

SCE 2006 - 2008 Energy Efficiency (02/08)

Title	Category	Target Market	SCE Contact(s) (Update with new PM name and outside tel #)	Program Summary
Energy Efficiency				
Business Incentives & Services	Nonresidential	all nonresidential customers	Grant Hjelsand (SCE) (626) 633-3100 grant.hjelsand@sce.com	<ul style="list-style-type: none"> • Will offer a range of solutions including audits, design assistance, and incentives for qualifying measures • Will integrate information, design assistance, and financial incentives to help nonresidential customers adopt energy efficient practices.
SPC	Nonresidential	all nonresidential customers	Zhong Li (SCE) (626) 633-3310 zhong.li@sce.com	SPC: Standard Performance Contract (SPC): Offers incentives, on a cents per kWh basis, to nonresidential customers for replacing existing electrical equipment with high efficiency equipment or systems.
Express	Nonresidential	all nonresidential customers	Marissa Barrera (626) 633-3016 marissa.barrera@sce.com	Express: Offers incentives, at a stated level per measure, to nonresidential customers for replacing existing electrical equipment with high efficiency equipment or systems.
NR Audits	Nonresidential	all nonresidential customers	Marla Yolas (SCE) (626) 633-3082 marla.yolas@sce.com	NR Audits: Provides an array of energy efficiency audits (e.g., on-site, internet) to nonresidential customers.

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Industrial Energy Efficiency Program	Nonresidential	Open to all industrial customers, targeting those with SIC classification from 13 to 39 and water/wastewater customers	Ron Cobas (SCE) (626) 633-3088 ron.cobas@sce.com	Combining elements of SPC, Express Efficiency and Audits Focus on end-use technology and industrial process improvements to yield optimum energy savings
Agricultural Energy Efficiency Program	Nonresidential	Agriculture	Gary Suzuki (626) 633-3130 gary.suzuki@sce.com	Agricultural production and water supply customers have not adopted energy efficiency technologies and practices to nearly the extent that customers in other sectors have.
Nonresidential Direct Installation	Nonresidential	Very small and small commercial/industrial businesses (very small commercial customers-monthly peak demand of <19kW, small commercial customers- 20-100 kW monthly demand, small commercial customers-location-aggregated	Joseph Ruisi (SCE) (626) 633-3085 joseph.ruisi@sce.com	<ul style="list-style-type: none"> • Provides no-cost energy efficient hardware retrofits through installation contractors that offer partnerships with local governments, community based organizations and faith based organizations

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Retro-Commissioning (RCx)	Nonresidential	Medium and large customers in the commercial, industrial, government and institutional segments. Office buildings, retail malls, hotels, institutional facilities, and public buildings are all eligible.	Edwin (Tony) Thacher (SCE) (626) 633-3484 tony.thacher@sce.com	<ul style="list-style-type: none"> • Will apply a systematic retro-commissioning process for improving and optimizing large buildings' operations and supporting them with enhanced documentation and training • Will focus on improved operation of mechanical heating, ventilating, air conditioning, lighting, domestic hot water, and related controls
Savings By Design	Nonresidential	Design and construction industry decision-makers involved in new construction or major renovation projects in nonresidential market segments, including commercial, governmental	Cesar Cabrera 626-633-3117 cesar.cabrera@sce.com	<ul style="list-style-type: none"> • Will provide the nonresidential new construction industry with technical and financial resources to aid them in designing new facilities that maximize cost-effective energy efficiency, as well as water, gas and other related environmental and sustainability considerations
Multifamily Energy Efficiency Rebate Program	Residential	Property owners or managers of multifamily complexes of two or more dwelling units	Davi Ibarra (626) 633-3048 davi.ibarra@sce.com	<ul style="list-style-type: none"> • Designed to motivate the multifamily property owner/manager to install energy efficient products • Offers prescribed rebates to the property owner to install efficient products such as lighting, refrigeration, and water heaters in common areas and dwelling units

