angeles Energy Efficiency Partnership

Program Description

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

Strategies Implemented in 2011

Administrative Successes

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

Municipal Retrofits:

- Multiple energy efficiency projects were completed in this program year.

Strategic Planning Support

- Worked closely with the LA County Office of Sustainability to initiate the Energy Management System. This included calculating performance benchmarks, rewriting permission codes, unit testing, and deployment of modified code on EEMIS.

Core Program Coordination

- LA County Partnership is working very closely with our Residential Programs and the County Office of Sustainability on developing, in tandem, the Energy Upgrade California for the statewide coordinated efforts, and those of the County. Contractor training seminars were held throughout various cities within the County to promote this program. Continued to integrate the Savings by Design program into the Partnership umbrella.

Education and Outreach

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

4. County Of Riverside Energy Efficiency Partnership

Program Description

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

Strategies Implemented in 2011

Administrative Successes

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

- The County's energy manager will work with the Riverside County Regional Medical Center Facilities Director to issue a directive to implement energy efficiency projects with a payback period of less than one year.

Municipal Retrofits

- Installed plug load occupancy sensors in three county buildings.
- Lighting projects were started for the Riverside County Regional Medical Center for two wings of the hospital. Completion expected in 2012.

Strategic Planning Support

- The Energy Revolving Fund was established in 2011. The upcoming Southwest Justice commissioning project will be funded through this fund.

Core Program Coordination

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

Education and Outreach

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

5. **County Of San Bernardino Energy Efficiency Partnership**

Program Description

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

Strategies Implemented in 2011

Administrative Successes

- Worked with San Bernardino County to come up with ways to operate their buildings more efficiently. Utilized technical support to get better understanding of facilities' operations.

- Met with Project team to discuss project status and with other departments (Special District, Sheriff, IT, Library, and Fire) to discuss EE opportunities.
- Monthly meetings to discuss Partnerships activity.

Municipal Retrofits

- Completed lighting, HVAC, server virtualization, and pump projects at Yucaipa library, Sheriff Department, and Special District, which resulted in 250,000 kWh in energy savings.
- Completed new construction projects at High Desert Government Center and Crestline Library. These two projects achieved over 185,000 kWh in energy savings.

Strategic Planning Support

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

Core Program Coordination

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

Education and Outreach

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

6. **State Of California Energy Efficiency Partnership**

Program Description

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

Strategies Implemented in 2011

Administrative Successes

- Met regularly with the respective Institutional Partnership teams and stakeholders (internal and external) to discuss project opportunities, legislative issues related to energy efficiency and demand response issues. In addition to regularly scheduled team meetings, subsequent meetings were held to audit facilities and work with core programs to integrate EE strategies.
- Established a project working group to specifically track the implementation of ARRA funded project through the State of CA Energy Revolving Loan Fund. The project team met monthly for project construction updates and addressed issues the hampered progress such as the additional reporting requirement for project expenditure documentation to receive ARRA funds.
- Engaged the Department of Finance to review the State's ability to sign into On-Bill Financing loan agreements. The Department of General Services intends to leverage OBF funds along with ARRA monies to maximize the energy savings that can be achieved through the combined funding sources along with the energy efficiency incentives.

Retrofit/Projects

- Retrofit projects with the Department of Motor Vehicles and the California Highway Patrol.
- Lighting retrofit project at the Patton State Hospital.
- New construction projects with Department of General Services.
- Lighting projects at the CA State Teacher Retirement Center.

Education and Outreach

- Outreach activities were made with the California Department of Finance to explore the state's ability to sign into the On-Bill Financing loan agreements for each IOU. At the end of the year, SCE is still in negotiations with the Department of Finance and the Governor's Office respective attorneys.

- Periodic communications related to Partnership implementation activities disseminated through a pre-established communication infrastructure were continued throughout 2011.

7. **UC/CSU Partnership Energy Efficiency Partnership**

Program Description

The University of California/California State University/Investor Owned Utility Energy Efficiency Partnership is a unique, statewide program to achieve immediate and long-term energy savings and peak demand reduction within California's higher education system. The incentive funding of approximately \$41M for the 2010-12 program cycle will continue the permanent framework established in previous program cycles for sustainable, comprehensive energy management at campuses served by the IOUs.

Strategies Implemented in 2011

Administrative Successes

- Continued to hold Partnership Management Team meetings every three weeks to conduct the business of the Partnership at the management level.
- Held quarterly Executive Team meeting to discuss overall program status and policy issues.
- Continued planning for the 2010-12 Partnership Cycle, with a focus on 2011 goal achievement.
- Began preliminary talks about suggested modifications for potential 2013-12 Bridge/Extension.
- Worked with campuses to enroll projects in the IOU's On Bill Financing programs.
- Worked with each IOU's Savings By Design representatives to further integrate the new construction element into existing program management processes.

Retrofit/Projects

- As of 12/31/11, completed 2010-12 projects totaled over 11,500 kW, over 77 million kWh, and over \$22 million in incentive funds.
- Continued work to integrate new construction projects into Partnership programs by identifying eligible projects and working with individual campus architects and designers to help facilitate the application and approval processes
- Continued to implement an enhanced project tracking and scheduling approach giving campuses more direct control and responsibility for project tracking

Education and Outreach

- Continue to maintain “Stakeholder Communications” page to public website with up-to-date program documentation (“Program Information Package”) and announcements area.
- Worked with Campus auxiliaries (housing, dining, etc.) and Medical Centers to educate on Partnership processes and incentive opportunities.
- Offered free food service facility audits to all campuses through a collaboration between T&E Program and IOU Energy Centers.
- Held LEED Existing Building Operations & Maintenance courses at UC campuses.
- Continued planning for an educational seminar on the benefits of energy efficiency investments and demonstration of successful technologies for campus chancellors and other executive decision makers.
- Held workshops on Deep Energy Efficiency Strategies at UC Irvine and UC Davis.

P. Third Party Programs

1. Efficient Affordable Housing

Program Description

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

Strategies Implemented in 2011

- SCE submitted an Advice Letter on September 12, 2011 requesting authorization to cancel this program.

2. Comprehensive Manufactured Home Program

Program Description

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

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

Strategies Implemented in 2011

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

3. Comprehensive Home Performance

Program Description

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

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

Strategies Implemented in 2011

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

- Developed paper based reservation and application forms for customers/contractors for participation in the program.
- Held orientation/participation workshops to develop contractor infrastructure to participate in the program.

4. Community Language Efficiency Outreach

Program Description

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

Strategies Implemented in 2011

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

5. Cool Planet

Program Description

The Cool Planet program is an education, marketing, and outreach program geared towards SCE business customers, implemented by SCE and The Climate Registry (Registry). The program's main objective is to promote energy efficiency as the most immediate and cost-effective means to reduce greenhouse gas emissions, and to help SCE, and the state of California, meet its EE goals by adding climate change mitigation to the marketing tool kit, which has traditionally focused on saving energy, saving money.

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

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

Strategies Implemented in 2011

- Internal Awareness Campaign – The Cool Planet (CP) program educates internal utility staff and SCE customers on climate policies and mitigation strategies and best practices. These are done through presentations, distributed collateral and monthly news alerts. The CP was expanded to include SCE's Partnerships Program. Local Governments who attained Gold/Silver/Platinum status were awarded the benefits of the CP.

- The Marketing Collateral – The Cool Planet program updated the material on the website. The program also launched The Cool Planet Awards. Working with trade groups and associations, the award will be presented quarterly to customers in specific segments (chemical), who demonstrate leadership in carbon management.
- External Education – The Cool Planet program conducted an Energy Efficiency & Climate Mitigation webinar series in 2011; conducted a half-day GHG 101 class/workshop at SCE’s CTAC facility; and was presented at over a dozen industry/association meetings and seminars (some include Association of Energy Engineers, Association of California Water Agencies, Industry Environmental Association, California Manufacturers & Technology Association).

6. Healthcare EE Program

Program Description

The Healthcare Energy Efficiency Program (HEEP) addresses the complex issue of this industry’s hesitancy to adopt energy efficiency behaviors, initiate facility upgrades, and achieve significant energy savings cost-effectively. HEEP is a retrofit program that provides comprehensive energy efficiency services and establishes a permanent framework for a sustainable, long-term, comprehensive energy management program at healthcare facilities served by SCE.

Strategies Implemented in 2011

- The HEEP team continued its customer outreach efforts by actively promoting the program offerings with new and existing healthcare facility representatives, as well as by partnering with vendors, following-up on project leads generated by BCD Representatives and attending trade events.
- New & Existing Healthcare Customers: HEEP staff scheduled introductory meetings for hospital directors, IT directors, contractors and design firms in SCE’s service area. The meetings focused on a HEEP program overview,

achievements to date, and an exploratory discussion of customer goals, activities and projects with respect to energy efficiency. Additionally, HEEP leveraged relationships within existing customers to approach other facilities within the same healthcare systems.

- Vendors/Contractors: HEEP held introductory meetings with firms identified to have relationships within the healthcare Industry. These meetings involved: Explaining the benefits of combining our efforts and skills; Working in conjunction with HEEPs expertise to streamline projects using our engineering, benchmarking and application processing; Helping to a match a customer's EE projects with contractors whom could perform the work.
- BCD Reps: Continued working with BCD/SCE reps to develop a coordinated approach that leverages each party's personal relationships with targeted customers.

