



A Look Back at 2007-08 ... A Look Ahead at 2009-11

**Southern California Edison CARE/FERA Programs
National Energy & Utility Affordability Conference
June 16-18, 2008**

Denver, Colorado



2007 & 2008

Innovation & Outreach!



❑ **Current Outreach Strategies:**

- o Door-to-Door Grassroots outreach
- o Community-based Organizations
- o Faith-based Organizations
- o Targeted direct mail campaigns
- o Annual bill inserts and quarterly bill messages
- o Utility website
- o Multilingual community events
- o Multi-language toll-free lines
- o Multi-lingual television, newspaper and radio advertising campaigns
- o Leveraging with other utility assistance programs
- o Leveraging with state and county agencies
- o Community partnerships
- o Cool Centers
- o Pennysaver
- o SCE Customer Call Centers



LEADING THE WAY

□ Enhancements implemented in 2007:

- o Implementation of Real Time Online Enrollment, Recertification and De-Enrollment Applications
 - English, Spanish, Chinese, Korean, & Vietnamese
 - Large-font capability for visually impaired
 - Downloadable Applications also available
- o Implementation of simplified Recertification Application
- o Quarterly bill message enrollment notification to CARE participants
- o Direct communication with sub-metered tenants
- o Voice Recognition Unit (VRU) Recertification
- o Phone Enrollment



□ Enhancements to be implemented in 2008:

- o Company-wide implementation of Enterprise Resource Planning (ERP) with SAP platform
- o Categorical Eligibility & Fixed Income
- o Revision of CARE/FERA Applications to coincide with Categorical Eligibility
- o Transit Video Streaming Outreach
- o Customer CARE/FERA Enrollment Notification
- o Implementation of Verification Probability Model
- o Enhancement of SCE/So Cal Gas Datashare



□ **2009-11 Planned Proposal Recommendations:**

- o Upgrade real-time online applications to include sub-metered and expanded CARE program participants
- o Same residential program requirements for sub-metered tenants
- o Two-year certification for CARE Expanded Programs
- o Probability Model for recertification
- o Multilingual program awareness campaign
 - Spanish, Chinese, Korean, Vietnamese, and Cambodian
- o Work with local Public Housing Authority and Section 8 agencies to integrate the CARE application into the client intake process
- o Multilingual media campaigns



Thanks!