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Comprehensive Mobile Home Program	Residential	Residential Mobile Home Customers	Davi Ibarra (626) 633-3048 davi.ibarra@sce.com	<ul style="list-style-type: none"> • Designed to provide a comprehensive energy program to 7,500 mobile home customers through collaboration with local communities • Will be a direct install, no cost to the customer program that will include a walk through audit, customer education, and installation of needed measures to maximize energy efficiency
Home Energy Efficiency Survey	Residential	Residential customers in distinct market segments that are looking for ways to reduce their electric bill	Cedric Benton(SCE) (626) 633-3071 cedric.benton@sce.com	<ul style="list-style-type: none"> • Will include mail-in, on-line, in-home and phone energy surveys, as well as welcome packages and mortgage kits for new homebuyers, to educate customers on their own energy usage and ways to increase efficiency • Also includes a direct install component; SCE will install CFLs in homes of customers participating in the in-home survey
CA New Homes Program (includes Advanced Home)	Residential	Residential builders regardless of production size, market segment, or geographic location	Jonathan Budner (SCE) (626) 633-3123 jonathan.budner@sce.com	<ul style="list-style-type: none"> • Will work with single and multifamily builders, developers, architects, and energy analysts to increase energy savings • Implementer will perform design assistance, plan check analysis and evaluate project documentation for eligibility

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SCE Torchiere and Plus-in Lamp Exchange	Residential	Residential Customers	Richard Greenburg (SCE) (626) 633-3063 richard.greenburg@sce.com	<ul style="list-style-type: none"> • Will identify creative ways to outreach and hold events at which SCE customers may, at no cost, exchange portable plug-in incandescent lamps for high efficiency plug-in portables of the same variety • Will include outreach with local governments, community partnerships, and industry allies to remove incandescent socket plug-in portables from use and help open the market for high efficiency portables. May also include products such as plug-in LED night lights, specialty CFLs, or LED desk lamps.
Comprehensive Packaged Air Conditioning Systems	Nonresidential	All parties involved in the packaged air conditioning markets including manufacturers, distributors, contractors/builders, retailers, and end users/purchasers.	Paul Kylo (SCE) (626) 633-3101 paul.kylo@sce.com	<ul style="list-style-type: none"> • Will offer a comprehensive portfolio of packaged air conditioning activities in a coordinated program that encompasses new construction, replacements, and services in the commercial and residential sectors • Will focus on encouraging not only the purchase of efficient equipment, but also on proper installation and operation of package air conditioning units to maximize energy saving
Appliance Recycling Program	Residential	All residential and nonresidential customers	Tom Schober (SCE) (626) 633-3049 tom.schober@sce.com	<ul style="list-style-type: none"> • Will use rebates and incentives to encourage customers to turn in their operable, inefficient refrigerators, freezers and room air conditioners • Will encourage customers to replace older models with new Energy Star qualified models
Integrated School-Based Program	Residential	K-12 and college students and their families in SCE's rural and moderate income areas. Also targets K-12 schools, regional occupational centers, and universities within SCE's	Carlos Hernandez (SCE) (626) 633-3072 carlos.hernandez@sce.com	<ul style="list-style-type: none"> • Provides classroom learning activities, take-home kits, energy tracking training, professional development to teachers, energy saving competitions and other energy efficient programs to promote conservation and efficiency to students, teachers, and families

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Residential Energy Efficiency Incentive Program	Residential	Homeowners and renters for non-lighting measures, residential new construction and small commercial customers for lighting measures	Roy Bragg (SCE) (626) 633-3074 roy.bragg@sce.com	<ul style="list-style-type: none"> Will focus on stimulating sales of energy efficient lighting, increasing stocking and sales of energy efficient lighting, appliance and cooling equipment at retail stores, and increasing customer education to take advantage of joint marketing opportunities and seasonal selling and service cycles
State of California	Partnership	Statewide	Michael Lo (SCE) (626) 633-3035 michael.lo@sce.com Roy McBrayer (916) 376-5035 roy.mcbrayer@dgs.ca.gov	The purpose of the 2006-08 State of California (State) and Investor-Owned Utility (IOU) Partnership is to assist the State in reducing the amount of energy it purchases off the electrical grid by 20 percent by the year 2015, as required by Governor Schwarzenegger's Green Building Initiative (GBI). The objective of the State/IOU Partnership is to maximize the limited budget dollars that State agencies can apply toward energy efficiency efforts.