7. **Livestock Industry Resource Advantage**

Program Description

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

Strategies Implemented in 2011

- SCE submitted an Advice Letter on September 12, 2011 requesting authorization to cancel this program.

8. **Comprehensive Beverage Manufacturing And Resource Efficiency**

Program Description

The Comprehensive Beverage Manufacturing and Resource Efficiency Program is a new turnkey program for the 2010-2012 program cycle. It will deliver electric energy savings and demand reduction opportunities for the beverage manufacturing industry throughout SCE's service territory. The program will offer facility audits and incentives for the installation of energy efficiency measures that address major electric end-uses in beverage manufacturing facilities. Each beverage manufacturing

facility is examined to deliver electricity savings and provides the customer with step by-step assistance through the program process. The program includes a comprehensive approach including both low-cost improvements and capital investments to systems at beverage manufacturing facilities.

Strategies Implemented in 2011

- Reached out to targeted Trade Associations, Industry functions and Conferences that serve the local manufacturers.
- Engaged in weekly conference calls with implementer.
- Engaged in quarterly reviews.
- Conducted CRM training in anticipation of system migration from SMART to CRM.
- Began implementing actions from Six-Sigma Kaizan work session, improving project processes.
- Increased customer incentive on selected lighting measures for three months.
- One out of every three status meetings was held in Implementers Northern California office so whole team could participate.
- Changed Milestone percentage payments to enhance vendor revenue flow.
- Added Demand Response to the portfolio of savings.

9. Solid Waste Energy Efficiency Program

Program Description

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

Strategies Implemented in 2011

- SCE submitted an Advice Letter on September 12, 2011 requesting authorization to cancel this program.

10. Data Center Energy Efficiency

Program Description

The Data Center Energy Efficiency Program (DCEEP) addresses the complex issues of this industry's hesitancy to adopt energy efficiency behaviors and initiate facility upgrades, and achieve significant energy savings cost-effectively.

Strategies Implemented in 2011

- DCEEP personnel held presentations with vendors & contractors to enroll them as channel partners in the program.
- DCEEP personnel continued to educate and energize SCE Account Executives and their customers and developed the following marketing materials
- DCEEP personnel continued customer outreach efforts by following up on project leads generated by SCE Account Executives, channel partners, contractors, and vendors. WES' outreach also included discussing delivery strategies and barriers to reaching customers (e.g. strategies to overcoming market skepticism).
- In collaboration with SCE Contract Program Manager, DCEEPs key accounts list has proven to be an invaluable resource not only in identifying data center customers in the SCE service territory, but also has helped to bring in a number of the customers that are currently enrolled in the program.

11. Data Center Optimization

Program Description

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

Strategies Implemented in 2011

- SCE has proposed that this program be cancelled and has officially requested the CPUC to do so via Advice Letter.

12. **Lodging EE Program**

Program Description

The Lodging Energy Efficiency Program (LEEP) is a comprehensive energy efficiency retrofit program that delivers multi-measure retrofits and Retro-commissioning (RCx) to small, medium, and large lodging facilities. The Program provides an integrated approach to energy efficiency specifically tailored to the hotel and motel market segment throughout facilities serviced by SCE.

Strategies Implemented in 2011

- Program opportunities were presented leading to comprehensive energy audits of nearly fifty facilities. Presented audit report findings representing nearly 43 million kWh and over 5,100 kW in savings; engaged customers in energy saving opportunities. These efforts resulted in many project commitments and Project Feasibility Studies were prepared accordingly.
- Leveraged customer satisfaction to obtain referrals at affiliated sites.
- Expanded LEEP outreach through SCE Account Representatives.
- Executed a mailing to specifically promote Retro-Commissioning to targeted lodging customers who are strong prospects.
- Attended SCE Meeting: DSM Contractor Kickoff Meeting.
- Presented LEEP to mid-market SCE Account Executives and Account Executive Management Teams; relationships with SCE Account Executives are invaluable to the success of this program.
- Attended West Coast Energy Management Show; met with key contractors to educate them about the program services.

- Established and strengthened relationships with vendors to expand the promotion of LEEP through their marketing efforts including:
- Networking and specific door to door outreach to hotels led to engaging customers in pre-screening process and ultimately conducting energy audits for numerous customers.
- Attended BOMA (Building Owner Management Association) Event; Attended Association of Energy Engineers Conference; Exhibited at the California Hotel and Lodging Association Southern California Conference; Attended Southern California Hotel & Lodging Events for Networking Opportunities.
- Presented to Hotel Chain's Sustainability Manager; solidifying the importance of energy efficiency for their sites; partnered with SCE to launch the SCE Fault Identification Pilot Program. Two LEEP customers were engaged in the pre-screening phase of the pilot.

13. **Food & Kindred Products**

Program Description

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

Strategies Implemented in 2011

- Changed Implementer milestone percentages to enhance their revenue.
- Engaged in weekly conference calls with implementer.
- Participated in quarterly meeting to provide program updates and goals.
- Started transition from SMART to CRM database.
- Participated in a Six-Sigma Kaizen work session to improve program process.

- Received additional fund shift from the Industrial Gas segment due to high project demand in the Food & Kindred segment.

14. Primary And Fabricated Metals

Program Description

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

Strategies Implemented in 2011

- Changed Implementer milestone percentages to enhance their revenue.
- Engaged in weekly conference calls with implementer.
- Participated in quarterly meeting to provide program updates and goals.
- Started transition from SMART to CRM database.
- Participated in a Six-Sigma Kaizen work session to improve program process.

15. Industrial Gases

Program Description

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

Strategies Implemented in 2011

- Changed Implementer milestone percentages to enhance their revenue.
- Engaged in weekly conference calls with implementer.

- Participated in quarterly meeting to provide program updates and goals.
- Started transition from SMART to CRM database.
- Participated in a Six-Sigma Kaizen work session to improve program process.

16. Nonmetallic Minerals And Products

Program Description

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

Strategies Implemented in 2011

- Outreach continued with presentations to Trade groups, Industry functions and Conferences serving local manufacturers.
- Engaged in weekly conference calls with implementer and reviewer(s)
- Sponsored a summer mixer event with implementer and BCD.
- Improved our project process by reducing the amount of requested documents.
- Worked closely with SCE/EEG and the Energy Division(ED) to launch the ED Major project review process.

17. Comprehensive Chemical Products

Program Description

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

response, reduced air pollutant and greenhouse gas emission, efficient water use, and distributed renewable generation.

Strategies Implemented in 2011

- Reached out to targeted Trade Associations, Industry functions and Conferences that serve the local manufacturers.
- Engaged in weekly conference calls with implementer.
- Engaged in quarterly reviews.
- Conducted CRM training in anticipation of cutover 1st QTR of 2012
- Began implementing actions from Six-Sigma Kaizan work session, improving project processes.
- Increased customer incentive on selected lighting measures for three months.
- One out of every three status meetings held in Implementers Northern California office, so whole team could participate.
- Changed Milestone percentage payments to enhance vendor revenue flow.
- Added Demand Response to the portfolio of savings.

18. Chemical Products Efficiency Program

Program Description

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

Strategies Implemented in 2011

- Reached out to targeted Trade Associations, Industry functions and Conferences that serve the local manufacturers.
- Engaged in conference calls(as needed) with implementers and reviewers..
- Sponsored a summer mixer event with implementer and BCD.

- Worked closely with technology company's (ex. Compressed air, water/wastewater groups)), to develop partnerships to support customer project needs.

19. Comprehensive Petroleum Refining

Program Description

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

Strategies Implemented in 2011

- Reached out to targeted Trade Associations, Industry functions and Conferences that serve the local manufacturers.
- Engaged in weekly conference calls with implementer.
- Engaged in 3 Quarterly reviews with GEP.
- Conducted CRM training in anticipation of cutover 1st QTR of 2012
- Began implementing actions from Six-Sigma Kaizan work session, improving project processes.
- Increased customer incentive on selected lighting measures for three months.
- One out of every three status meetings held in Implementers Northern California office, so whole team could participate.
- Changed Milestone percentage payments to enhance vendor revenue flow.

20. Oil Production

Program Description

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

Strategies Implemented in 2011

- Reached out to targeted Trade Associations, Industry functions and Conferences that serve the local manufacturers.
- Engaged in weekly conference calls with implementer.
- Engaged in three quarterly reviews with GEP.
- Conducted CRM training in anticipation of cutover 1st QTR of 2012
- Began implementing actions from Six-Sigma Kaizan work session, improving project processes.
- Increased customer incentive on selected lighting measures for three months.
- One out of every three status meetings held in Implementers Northern California office, so whole team could participate.
- Changed Milestone percentage payments to enhance vendor revenue flow.

21. Refinery Energy Efficiency Program

Program Description

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

Strategies Implemented in 2011

- Outreach consisted of attending Trade Associations, Industry functions and Conferences serving local manufacturers.
- Engaged in conference calls(as needed) with implementers and reviewer's..
- Sponsored a summer mixer event with implementer and BCD.
- Continued 'relationship-building' with key refinery personnel. These have resulted in additional opportunities within the refineries.

22. Cool Schools

Program Description

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

Strategies Implemented in 2011

- Continuing to build relationships and utilize SCE's internal sales team to promote the program.
- First project was completed in SMART system with single package vertical air conditioners.
- Program and all related projects have been transitioned into CRM.
- Developed implementation strategy for 5,000 Plug Load Occupancy Sensors in K-12 schools.
- Developed product-based marketing approach focused on single package vertical air conditioners, evaporative pre-coolers and plug load occupancy sensors to deliver faster turn-around on projects.

