

SCE Pilots Targeting DR to Benefit Disadvantaged Communities - Workshop

February 15, 2018

Today's Objective

- To provide an overview of past, ongoing and future Demand Response activities offered to customers located in Disadvantaged Communities.
 - Residential Disadvantaged Community Landscape
 - Past targeted efforts
 - Ongoing and Future Activities
- Barriers to outreach identified in the "Energy Savings Assistance and California Alternate Rates for Energy Programs Marketing, Education & Outreach Plan"

Residential Disadvantaged Community

- Although SCE does not specifically target customers because of their DAC designation, 25% - 46% of SCE's territory is comprised of DACs, therefore these customers are naturally targeted for enrollment in SCE's DR programs
 - Where a zip code is indicated within multiple percentile ranges, SCE is not able to distinguish between communities.
- Up to 38% of customers enrolled in the Summer Discount Plan (SDP) are in the DAC Area
 - These customers earn an estimated \$13m in incentives annually and provide an estimated 77 MW load reduction
- Up to 30% of customers on Peak Time Rebate (PTR) are in the DAC Area
 - These customers earn an estimated \$419k in incentives annually and provide an estimated 5 MW load reduction
- The 2018 SDP acquisition campaign will launch in March/April and includes 1.4m customers; up to 36% (or 505k) are located in DACs
 - Coastal and mountainous areas are excluded from acquisition, regardless of DAC rating
 - 2018 PTR campaigns have not been developed

- SCE 2017 ex-ante load impacts (MW) under a 1-in-10 weather scenario for August peak day.
- SDP Average Load Impact = 0.82 kW per enrolled service account
- PTR Average Load Impact = 0.49 kW per enrolled service account

Past Targeted Efforts

SCE has launched geographically targeted Demand Response marketing campaigns in response to system constraints. Approaches consisted of email, direct mail and outbound calling.

- **SONGS** – 2012 – 2014 Summer Discount Plan campaigns targeted residential and commercial customers located in the area “South of Lugo” most impacted by the closure of San Onofre Nuclear Generating Station (SONGS)
 - 42 MW of new load reduction was added, representing 32,000 customers
- **Aliso Canyon** – 2016 – 2017 SDP and PTR conducted enrollment campaigns for customers located in the LA Basin Local Capacity Area.
 - 44 MW of new load was added, representing 65,614 customers
 - In 2016 SCE recruited 3,228 CARE customers onto SDP
 - Target list was comprised of 181,000 customers, equating to a 1.8% response rate.
 - Touch 1 enrollments = 1,498
 - Touch 2 enrollments = 1,734

Ongoing and Future Activities Affecting Disadvantaged Communities or Income Qualified Customers

Critical Peak Pricking (CPP)

- Between 60k - 500k SMB customers will be defaulted onto CPP March 2019
 - Final GRC Phase II decision expected Nov/Dec 2018
 - March 2019 the CPP event window changes from 2:00 – 6:00 pm to 4:00 – 9:00 pm, increasing the event duration from 4 hours to 5 hours.

Time of Use (TOU)

- Customers will receive notifications of the time period change Q4 '18 / Q1 '19
- Time period changes March 2019

Low Income Pilot

- Tier 2 AL scheduled to file on 3/1 for 2018 implementation
 - Pilot will explore how low income, high energy usage customers in hot climate zones, respond to TOU pricing after the direct-install of a communicating PCT device.
 - Given the similar overlap between SCE's Disadvantaged Communities (DACs) and Income Qualified Program (IQP) audiences, SCE plans to leverage our IQP marketing tactics to cost-effectively build awareness and generate leads for a Demand Response Pilot where integration opportunities occur.
 - Channels may include:
 - Direct Marketing (Direct Mail, Email)
 - Social Media
 - Low and No-Cost (Website, Operational Messaging)
 - Outreach (Community Outreach,, Partnerships)

Charge Ready in DACs

- A total of 1,066 charge ports are committed in the program (installed and in progress) 50% (or 535) are located in DACs
 - Charge Ready customers in DACs can receive up to 100% of the maximum rebate allowed for the program, whereas non-DACs receive up to 25% or 50%
 - All Charge Ready customers with Level 2 charging stations are required to participate in a DR program within 3 years of the Charge Ready Final Decision or by January 2019
 - A Charge Ready DR pilot is in development and will include both load shifting and traditional DR

Income Qualified Program Barriers

The “Energy Savings Assistance and California Alternative Rates for Energy Programs Marketing, Education & Outreach Plan” was served on July 21, 2017 to the following proceedings

- Low Income Proceeding (A.14-11-007, et al.)
- San Joaquin Valley Disadvantaged Communities Proceeding (R.15-03-010)
- Energy Efficiency Proceeding (R.13-11-005)
- EE Rolling Portfolio Business Plan Proceeding (A.17-01-013 et al)
- CARE Rate Restructure Proceeding (R.12-06-013)

The following barriers were identified to participation in low income programs which could potentially be barriers to customer participation in Demand Response

- Awareness of program offerings (ESA)
- Language
- Fear of providing sensitive personal information
- Feel it's not worth the effort
- Access to internet
- No perceived need
- Skepticism
- Trust
- Renters
- Multifamily

Questions?

Appendix

CARE and FERA Demand Response Participation

	Eligible Customers	Enrolled	% Enrolled
CARE	1,457,787	1,222,526	84%
FERA	218,763	19,090	9%

	Total Enrolled	CARE	%	FERA	%
Summer Discount Plan	251,646	62,119	25%	1,497	0.6%
Peak Time Rebate	40,991	3,958	10%	189	0.5%

Planned ME&O Activity

- **Rates**
 - Ongoing promotion of CARE to eligible residential customers; increased focus in hot climate zones and hard to reach areas
 - Special FERA outreach in Q2 2018 to eligible residential customers
 - Time of Use Rates acquisition with specific language for CARE/FERA residential customers in Q4 2017; expect to continue the effort in Q1/Q2 2018 communication
- **Energy Management**
 - DAC and Low Income communities (primarily San Joaquin Valley and areas of LA County) were targeted in the recent AB793 Energy Management Center digital campaign in Q4 2017. In 2018, we will be targeting these same DAC/LI outreach for Marketplace.
- **Energy Efficiency**
 - Ongoing promotion of Energy Savings Assistance (ESA) program to eligible residential customers; increased focus in hot climate zones and hard to reach areas
- **Summer Discount Plan**
 - In 2018, acquisition campaign will expand to full SCE territory, including customers in DACs.
 - Updated the Summer Discount Plan brochure so ESA contractors can cross promote SDP to customers whose homes are receiving free upgrades thru the ESA program.
- **Small Business (not specific to DACs)**
 - Summer campaign in 2017 for all business customers, but focused primarily on small business, that provided tips and recommendations for managing their energy use during summer TOU periods.