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California Community Colleges/IOU Partnership	Partnership	Statewide	Robert Brunn (626) 633-3170 robert.f.brunn@sce.com	The CCC/IOU Partnership Program will include the implementation of Retrofits, New Construction, and Retro-Commissioning (RCx)/Monitoring-Based Commissioning (MBCx) projects. The Program will also focus its efforts on Training and Education, which will expand existing vocational education programs, while training faculty and staff on best practices on energy efficient technology implementation and energy management.
			Fred Harris (916) 324-9508 fharris@cccco.edu	
California Department of Corrections & Rehabilitation Partnership	Partnership	Statewide	Michael Lo (SCE) (626) 633-3035 michael.lo@sce.com	The CDCR/IOU Partnership will consist of several components, which will include Retrofits, New Construction, and Retro-Commissioning projects. The partnership will also focus on Training and Education, which will provide information on best practices for energy efficiency management and conservation practice that targets not only the maintenance and operations staff but also on the wardens and other end-users at each of the
			Harry Franey (916) 327-1134 Harry.Franey@cdcr.ca.gov	
LA County Partnership	Partnership	LA County Facilities	Michael Lo (SCE) (626) 633-3035 michael.lo@sce.com	This partnership program will continue to achieve immediate electric and gas energy savings and peak demand reduction at county facilities. These energy savings will be accomplished by applying the retro-commissioning (RCx) processes that will result in the implementation of recommended energy efficiency measures to optimize the operation of HVAC and Lighting systems in each building.
			Nora Hernandez (323) 881-3949 NHernandez@isd.lacounty.gov	

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County of Riverside	Partnership	County of Riverside	Michael Lo (SCE) (626) 633-3035 michael.lo@sce.com	This partnership program will deliver immediate electric and gas energy savings and peak demand reduction in Riverside County facilities. These energy savings will be accomplished by implementing retrofit and modernization projects utilizing SCE's traditional programs such as Standard Performance Contract (SPC), Savings by Design and will also include a pilot retro-commissioning (RCx) project in one of the Counties buildings.
			Roddy Lee (951) 232-8480 RRLee@co.riverside.ca.us	
UC/CSU/IOU Partnership Program	Partnership	Statewide	Robert Brunn (626) 633-3170 robert.f.brunn@sce.com Len Pettis (562) 951-4122 lpettis@calstate.edu	The UC and CSU systems consume vast quantities of energy and, as a combined entity, make up a significant portion of the both the electric and natural gas load in the State of California. They are large, complex organizations with a broad set of goals, stakeholders, processes and constituencies. They are diverse from a geographic, climate, and operational needs standpoint. But with this size and diversity also comes a considerable opportunity to save energy use and cost on a scale that is meaningful to the IOUs and to California. The UC/CSU/IOU Energy Efficiency Partnership program is designed to meet these challenges.
			Marjorie Hamilton (SCE) (626) 633-3034 marjorie.hamilton@sce.com	Local Government Energy Action Resources program (LGEAR) will optimize the opportunities for jurisdictions and their communities to work toward the common goal of achieving short and long-term energy savings, reduced

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Local Government Energy Action Resources Program	Partnership	Service Area	Individual City Contacts, tbd	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 EE. In return they leverage their communications infrastructure to provide information to businesses and residents on utility programs to save energy, save money and the environment. Partnering communities funnel existing energy programs and do not offer direct incentives or rebates. 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.

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Mammoth Lakes	Partnership	Mammoth Lakes	David M Taylor (626) 633-3409 david.m.taylor@sce.com Robert Clark (760) 934-8989 ext 226 rclark@ci.mammoth-lakes.ca.us	The Mammoth Lakes partnership will implement the LGEAR concept working with the Town of Mammoth. Works with partners to identify and respond to the energy needs of the town and funnel programs as appropriate.
Ridgecrest (GEAR)	Partnership	(City of Ridgecrest/SCE)	David M Taylor (626) 633-3409 david.m.taylor@sce.com Ann Taylor (760) 499-5006 ataylor@ci.ridgecrest.ca.us	The Ridgecrest partnership will implement the LGEAR concept with the City of Ridgecrest. Works with partners to identify and respond to the energy needs of the town and funnel programs as appropriate.
Ventura County Partnership	Partnership	Ventura County and Oxnard, Thousand Oaks, Simi Valley, San Buenaventura, Camarillo, Moorpark, Santa Paula, Port Hueneme, Fillmore, and Ojai.	Greg Haney (626) 633-3067 gregory.haney@sce.com Cheryl Collart (805) 289-3335 cheryl.collart@ventura.org	The partnership will find new opportunities for providing energy efficiency services to public agencies and community asset organizations within the region through indept technical assistance and project implementation support. In addition, the program offers, an energy resource center, energy education and training and outreach events.
South Bay Partnership	Partnership	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, Torrance portions of	David M Taylor (626) 633-3409 david.m.taylor@sce.com Marilyn Lyon (310) 543-3022 marilyn@sbesc.com	The South Bay Partnership will optimize the opportunities for the fifteen local governments of the South Bay 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. The program offers an energy center, education and training and promotion and outreach.
Bakersfield & County of Kern Energy Watch	Partnership	Kern County	David M Taylor (626) 633-3409 david.m.taylor@sce.com Dave White (661)868-3107 whited@co.kern.ca.us	The Bakersfield and Kern County Energy Watch Partnership was designed to achieve immediate, long-term peak energy and demand savings and establish a permanent framework for sustainable, long-term, comprehensive energy management programs and set the foundation for sustainability and best practices for the partnership's participating jurisdictions and customers.