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

Program Description

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

Strategies Implemented in 2011

- Conducted weekly progress meetings with SCE representatives for public school districts.
- Conducted conversations with public school district representatives that expressed interest in program participation.
- Revised program measure offering to facilitate more cost effective projects for the schools.
- Provided business case to submit Advise Filing to request CPUC approve the allocation of additional funding to the Program.

24. Retail Energy Action Program

Program Description

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

Strategies Implemented in 2011

- Implemented Advanced Lighting measures across multiple sites achieving high levels of savings in retail locations.

- Worked directly with Business Customer Division to market the program with various Account Representatives.

25. Commercial Utility Building Efficiency

Program Description

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

Strategies Implemented in 2011

- Worked directly with Business Customer Division to market the program with various Account Representatives.
- Worked with LED manufacturers to develop new opportunities for Advanced Lighting technologies in commercial office buildings.
- Implemented multiple large comprehensive projects in commercial office buildings.
- Developed significant pipeline of large comprehensive projects in commercial office buildings to be implemented in 2012.
- Completed first 3rd Party Program Integrated Energy Efficiency and Demand Response project for a commercial customer.

26. Monitoring-Based Commissioning

Program Description

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

Strategies Implemented in 2011

- Prepared marketing collateral and program agreements to be used in the program.

27. Monitoring-Based Persistence Commissioning Program

Program Description

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

Strategies Implemented in 2011

- Finalized program agreements and marketing collaterals for use in the program.
- Initiated marketing and outreach to large commercial and institutional facilities.

28. Sustainable Portfolios

Program description

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

Strategies Implemented in 2011

- SCE has proposed that this program be cancelled and has officially requested the CPUC to do so via Advice Letter.

29. Management Affiliates Program

Program Description

The owners and managers of mid-size buildings, typically 20,000 sq. ft. to 100,000 sq. ft. often lack the awareness, resources and knowledge to engage in or manage the process to identify, develop and implement energy efficiency projects. This market segment of commercial office, retail and commercial businesses is generally quite hard to reach and motivate. The eligibility for customer buildings is be under 100,000 sq. ft, not be part of a national chain or have a regional or national presence, not have a central plant, presently be an occupied building and have a kW demand between 200 kW and 499 kW. The MAP Program provides the unique opportunity to remove this barrier by providing a no-cost, turnkey opportunity for these SCE customers to upgrade the energy efficiency through the installation of a broad list of SCE determined eligible measures. MAP gains access to these customers through its own customer base, property management companies, trade associations, and the BCD representatives.

Strategies Implemented in 2011

Program has executed, continuously assessed, and refined the MAP implementation strategy and execution, with efforts encompassing:

- Working with BCD reps, contractors, management companies and trade associations to bring program to SCE customers.
- Providing a single source turnkey service from initial customer contact, audits and project development, securing customer approvals, coordination of an installing contractor network, completing projects, managing inspections and handling all reporting.

30. Private College Campus Housing

Program description

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

Strategies Implemented in 2011

- SCE has proposed that this program be cancelled and has officially requested the CPUC to do so via Advice Letter.

31. Automatic Energy Review For Schools

Program Description

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

Strategies Implemented in 2011

- SCE submitted an Advice Letter on September 12, 2011 requesting authorization to cancel this program.

32. Sustainable Communities

Program Description

The Sustainable Communities Program (SCP) is a non-resource program that provides design/technical assistance, training, and other professional resources to new construction projects. The

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

Strategies Implemented in 2011

- The SCP is on target with six active community-scale projects assisted during 2011 and more in the pipeline. The target of 12 community-scale projects is anticipated to be met.
- Program implementation has included representatives from SBD and CAHP in each project, as appropriate, projecting a smooth transition from the SCP to these resource programs at the proper project phase.
- The SCP continues to include the creation and refinement of tools to support project teams.

33. Energy Efficiency For Entertainment Centers

Program Description

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

Strategies Implemented in 2011

- Targeted chain movie theater and fitness center customers to market to in 2011.

- Sent electronic mailers promoting the program to approximately entertainment facilities in Southern California.
- Submitted new measure ideas to SCE for Fan Cycling for Fitness Centers and Fitness Center DCV, and revised measures for Economizer Repair for 24-Hour Fitness Centers.

34. Private Schools And Colleges Program

Program Description

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

Strategies Implemented in 2011

- Participated in weekly progress meetings with SCE representatives.
- Enrolled customers on waitlist in anticipation of additional funding being available through partnership with SCE representatives.
- Revised program measure offering to facilitate more cost effective projects for the schools.

35. California Preschools Program

Program Description

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

Strategies Implemented in 2011

- Hosted workshops on energy efficiency and CPEEP at local conferences.

- Outreached to local Resource and Referral Agencies and LPCs and provided brochures to distribute to centers.
- Mailed CPEEP brochures, fact sheets and sent email marketing material to child care center entities in the SCE territory.
- Presented CPEEP information to child care center councils in the SCE territory.
- Participated as an exhibitor at conferences targeting child care center directors.
- Conducted and used market analysis of preschools in SCE service territory to conduct cold calls to customers, with an 11% capture rate.
- Sent communications about CPEEP to SCE representatives to facilitate partnership with the SCE representatives to provide customer referrals for the Program.
- Facilitated partnership with SCE representatives for the small customers, providing the team with a list of potential CPEEP customers and marketing materials for the team to conduct outreach.
- Maintained a web page about CPEEP and a link to register online for the program.

III.

SECTION 1: ENERGY SAVINGS

Table 1

Table 1: <i>Electricity and Natural Gas Savings and Demand Reduction</i>					
Annual Results	Installed Savings [1]	CPUC Goal Adopted in D.09-09-047	% of Goal	% of 3-Year Portfolio Goal	Balance
<i>2011 Energy Savings (GWh) – Annual [2]</i>	<i>1,419</i>	<i>1,106</i>	<i>128%</i>	<i>43% -</i>	<i>313</i>
<i>2011 Energy Savings (GWh) – Lifecycle [3]</i>	<i>11,110</i>	<i>-</i>			
<i>2011 Natural Gas Savings (MMth) – Annual</i>	<i>-</i>	<i>-</i>			
<i>2011 Natural Gas Savings (MMth) – Lifecycle</i>	<i>-</i>	<i>-</i>			
<i>2011 Peak Demand savings (MW) [2]</i>	<i>261</i>	<i>243</i>	<i>107%</i>	<i>36% -</i>	<i>18</i>

[1] Results from activity installed in 2011 only. In D.07-11-030, the CPUC adopted the final 2010-2012 ex ante assumptions retroactively to January 1, 2010. As a result, the 2011 activity is derived as the difference between the adjusted cumulative 2010-2011 performance and SCE's 2010 EE Annual Report.

[2] Includes savings associated with Low Income Energy Efficiency and Codes and Standards programs.

[3] Does not include lifecycle savings associated with Low Income Energy Efficiency and Codes and Standards programs.

Footnote ²

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

In 2011, the following programs and program strategies were successfully implemented during the past year, and contributed greatly to the portfolio energy savings results:

Residential Lighting Incentive Program for Basic CFLs

In 2011, the program achieved 79% of its three-year gross adjusted targets. The program's success relied heavily on starting the program early in the year by granting manufacturer allocations in advance during the previous year. This made it possible to accomplish much before the increase in CFL costs could make a negative impact on the program due to the rare earth phosphor price hikes in China.

The program made efforts to widen the participating retailer base to improve inventory control. In-store signage stated: "Don't wait for your old incandescent light bulbs to burn out. Install your new

² The data shown in this Annual Report is based on SCE's *ex ante* savings, adjusted for actual installations, consistent with the *ex ante* values and processes adopted by the CPUC in D.11-07-030.

CFLs today and save!" The program featured 18 to 20 watt bare spiral CFLs as part of a phase down strategy coinciding with code changes. This approach fit with long-term strategic plans envisioned by California regulators and lawmakers.

Advanced Consumer Lighting Program

In 2011, the program achieved 148% of its three-year adjusted gross kW demand target. It did this by granting manufacturer allocations early and focusing on products that resulted in the most demand reduction per dollar spent. Signage on in-store displays featured photos of various specialty bulbs and explanations as to their uses. This reinforced the message appearing on the signs that CFLs now come in many shapes to fit more sockets. Consumer education of this type helped accelerate product sales by increasing choice awareness. The incentive discounts proved most effective because they addressed the strong market barrier of high initial price.

Commercial Deemed Incentives Program

In 2011, the Commercial Deemed Incentive Program made substantial contributions to energy savings goals. Program strategies included expanding outreach to trade professionals and temporarily increased incentives in 2010 drove project volume into 2011. All strategies contributed to increased participation and helped exceed the goals.

Appliance Recycling Program

In 2011, ARP achieved significant energy savings and made a substantial contribution to the total energy savings result. ARP picked-up and recycled over 76,000 working refrigerators and freezers, an increase of 6% over 2010, and brought the total number of refrigerators and freezers recycled since the program's inception to over 980,000. ARP was featured in quarterly marketing campaigns and promoted via a variety of media, including mail, email, online, events, radio, newspaper, and truck wraps. ARP also had a significant retail presence, with collateral on display at over 400 stores, including big box retailers such as Sears, Home Depot, Lowes and Best Buy. As part of retail push, SCE also launched a pilot program at select Sears stores to haul away customers' old refrigerators when they purchase a new one. The ARP also continued to provide program participants the opportunity to donate all or a portion of their \$50 incentive to SCE's Energy Assistance Fund (EAF) which helps

customers in financial need pay their electric bill. A total of \$43,000 was donated to EAF by ARP participants in 2011.

Commercial Direct Install Program

In 2011, the program achieved significant energy savings and made a substantial contribution to the portfolio's total energy savings. Commercial Direct Install again surpassed the highest annual volume since inception of the program in 2005 by retrofitting over 38,000 small business customers and contacting more than 50,000 customers. Commercial Direct Install continued with the implementation of the collaborative outreach effort with Business Customer Division (BCD), Customer Experience Management (CEM), Local Public Affairs (LPA), and Partnerships to maximize program awareness and to stimulate greater participation. This collaborative effort continues to be a significant element in the success of the program with its energy walks, direct mailers, banners, public service announcements, and a telemarketing effort. The program's marketing plan also included providing language appropriate letters, brochures and flyers where applicable.

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

On September 12, 2011 SCE submitted Advice Letter 2627-E seeking approval for the cancellation of seven 2010-2012 energy efficiency programs and fundshifting approval for required portfolio reblanacing. On March 8, 2012, the Commission issued Resolution E-4474 approving SCE's request to cancel the following programs:

Program Name
1. Efficient Affordable Housing
2. Livestock Industry Resource Advantage Program
3. Solid Waste Energy Efficiency Program
4. Data Centers Optimization Program
5. Sustainable Portfolios
6. Automated Energy Review for Schools Program
7. Private College Campus Housing

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

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

IV.

SECTION 2: EMISSION REDUCTIONS

Table 2

Table 2: <i>Environmental Impacts</i>								
Annual Results [1]	Annual tons of CO2 avoided	Lifecycle tons of CO2 avoided	Annual tons of NOx avoided	Lifecycle tons of NOx avoided	Annual tons of SOx avoided [2]	Lifecycle tons of SOx avoided [2]	Annual tons of PM10 avoided	Lifecycle tons of PM10 avoided
<i>2011 Portfolio Targets [3]</i>	<i>936,144</i>	<i>10,057,556</i>	<i>253,859</i>	<i>2,740,101</i>	<i>N/A</i>	<i>N/A</i>	<i>120,155</i>	<i>1,289,294</i>
2011 Total	359,515	3,708,528	249,480	2,363,669	-	-	119,374	1,123,636

[1] Environmental impacts do not include any associated with Low Income Energy Efficiency or Codes and Standards programs.
 [2] The avoided SOX reductions are not calculated in the E3 calculator. It was determined by E3 that none of the IOUs use coal power on the margin and the energy efficiency savings have impact on the margin only. This is the basis for the E3 analysis as reviewed by all interested parties and approved by the Commission.
 [3] SCE's Compliance Advice Letter 2410-E, filed November 23, 2009 and approved by the Commission on April 8, 2010 establishes SCE's electric emission reduction targets for the 2010-2012 program cycle.
 [4] Results from activity installed in 2011 only. In D.07-11-030, the CPUC adopted the final 2010-2012 ex ante assumptions retroactively to January 1, 2010. As a result, the 2011 activity is derived as the difference between the adjusted cumulative 2010-2011 performance and SCE's 2010 EE Annual Report.

Footnote³

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

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

The Commission has mandated that the utilities report their results using the E3 Calculator tool. This tool includes many imbedded calculations, such as avoided costs and emission factors, all of which have been approved by the Commission. Pursuant to the Commission's authorization to use the E3 Calculator tool, SCE entered its results into the E3 Calculator tool and determined the amount of

³ The data shown in this Annual Report is based on SCE's *ex ante* savings, adjusted for actual installations, consistent with the *ex ante* values and processes adopted by the CPUC in D.11-07-030.

emission reductions attributed to the successful implementation of the 2011 portfolio of energy efficiency programs. These results are shown in the table above.

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

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

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

- The NO_x costs (\$/MWh) are based on California offset prices generators must pay for NO_x emissions, and the estimated emission rate of NO_x at the implied heat rate of the market price. The NO_x cost per MWh of energy saved at the customer site is increased by the incremental energy losses in each TOU period between the end use and the bulk system. In Period 1, when the forward market prices of electricity are based on NYMEX forward market prices, the assumption is that these prices already include the cost of NO_x emissions so this value is equal to zero in Period 1.
- The PM₁₀ costs (\$/MWh) are computed similarly to the NO_x costs, with the emission cost based on the California PM₁₀ market prices and the estimated rates of emissions by the implied heat rate. The PM₁₀ costs are also assumed to be included in the NYMEX forward market prices.
- The CO₂ costs (\$/MWh) are valued at \$30 per tonne, as prescribed in D.10-04-029.

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

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

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

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

V.

SECTION 3: EXPENDITURES

Table 3

Table 3:				
<i>Expenditures</i>				
Summary of Portfolio Expenditures	2011 Adopted Program Budget [1]	Cumulative Annual Expenditures	Percent of Portfolio Budget	Percent of Total Annual Expenditures
Total Portfolio Expenditures				
Administrative Costs		\$ 27,125,438	6.74%	8.11%
Marketing/ Advertising/ Outreach Costs		\$ 18,778,502	4.66%	5.61%
Direct Implementation Costs		\$ 288,729,583	71.69%	86.28%
Total Portfolio Expenditures [2]	\$ 402,748,157	\$ 334,633,524	83.09%	100.00%
<i>Total Competitive Bid Program Expenditures (sub-component of portfolio) [3]</i>				
Administrative Costs		\$ 13,670,897	3.39%	4.09%
Marketing/ Advertising/ Outreach Costs		\$ 5,333,620	1.32%	1.59%
Direct Implementation Costs		\$ 139,888,206	34.73%	41.80%
Total Competitive Bid Program Expenditures	\$ 183,614,138	\$ 158,892,722	39.45%	47.48%
<i>Total Partnership Program Expenditures (sub-component of portfolio)</i>				
Administrative Costs		\$ 3,000,036	0.74%	0.90%
Marketing/ Advertising/ Outreach Costs		\$ 833,833	0.21%	0.25%
Direct Implementation Costs		\$ 19,576,717	4.86%	5.85%
Total Partnership Program Expenditures	\$ 43,789,210	\$ 23,410,585	5.81%	7.00%
Total EM&V Expenditures				
EM&V IOU		\$ 3,057,639	18.67%	48.65%
EM&V JOINT STAFF		\$ 3,227,151	19.71%	51.35%
Total EM&V Expenditures	\$ 16,373,333	\$ 6,284,791	38.38%	100.00%

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

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

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

Footnote⁴

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

⁴ The data shown in this Annual Report is based on SCE's *ex ante* savings, adjusted for actual installations, consistent with the *ex ante* values and processes adopted by the CPUC in D.11-07-030.

In the table below, SCE describes the partnership programs that were operating in 2011:

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

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

Partnership Name	<u>Program Description</u>
Eastern Sierra Energy Leader Partnership	The Eastern Sierra Energy Initiative partnership implements the ELP concept working with the Town of Mammoth, City of Bishop, and counties of Mono and Inyo.
Energy Leader Partnership Strategic Support	SCE, PG&E, SCG and SDG&E have entered into co-funded contracts with ICLEI, the Institute for Local Government (ILG) and the Local Government Commission (LGC) to provide a coordinated statewide program of workshops, technical assistance, a recognition program, and other means to allow local governments to share best practices associated with energy management.
Kern County Energy Leader Partnership	The Kern County partnership implements the ELP concept with the cities of California City, Delano, McFarland, Tehachapi, and Kern County.
Orange County Cities Energy Leader Partnership	The Orange County partnership implements the ELP concept with the Cities of Huntington Beach, Westminster, Fountain Valley, and Costa Mesa.
Palm Desert Demonstration Partnership	The Palm Desert partnership is a fully resourced energy efficiency program with its own unique set of measures, incentive amounts, and goals. This program seeks to achieve maximum energy and demand savings through the combined efforts of the City of Palm Desert, the energy Coalition, SCG and SCE.

Partnership Name	<u>Program Description</u>
San Gabriel Valley Energy Leader Partnership	The San Gabriel Valley partnership implements the ELP concept with the 29 member cities of the San Gabriel Valley COG.
San Joaquin Valley Energy Leader Partnership	The San Joaquin Valley partnership implements the ELP concept with the Cities of Visalia, Tulare, Lindsay, Hanford, Porterville, and Tulare County.
South Bay Energy Leader Partnership	The South Bay partnership implements the ELP concept with the Cities of Carson, El Segundo, Gardena, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lomita, Manhattan Beach, Palos Verdes Estates, Rancho Palos Verdes, Redondo Beach, Rolling Hills, Rolling Hills Estates, and Torrance.
South Santa Barbara County Energy Leader Partnership	The South County partnership implements the ELP concept with the Cities of Santa Barbara, Goleta, Carpinteria, and the County of Santa Barbara.
Ventura County Energy Leader Partnership	The Ventura County partnership implements the ELP concept with the Cities of Camarillo, Fillmore, Moorpark, Ojai, Oxnard, Port Hueneme, Santa Paula, Thousand Oaks, Ventura, and Ventura County.
Local Government Strategic Planning Pilot Program	The Local Government Strategic Plan Strategies Solicitation is designed to engage local governments through a competitive solicitation process to conduct strategic plan activities centered on energy efficiency and addressing the “Big Bold” strategies found in the CPUC’s Strategic Plan.

Partnership Name	<u>Program Description</u>
Western Riverside Energy Leader Partnership	The Western Riverside Energy Leader partnership implements the ELP concept with the Cities of Calimesa, Canyon Lake, Hemet, Lake Elsinore, Menifee, Murrieta, Norco, Perris, San Jacinto, Temecula, and Wildomar.
City of Adelanto Energy Leader Partnership	The Adelanto partnership implements the ELP concept with the City of Adelanto.
West Side Energy Leader Partnership	The West Side partnership implements the ELP concept with Culver City.
Institutional and Government Core Energy Efficiency Partnership Program	IGPP is an umbrella program comprising of seven sub-programs and incorporates two distinct program types: Statewide institutional and local county government programs.
California Community Colleges Partnership Energy Efficiency Partnership	The CCC partnership collaborates to share energy efficiency best practices, and to implement EE projects for immediate and long-term energy savings and peak demand reduction.
California Department of Corrections and Rehabilitation Energy Efficiency Partnership	The CDCR Partnership is a Statewide program designed to achieve immediate and long-term peak energy demand savings and establish a permanent framework for sustainable, comprehensive energy management programs at CDCR institutions served by California's four large IOUs.

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

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

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

As of the end of 2011, over 23 percent of SCE's 2010-2012 energy efficiency funding was procured through a competitive bid solicitation.

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

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

- SCE's Energy Leader Partnership (ELP) model has been well received by our Partners and program implementers. The tiered incentive approach has generated engagement and motivates LGs toward achieving higher tier levels in providing community leadership and conducting energy efficiency retrofit activities on their own facilities. It is from this active engagement with SCE the Local Government partners conveyed their desire to slightly modify the community participation criteria portion of the ELP model so they could better influence advancement in the model and demonstrate community leadership. SCE is currently working with a partner-led peer-to-peer task-force addressing this issue

and other refinements to better serve the local government Partner participating in SCE's Energy Leader Partnerships.

- Partners who proposed and were awarded Strategic Plan Support contracts for implementation of Energy Efficiency Management Information System (EEMIS) and climate action plans experienced delays in starting work on these initiatives as utility data was not available in the format required by Local Governments. SCE has been working with local government Partners on this issue and at the end of 2011 was making very good progress towards resolution.
- Some Partners were not able to complete projects because of economic hardships. Despite the available technical assistance and enhanced incentives, some local governments were not in a position to invest in energy efficiency projects.

VI.

SECTION 4: COST-EFFECTIVENESS

Table 4

Table 4: Cost Effectiveness									
Annual Results	Total Cost to Billpayers (TRC) [1]	Total Savings to Billpayers (TRC)	Net Benefits to Billpayers (TRC) [1]	TRC Ratio	Total Cost to Billpayers (PAC) [1]	PAC Ratio	PAC Cost per kW Saved (\$/kW) [2]	PAC Cost per kWh Saved (\$/kWh) [4]	PAC Cost per therm Saved (\$/therm) [5]
2011 Targets [3]	\$ 690,039,968	\$ 823,245,064	\$ 133,205,096	1.19	\$ 432,194,262	1.90		0.06 cents/kWh	\$0.00 /therm
2011 TOTAL	\$ 470,939,620	\$ 519,295,403	\$ 48,355,783	1.10	\$ 331,677,758	1.57		0.07 cents/kWh	\$0.00 /therm

[1] Includes SCE's 2011 shareholder incentive payment of \$18,075,141 awarded by the Commission in December, 2011 (D.11-12-036).
 [2] The adopted avoided cost methodology does not provide information to provide a meaningful value for PAC Cost per kW saved. The adopted avoided cost methodology created kWh costs values that vary for each hour of the year that includes kW generation capacity costs. The current PAC Cost per kWh saved includes all ratepayer financial costs incurred in producing electric savings. The same costs would have to be reallocated if a PAC Cost per kW saved were presented. Additionally, the current approved E3 Calculator does not have the capability to calculate discounted kW, nor is it clear whether an annualized cost per kW saved or total cost per kW saved is more useful.
 [3] SCE's Compliance Advice Letter 2410-E, filed November 23, 2009 and approved by the Commission on April 8, 2010 established the cost-effectiveness of SCE's 2010-2012 portfolio. SCE determined a 2011 target based off of the kWh forecast in 2011 relative to the 2010-2012 program cycle.
 [4] The leveled PAC cost per kWh saved represents SCE's 2010-2012 portfolio.
 [5] Results from activity installed in 2011 only. In D.07-11-030, the CPUC adopted the final 2010-2012 ex ante assumptions retroactively to January 1, 2010. As a result, the 2011 activity is derived as the difference between the adjusted cumulative 2010-2011 performance and SCE's 2010 EE Annual Report.

Footnote⁵

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

The Total Resource Cost Test (TRC) measures the net benefits of a program as a resource versus the participants' costs and program administration costs. TRC Net Benefits (Net Rbn) are the subtraction of the Total TRC costs from the Total Resource Benefits. The Total Resource Net Benefit is a measure of the total resource benefits from a measure or program, as derived by multiplying the energy savings by the appropriate avoided costs and reduced by the net-to-gross ratio. Total TRC Costs shown in the tables include the sum of the total administrative costs and the incremental measure or participant cost. The TRC costs also represent the changes to the TRC test made in Decision 07-09-043.⁶

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

⁵ The data shown in this Annual Report is based on SCE's *ex ante* savings, adjusted for actual installations, consistent with the *ex ante* values and processes adopted by the CPUC in D.11-07-030.

⁶ Decision 07-09-043 includes the cost incurred by free riders in the total TRC Costs.

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

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

The cost-effectiveness tables provided in this report reflect a summary of the cost-effectiveness calculations developed for SCE's 2011 programs. These tables provide energy savings and program costs associated with activity in 2011.

Pursuant to Policy Rule IV.11., to the extent possible, the assumptions that are used to estimate load impacts (e.g., kWh and kW savings per unit, program net-to-gross ratios, incremental measure costs and useful lives) in the calculation of the TRC and PAC tests are taken from the Database for Energy Efficient Resources (DEER) 2008 v2.05. For measures where the required load impacts for cost-effectiveness test inputs were not available in DEER, SCE has developed work papers that are approved in the process outlined in D.11-07-030.

Units (Number and Definition)

Measure of the unit counts are displayed as collected in program tracking databases during 2011. The definition of the unit is tailored to the specifications of the individual measure(s) offered by the program.

Energy and Capacity Savings (Per Unit and Total)

The annual program energy and capacity reductions are derived from ex ante estimates of energy and capacity savings. Annual program energy and capacity reduction estimates for the programs are the

result of a summation of measure-level savings from the measures installed as a result of the 2011 programs. The measure-level savings information used to calculate the 2011 program results are based upon estimates contained in DEER 2008 v2.05. In such cases where DEER does not contain an estimate, SCE's energy and capacity savings are documented in SCE's workpapers that are approved in the process outlined in D.11-07-030.

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

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

Net-to-Gross (NTG) Ratio

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

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

Effective Useful Life (EUL)

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

Incremental Measure Cost (Per Unit and Total)

These costs generally represent the incremental costs of energy efficiency measures over the standard replacement measures. The gross amounts of these costs are reduced by appropriate net-to-gross ratios for the particular measure or end use. SCE relies upon DEER 2008 v2.05 for ex ante incremental measure cost values, as required by the Commission. In such cases where DEER does not contain an estimate, SCE's incremental measure costs are typically derived from a recent measure cost study and documented in SCE's work papers that are approved in the process outlined in D.11-07-030.

Program Incentive Cost (Per Unit and Total)

Incentive costs are the amount of incentives to pay to customers during 2011. The incentive cost totals are based upon the per unit incentive costs paid to the customer multiplied by the total number of units.

Program Administrative Cost

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

Labor costs consist of SCE labor charges that are directly charged to the program. These costs include salaries and expenses of SCE employees engaged in developing energy efficient marketing strategies, plans, and programs, developing program implementation procedures, reporting, monitoring, and evaluating systems. Costs reflect actual costs incurred in 2011 in support of the programs.

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

Contract labor costs consist of contract employees and consultant labor charges that are directly charged to the program. These costs include salaries and expenses of contract employees and consultants engaged in developing energy efficient marketing strategies, plans, and programs, developing program implementation procedures, reporting, monitoring, and evaluating systems.

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

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

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

VII.

SECTION 5: BILL PAYER IMPACTS

Table 5

Table 5:					
<i>Ratepayer Impacts</i>					
2011	Electric Average Rate (Res and Non-Res) \$/kWh [1]	Gas Average Rate (Core and Non-Core) \$/therm	Average First Year Bill Savings (\$)		Average Lifecycle Bill Savings (\$)
SCE	\$0.143	\$0.000	\$	202.85	\$ 1,588.80

[1] SCE's actual recorded system average rate in 2011 for bundled-service customers was 14.3 cents per kWh.

Footnote⁷

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

In 2011, SCE was authorized to collect nearly \$398 million (D.09-09-047) in rates to implement approved energy efficiency programs. Customer bills included the authorized collection January 1, 2011 as the program year began. Therefore energy efficiency programs increase customer bills up front, as funds are collected to fund the energy efficiency programs. However, upon implementation, the programs lead to lower energy usage due to improvements in energy efficiency by customers and subsequent reductions in participant bills. In the long-term all users will benefit through reductions in the avoided costs of energy. The tables provided above show the bill impacts of participating customers from 2011.

Brief explanation of the assumptions used in the calculation.

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

⁷ The data shown in this Annual Report is based on SCE's *ex ante* savings, adjusted for actual installations, consistent with the *ex ante* values and processes adopted by the CPUC in D.11-07-030.

The following methodology was utilized for the calculation of bill impacts resulting from the 2011 energy efficiency portfolio:

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

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

VIII.

SECTION 6: GREEN BUILDING INITIATIVE

Table 6

Table 6 : <i>Green Building Initiative</i>										
2011	Expenditures [1]	GWh			MW			MMTh		
		Goal [2]	Annual [3]	% of Goal	Goal [2]	Annual [3]	% of Goal	Goal	Annual [3]	% of Goal
SCE	\$91,191,700	757	520	69%	155	117	75%	-	-	-

[1] Expenditures reflect incentive payments from activity installed in 2011 only.

[2] SCE's Compliance Advice Letter 2410-E, filed November 23, 2009 and approved by the Commission on April 8, 2010 establishes the GBI targets of SCE's 2010-2012 portfolio. SCE determined a 2011 target based off of the kWh forecast in 2011 relative to the 2010-2012 program cycle.

[3] Results from activity installed in 2011 only.

Footnote⁸

Description of the programs that contributed to the GBI savings.

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

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

SCE is committed to helping California meet the Governor's Green Building Initiative (GBI). In 2011, SCE's programs have made significant contributions, as indicated in the table above.

The following programs and/or subprograms contributed in 2011 towards GBI energy savings:

- Statewide Program For Residential Energy Efficiency
- Commercial Energy Efficiency Program
- Industrial Energy Efficiency Program
- Agriculture Energy Efficiency Program
- New Construction Program

⁸ The data shown in this Annual Report is based on SCE's *ex ante* savings, adjusted for actual installations, consistent with the *ex ante* values and processes adopted by the CPUC in D.11-07-030.

- Residential & Commercial HVAC Program
- Energy Leader Partnership Program
- Institutional and Government Core Energy Efficiency Partnership
- Healthcare EE Program
- Data Center Energy Efficiency
- Lodging EE Program
- Food & Kindred Products
- Primary and Fabricated Metals
- Nonmetallic Minerals and Products
- Comprehensive Chemical Products
- Cool Schools
- Public Pre-Schools, Elementary Schools and High Schools
- Retail Energy Action Program
- Commercial Utility Building Efficiency
- Management Affiliates Program
- Automatic Energy Review for Schools Program
- Energy Efficiency for Entertainment Centers
- Private Schools and Colleges Program
- California Preschools Program

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

SCE successfully implemented its energy efficiency programs in 2011 and is on its way to achieve the goals established for the Governor's Green Building Initiative. The table above illustrates the progress that SCE has achieved towards the GBI goals.

IX.

SECTION 7: SHAREHOLDER PERFORMANCE INCENTIVES

The Risk/Reward Incentive Mechanism (RRIM), was established by the Commission in D.07-09-043 and further modified by D.08-01-042, D.08-12-059, D.09-12-045, D.10-12-049, and D.11-12-036.

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

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

In 2011, the Commission awarded SCE an earnings amount of \$18.1 million, calculated from the results of the 2009 program period.⁹

⁹ Decision 11-12-036, O.P #1

X.

SECTION 8: SAVINGS BY END-USE

Table 8

Table 8: <i>Annual Savings By End-Use</i>						
2011	GWH	% of Total	MW	% of Total	MMTh	% of Total
Residential	403	28.41%	61	23.25%	-	
Appliances	0	0.01%	0	0.01%	-	
Consumer Electronics	17	1.23%	2	0.67%	-	
HVAC	2	0.13%	2	0.79%	-	
Lighting	315	22.19%	41	15.87%	-	
Pool Pump	2	0.16%	0	0.07%	-	
Refrigeration	59	4.17%	11	4.25%	-	
Water Heating	1	0.05%	0	0.05%	-	
Other	7	0.48%	4	1.53%	-	
Nonresidential	684	48.20%	139	53.21%	-	
HVAC	61	4.28%	14	5.32%	-	
Lighting	431	30.39%	98	37.38%	-	
Office	8	0.59%	1	0.42%	-	
Process	112	7.88%	14	5.53%	-	
Refrigeration	49	3.47%	5	1.86%	-	
Other	22	1.58%	7	2.70%	-	
Low Income Energy Efficiency	24	1.68%	7	2.68%	-	
Codes & Standard Energy Savings	308	21.72%	54	20.87%	-	
SCE Annual Portfolio Savings	1,419	100%	261	100%	-	

[1] Results from activity installed in 2011 only. In D.07-11-030, the CPUC adopted the final 2010-2012 ex ante assumptions retroactively to January 1, 2010. As a result, the 2011 activity is derived as the difference between the adjusted cumulative 2010-2011 performance and SCE's 2010 EE Annual Report.

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

Footnote¹⁰

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

¹⁰ The data shown in this Annual Report is based on SCE's *ex ante* savings, adjusted for actual installations, consistent with the *ex ante* values and processes adopted by the CPUC in D.11-07-030.

The Commission's energy efficiency reporting requirements mandates that SCE submit regular reports to the Commission quantifying the accomplishments of the portfolio. One such requirement, reporting portfolio performance of energy savings and demand reduction by end use, as shown in the table above, is reported on a regular basis as part of SCE's monthly report. The table above illustrates the 2011 results, by end use, of SCE's portfolio of energy efficiency programs.

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

The 2011 Low Income Energy Efficiency program relies on the most up-to-date evaluation data in order to determine the program's effectiveness. Primarily, SCE relies upon the Impact Evaluation of the 2005 California Low Income Energy Efficiency Program Final Report as it contains the latest and best available information for the energy savings and demand reduction associated with low income measures for this program cycle. In the cases that SCE's program implemented measures that were not evaluated as part of the aforementioned study; the program utilized impacts from the Impact Evaluation of the 2001 Statewide Low Income Energy Efficiency program and internally developed SCE workpapers. Together, these sources stemming from vetted and approved EM&V studies developed a robust set of information in which SCE relied upon to report the energy savings and demand reduction associated with its Low Income programs.

XI.

SECTION 9: COMMITMENTS

Table 9

Table 9:				
<i>Commitments</i>				
Commitments Made in the Past Year with Expected Implementation by December 2012				
	Committed Funds	Expected Energy Savings		
2011	\$	GWH	MW	MMTh
SCE Total	\$ 77,374,351	438	69	-
Commitments Made in the Past Year with Expected Implementation <i>after</i> December 2012				
	Committed Funds	Expected Energy Savings		
2011	\$	GWH	MW	MMTh
SCE Total	\$ 9,156,416	63	13	-

[1] Committed funds represent incentive amounts only.

Footnote¹¹

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

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

¹¹ The data shown in this Annual Report is based on SCE's *ex ante* savings, adjusted for actual installations, consistent with the *ex ante* values and processes adopted by the CPUC in D.11-07-030.

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

In 2011, the above mentioned programs secured commitments in the amount of over \$77 million, nearly 438 gigawatt-hours of energy savings, and over 69 megawatts in demand reduction.

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

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

Commercial Energy Efficiency Program	Institutional and Government Core Energy Efficiency Partnership
Industrial Energy Efficiency Program	Food & Kindred Products
Agriculture Energy Efficiency Program	Comprehensive Petroleum Refining
New Construction Program	Retail Energy Action Program (REAP)

In 2011, the above mentioned programs secured commitments of more than \$9 million, almost 63 gigawatt-hours of energy savings, and nearly 13 megawatts in demand reduction.

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

In 2011, SCE actively enrolled customers into energy efficiency programs. These programs work with customers at various stages in their decision-making process in order to influence them to implement the energy efficient choice. When a customer has firmly committed to the program, an incentive payment is reserved on their behalf to be paid when the customer implements the energy efficient activity. It is only when that firm commitment is received (in the form of a contract, reservation, etc.), that it is counted as a program commitment and is reported to the Commission. The tables above reflect the summation of energy savings and demand reduction that is committed to be installed by SCE customers.

Appendix A

Southern California Edison Programs for 2011

Appendix A contains the list of programs included in SCE's 2011 Energy Efficiency Portfolio, and the date the programs were added or removed, where applicable.

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

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

CPUC ID	Program Name	Date Added	Date Removed
SCE-SW-008	SW Codes and Standards	1/1/2010	N/A
SCE-SW-008A	Building Codes and Compliance Advocacy	1/1/2010	N/A
SCE-SW-008B	Appliance Standards Advocacy	1/1/2010	N/A
SCE-SW-008C	Compliance Enhancement	1/1/2010	N/A
SCE-SW-008D	Reach Codes Subprogram	1/1/2010	N/A
SCE-SW-009	SW Emerging Technologies	1/1/2010	N/A
SCE-SW-009A	Technology Assessments	1/1/2010	N/A
SCE-SW-009B	Scaled Field Placements	1/1/2010	N/A
SCE-SW-009C	Demonstration Showcases	1/1/2010	N/A
SCE-SW-009D	Market and Behavioral Studies	1/1/2010	N/A
SCE-SW-009E	Technology Development Support	1/1/2010	N/A
SCE-SW-009F	Business Incubation Support	1/1/2010	N/A
SCE-SW-009G	Technology Test Centers	1/1/2010	N/A
SCE-SW-009Rollup	Program Mgmt & CPUC Reporting	1/1/2010	N/A
SCE-SW-010	SW Workforce Education & Training	1/1/2010	N/A
SCE-SW-010A	WE&T Centergies	1/1/2010	N/A
SCE-SW-010B	WE&T Connections	1/1/2010	N/A
SCE-SW-010C	WE&T Planning	1/1/2010	N/A
SCE-SW-011	SW Marketing, Education & Outreach	1/1/2010	N/A
SCE-SW-011A	Statewide ME&O	1/1/2010	N/A
SCE-SW-011B	ME&O Strategic Plan	1/1/2010	N/A
SCE-SW-012	Integrated DSM	1/1/2010	N/A
SCE-L-001	On-Line Buyer's Guide	1/1/2010	N/A

CPUC ID	Program Name	Date Added	Date Removed
SCE-L-002	Financial Solutions	1/1/2010	N/A
SCE-L-003	Integrated Demand Side Management Pilot for Food Processing	1/1/2010	N/A
SCE-L-004	Energy Leader Partnership Program	1/1/2010	N/A
SCE-L-004Rollup	Energy Leader Partnership Program	1/1/2010	N/A
SCE-L-004A	City of Beaumont Energy Leader Partnership	1/1/2010	N/A
SCE-L-004B	City of Long Beach Energy Leader Partnership	1/1/2010	N/A
SCE-L-004C	City of Redlands Energy Leader Partnership	1/1/2010	N/A
SCE-L-004D	City of Ridgecrest Energy Leader Partnership	1/1/2010	N/A
SCE-L-004E	City of Santa Ana Energy Leader Partnership	1/1/2010	N/A
SCE-L-004F	City of Simi Valley Energy Leader Partnership	1/1/2010	N/A
SCE-L-004G	City of South Gate Energy Leader Partnership	1/1/2010	N/A
SCE-L-004H	Community Energy Leader Partnership	1/1/2010	N/A
SCE-L-004I	Desert Cities Energy Leader Partnership	1/1/2010	N/A
SCE-L-004J	Eastern Sierra Energy Leader Partnership	1/1/2010	N/A
SCE-L-004K	Energy Leader Partnership Strategic Support	1/1/2010	N/A
SCE-L-004L	Kern County Energy Leader Partnership	1/1/2010	N/A
SCE-L-004M	Orange County Cities Energy Leader Partnership	1/1/2010	N/A
SCE-L-004N	Palm Desert Demonstration Partnership	1/1/2010	N/A
SCE-L-004O	San Gabriel Valley Energy Leader Partnership	1/1/2010	N/A
SCE-L-004P	San Joaquin Valley Energy Leader Partnership	1/1/2010	N/A
SCE-L-004Q	South Bay Energy Leader Partnership	1/1/2010	N/A
SCE-L-004R	South Santa Barbara County Energy Leader	1/1/2010	N/A

CPUC ID	Program Name	Date Added	Date Removed
	Partnership		
SCE-L-004S	Ventura County Energy Leader Partnership	1/1/2010	N/A
SCE-L-004T	Local Government Strategic Planning Pilot Program	1/1/2010	N/A
SCE-L-004U	Western Riverside Energy Leader Partnership	6/1/2010	N/A
SCE-L-004V	City of Adelanto Energy Leader Partnership	7/1/2010	N/A
SCE-L-004W	West Side Energy Leader Partnership	5/3/2011	N/A
SCE-L-005	Institutional and Government Core Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005Rollup	IGREEN	1/1/2010	N/A
SCE-L-005A	California Community Colleges Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005B	California Department of Corrections and Rehabilitation Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005C	County of Los Angeles Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005D	County of Riverside Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005E	County of San Bernardino Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005F	State of California Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005G	UC/CSU Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-006	Integrated Marketing & Outreach	1/1/2010	N/A
SCE-TP-001	Efficient Affordable Housing [1]	1/1/2010	3/8/2012

CPUC ID	Program Name	Date Added	Date Removed
SCE-TP-002	Comprehensive Manufactured Home	1/1/2010	N/A
SCE-TP-003	Comprehensive Home Performance	1/1/2010	N/A
SCE-TP-004	Community Language Efficiency Outreach	1/1/2010	N/A
SCE-TP-005	Cool Planet	1/1/2010	N/A
SCE-TP-006	Healthcare EE Program	1/1/2010	N/A
SCE-TP-007	Livestock Industry Resource Advantage [1]	1/1/2010	3/8/2012
SCE-TP-008	Comprehensive Beverage Manufacturing and Resource Efficiency	1/1/2010	N/A
SCE-TP-009	Solid Waste Energy Efficiency Program [1]	1/1/2010	3/8/2012
SCE-TP-010	Data Center Energy Efficiency	1/1/2010	N/A
SCE-TP-011	Data Center Optimization [1]	1/1/2010	3/8/2012
SCE-TP-012	Lodging EE Program	1/1/2010	N/A
SCE-TP-013	Food & Kindred Products	1/1/2010	N/A
SCE-TP-014	Primary and Fabricated Metals	1/1/2010	N/A
SCE-TP-015	Industrial Gasses	1/1/2010	N/A
SCE-TP-016	Nonmetallic Minerals and Products	1/1/2010	N/A
SCE-TP-017	Comprehensive Chemical Products	1/1/2010	N/A
SCE-TP-018	Chemical Products Efficiency Program	1/1/2010	N/A
SCE-TP-019	Comprehensive Petroleum Refining	1/1/2010	N/A
SCE-TP-020	Oil Production	1/1/2010	N/A
SCE-TP-021	Refinery Energy Efficiency Program	1/1/2010	N/A
SCE-TP-023	Cool Schools	1/1/2010	N/A
SCE-TP-024	Public Pre-Schools, Elementary Schools and High Schools	1/1/2010	N/A

CPUC ID	Program Name	Date Added	Date Removed
SCE-TP-025	Retail Energy Action Program	1/1/2010	N/A
SCE-TP-026	Commercial Utility Building Efficiency	1/1/2010	N/A
SCE-TP-027	Monitoring-Based Commissioning	1/1/2010	N/A
SCE-TP-028	Monitoring-Based Persistence Commissioning Program	1/1/2010	N/A
SCE-TP-030	Sustainable Portfolios [1]	1/1/2010	3/8/2012
SCE-TP-031	Management Affiliates Program	1/1/2010	N/A
SCE-TP-032	Private College Campus Housing [1]	1/1/2010	3/8/2012
SCE-TP-033	Automatic Energy Review for Schools [1]	1/1/2010	3/8/2012
SCE-TP-034	Sustainable Communities	1/1/2010	N/A
SCE-TP-036	Energy Efficiency for Entertainment Centers	1/1/2010	N/A
SCE-TP-037	Private Schools and Colleges Program	1/1/2010	N/A
SCE-TP-038	California Preschools Program	1/1/2010	N/A

[1] On September 12, 2011, SCE submitted Advice Letter 2627-E requesting authority to cancel seven third party programs. The Commission issued Resolution E-4474 on March 8, 2012 approving SCE's request.

Appendix B

Part 1 contains SCE's final December Monthly Report for 2011

Part 2 contains SCE's final 4th Quarter Report for 2011

Appendix B Part 1

Appendix B – Part 1 contains SCE’s final December Monthly report for 2011.

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

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Appendix B

Appendix B – Part 2 contains SCE’s final 4th Quarter Report for 2011.

Pursuant to Assigned Commissioner’s Ruling Clarifying Fund Shifting Rules and Reporting Requirements on December 22, 2011, SCE is no longer required to submit a quarterly report for the 2010-2012 program cycle.

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Appendix A

Southern California Edison Programs for 2011

Appendix A contains the list of programs included in SCE's 2011 Energy Efficiency Portfolio, and the date the programs were added or removed, where applicable.

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

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

CPUC ID	Program Name	Date Added	Date Removed
SCE-SW-008	SW Codes and Standards	1/1/2010	N/A
SCE-SW-008A	Building Codes and Compliance Advocacy	1/1/2010	N/A
SCE-SW-008B	Appliance Standards Advocacy	1/1/2010	N/A
SCE-SW-008C	Compliance Enhancement	1/1/2010	N/A
SCE-SW-008D	Reach Codes Subprogram	1/1/2010	N/A
SCE-SW-009	SW Emerging Technologies	1/1/2010	N/A
SCE-SW-009A	Technology Assessments	1/1/2010	N/A
SCE-SW-009B	Scaled Field Placements	1/1/2010	N/A
SCE-SW-009C	Demonstration Showcases	1/1/2010	N/A
SCE-SW-009D	Market and Behavioral Studies	1/1/2010	N/A
SCE-SW-009E	Technology Development Support	1/1/2010	N/A
SCE-SW-009F	Business Incubation Support	1/1/2010	N/A
SCE-SW-009G	Technology Test Centers	1/1/2010	N/A
SCE-SW-009Rollup	Program Mgmt & CPUC Reporting	1/1/2010	N/A
SCE-SW-010	SW Workforce Education & Training	1/1/2010	N/A
SCE-SW-010A	WE&T Centergies	1/1/2010	N/A
SCE-SW-010B	WE&T Connections	1/1/2010	N/A
SCE-SW-010C	WE&T Planning	1/1/2010	N/A
SCE-SW-011	SW Marketing, Education & Outreach	1/1/2010	N/A
SCE-SW-011A	Statewide ME&O	1/1/2010	N/A
SCE-SW-011B	ME&O Strategic Plan	1/1/2010	N/A
SCE-SW-012	Integrated DSM	1/1/2010	N/A
SCE-L-001	On-Line Buyer's Guide	1/1/2010	N/A

CPUC ID	Program Name	Date Added	Date Removed
SCE-L-002	Financial Solutions	1/1/2010	N/A
SCE-L-003	Integrated Demand Side Management Pilot for Food Processing	1/1/2010	N/A
SCE-L-004	Energy Leader Partnership Program	1/1/2010	N/A
SCE-L-004Rollup	Energy Leader Partnership Program	1/1/2010	N/A
SCE-L-004A	City of Beaumont Energy Leader Partnership	1/1/2010	N/A
SCE-L-004B	City of Long Beach Energy Leader Partnership	1/1/2010	N/A
SCE-L-004C	City of Redlands Energy Leader Partnership	1/1/2010	N/A
SCE-L-004D	City of Ridgecrest Energy Leader Partnership	1/1/2010	N/A
SCE-L-004E	City of Santa Ana Energy Leader Partnership	1/1/2010	N/A
SCE-L-004F	City of Simi Valley Energy Leader Partnership	1/1/2010	N/A
SCE-L-004G	City of South Gate Energy Leader Partnership	1/1/2010	N/A
SCE-L-004H	Community Energy Leader Partnership	1/1/2010	N/A
SCE-L-004I	Desert Cities Energy Leader Partnership	1/1/2010	N/A
SCE-L-004J	Eastern Sierra Energy Leader Partnership	1/1/2010	N/A
SCE-L-004K	Energy Leader Partnership Strategic Support	1/1/2010	N/A
SCE-L-004L	Kern County Energy Leader Partnership	1/1/2010	N/A
SCE-L-004M	Orange County Cities Energy Leader Partnership	1/1/2010	N/A
SCE-L-004N	Palm Desert Demonstration Partnership	1/1/2010	N/A
SCE-L-004O	San Gabriel Valley Energy Leader Partnership	1/1/2010	N/A
SCE-L-004P	San Joaquin Valley Energy Leader Partnership	1/1/2010	N/A
SCE-L-004Q	South Bay Energy Leader Partnership	1/1/2010	N/A
SCE-L-004R	South Santa Barbara County Energy Leader	1/1/2010	N/A

CPUC ID	Program Name	Date Added	Date Removed
	Partnership		
SCE-L-004S	Ventura County Energy Leader Partnership	1/1/2010	N/A
SCE-L-004T	Local Government Strategic Planning Pilot Program	1/1/2010	N/A
SCE-L-004U	Western Riverside Energy Leader Partnership	6/1/2010	N/A
SCE-L-004V	City of Adelanto Energy Leader Partnership	7/1/2010	N/A
SCE-L-004W	West Side Energy Leader Partnership	5/3/2011	N/A
SCE-L-005	Institutional and Government Core Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005Rollup	IGREEN	1/1/2010	N/A
SCE-L-005A	California Community Colleges Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005B	California Department of Corrections and Rehabilitation Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005C	County of Los Angeles Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005D	County of Riverside Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005E	County of San Bernardino Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005F	State of California Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-005G	UC/CSU Energy Efficiency Partnership	1/1/2010	N/A
SCE-L-006	Integrated Marketing & Outreach	1/1/2010	N/A
SCE-TP-001	Efficient Affordable Housing [1]	1/1/2010	3/8/2012

CPUC ID	Program Name	Date Added	Date Removed
SCE-TP-002	Comprehensive Manufactured Home	1/1/2010	N/A
SCE-TP-003	Comprehensive Home Performance	1/1/2010	N/A
SCE-TP-004	Community Language Efficiency Outreach	1/1/2010	N/A
SCE-TP-005	Cool Planet	1/1/2010	N/A
SCE-TP-006	Healthcare EE Program	1/1/2010	N/A
SCE-TP-007	Livestock Industry Resource Advantage [1]	1/1/2010	3/8/2012
SCE-TP-008	Comprehensive Beverage Manufacturing and Resource Efficiency	1/1/2010	N/A
SCE-TP-009	Solid Waste Energy Efficiency Program [1]	1/1/2010	3/8/2012
SCE-TP-010	Data Center Energy Efficiency	1/1/2010	N/A
SCE-TP-011	Data Center Optimization [1]	1/1/2010	3/8/2012
SCE-TP-012	Lodging EE Program	1/1/2010	N/A
SCE-TP-013	Food & Kindred Products	1/1/2010	N/A
SCE-TP-014	Primary and Fabricated Metals	1/1/2010	N/A
SCE-TP-015	Industrial Gasses	1/1/2010	N/A
SCE-TP-016	Nonmetallic Minerals and Products	1/1/2010	N/A
SCE-TP-017	Comprehensive Chemical Products	1/1/2010	N/A
SCE-TP-018	Chemical Products Efficiency Program	1/1/2010	N/A
SCE-TP-019	Comprehensive Petroleum Refining	1/1/2010	N/A
SCE-TP-020	Oil Production	1/1/2010	N/A
SCE-TP-021	Refinery Energy Efficiency Program	1/1/2010	N/A
SCE-TP-023	Cool Schools	1/1/2010	N/A
SCE-TP-024	Public Pre-Schools, Elementary Schools and High Schools	1/1/2010	N/A

CPUC ID	Program Name	Date Added	Date Removed
SCE-TP-025	Retail Energy Action Program	1/1/2010	N/A
SCE-TP-026	Commercial Utility Building Efficiency	1/1/2010	N/A
SCE-TP-027	Monitoring-Based Commissioning	1/1/2010	N/A
SCE-TP-028	Monitoring-Based Persistence Commissioning Program	1/1/2010	N/A
SCE-TP-030	Sustainable Portfolios [1]	1/1/2010	3/8/2012
SCE-TP-031	Management Affiliates Program	1/1/2010	N/A
SCE-TP-032	Private College Campus Housing [1]	1/1/2010	3/8/2012
SCE-TP-033	Automatic Energy Review for Schools [1]	1/1/2010	3/8/2012
SCE-TP-034	Sustainable Communities	1/1/2010	N/A
SCE-TP-036	Energy Efficiency for Entertainment Centers	1/1/2010	N/A
SCE-TP-037	Private Schools and Colleges Program	1/1/2010	N/A
SCE-TP-038	California Preschools Program	1/1/2010	N/A

[1] On September 12, 2011, SCE submitted Advice Letter 2627-E requesting authority to cancel seven third party programs. The Commission issued Resolution E-4474 on March 8, 2012 approving SCE's request.

Appendix B

Part 1 contains SCE's final December Monthly Report for 2011

Part 2 contains SCE's final 4th Quarter Report for 2011

Appendix B Part 1

Appendix B – Part 1 contains SCE’s final December Monthly report for 2011.

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

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Appendix B

Appendix B – Part 2 contains SCE’s final 4th Quarter Report for 2011.

Pursuant to Assigned Commissioner’s Ruling Clarifying Fund Shifting Rules and Reporting Requirements on December 22, 2011, SCE is no longer required to submit a quarterly report for the 2010-2012 program cycle.

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Appendix B

Part 1 contains SCE's final December Monthly Report for 2011

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Appendix B

Appendix B – Part 2 contains SCE’s final 4th Quarter Report for 2011.

Pursuant to Assigned Commissioner’s Ruling Clarifying Fund Shifting Rules and Reporting Requirements on December 22, 2011, SCE is no longer required to submit a quarterly report for the 2010-2012 program cycle.

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Attachment B

**SCE's Notice of Availability for related documents available for
viewing and downloading on the CPUC's EEGA website**

**BEFORE THE PUBLIC UTILITIES COMMISSION OF THE
STATE OF CALIFORNIA**

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

**NOTICE OF AVAILABILITY OF SOUTHERN CALIFORNIA EDISON (U 338-E) POSTING OF
FINAL LOCAL EX POST LOAD IMPACT REPORTS**

Pursuant to the Administrative Law Judge's Ruling Adopting Annual Reporting Requirements for Energy Efficiency and Addressing Related Reporting Issues dated August 8, 2007, Southern California Edison Company (SCE) hereby provides notice to the service lists in proceedings R.06-04-010, R.09-11-014, and R.09-09-019 that the following documents are available for viewing and downloading on the CPUC's Energy Efficiency Groupware Application (EEGA) website:¹

1. SCE's Reporting and Narratives for Program Performance Metrics (PPM) for Statewide Programs; and
2. SCE's Reporting and Narratives for Approved Pilot Program Targets.

¹ Available at <http://eeга2006.cpuc.ca.gov/Default.aspx> [as of May 1, 2012].

Additionally, SCE hereby provides notice to the above-referenced service lists that SCE's information regarding its Workforce, Education and Training (WE&T) Program for 2011 is included in the Joint IOU WE&T Program Annual Report uploaded by San Diego Gas & Electric Company (SDG&E) to the EEGA website on May 1, 2012.

Respectfully submitted,

JANET COMBS
LARRY R. COPE
MONICA GHATTAS

/s/ Monica Ghattas

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May 1, 2012