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Santa Barbara County Energy Watch	Partnership	Residential, Nonresidential	<p>Greg Haney (626) 633-3067 gregory.haney@sce.com</p> <p>Michael Grimes (805) 564-5568 mgrimes@santabarbaraca.gov</p>	This program includes design consultation, energy analysis of new construction and renovation project plans, education, analysis of city facilities, retro-commissioning, Green Building Initiative Compliance Assistance and LEED Certification. It also includes co-sponsorship of training classes for college students and/or working technicians.

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Community Energy Partnership Program	Partnership	Irvine, Santa Monica, Brea, Moreno Valley, Palm Desert, Santa Clarita, San Bernardino, Cathedral City, Corona, and Hermosa Beach	Greg Haney (SCE) (626) 633-3067 gregory.haney@sce.com Angela Davison (949) 701-4646 adavison@energycoalition.org	CEP is a demonstration program modeling how an effective city government and utility relationship can generate real and sustained energy savings through direct measures, educational curricula, community awareness efforts, efficient product distributions and promotions to residential and small commercial customers. It is purposely broad and is a continually evolving set of initiatives in the partner communities to raise awareness
Community Energy Partnership Program (Resource)	Partnership	Residential, Nonresidential	Greg Haney (SCE) (626) 633-3067 gregory.haney@sce.com Angela Davison (949) 701-4646 adavison@energycoalition.org	Employs a multitude of strategies to be responsive and to reach a variety of customer segments and create a critical mass of activities to raise awareness within partner cities. Uses community promotions, direct installation, and energy efficiency tune-ups as well as student action programs. The partnership includes SCE, SCG and ten Southern California cities.

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San Gabriel Valley Cities formerly Pomona Inland Valley	Partnership	SCAG & Pomona, El Monte, West Covina, Alhambra, Baldwin Park, Montbello, Monterrey Park, Diamond Bar, Rosemead, Arcadia, Glendora, Covina, La Puente, San Gabriel, Monrovia, San Dimas, Claremont, Temple City, La Verne, Walnut, South Pasadena, Duarte, South	Craig Owens (626) 633-3032 craig.owens@sce.com Jennifer Sarnecki (213)236-1829 sarnecki@scag.ca.gov	SGVEEP is a continually evolving set of initiatives in the partner communities to raise awareness about efficiency, and to get efficient products into the hands and homes and small businesses. It is purposefully broad and includes education, training, as well as marketing and outreach, and efficient product distributions and promotions. The program provides incentives for energy efficiency retrofits of municipal facilities and also works to funnel the existing portfolio of energy programs.
Palm Desert	Partnership	Palm Desert	James Hodge (SCE) (626) 633-3033 james.hodge@sce.com Tony Coonce (760) 220-7832 anthony.coonce@sce.com	The Palm Desert Partnership Program 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 Pam Desert, The Energy Coalition, Southern California Gas Company and Southern California Edison. Aggressive goals of 30% reductions in energy usage and demand have been established. In addition to these quantifiable goals, the purpose of this partnership is to establish a model for other communities to replicate.

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Santa Ana	Partnership	Santa Ana	Craig Owens (626) 633-3032 craig.owens@sce.com	<p>The Santa Ana Partnership is proposed as a residential and non-residential partnership between the Southern California Edison (SCE) and the City of Santa Ana. Santa Ana has identified opportunities for improving energy efficiency in Santa Ana communities and has identified specific needs for additional support and assistance from SCE in addressing these opportunities. The program will assist and facilitate the city, its residents and businesses in understanding, managing, and reducing their energy use and costs, and position Santa Ana as a leader in energy management practices.</p>

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Education, Training, and Outreach	Crosscutting	Cross Cutting (Nonresidential, Residential, New Construction) Variety of customer segments, depending on specific type of program		• The ET&O Program includes the following strategies: Customer Technology Application Center/Agricultural Technology
			Cecilia Mushinskie (626) 825-5490 cecilia.mushinskie@sce.com	Application Center: Promotes energy efficiency programs and educates customers about energy efficient technologies
			Doug Avery (SCE) (626)633-7191 doug.avery@sce.com	Technology and Test Centers: Allows for detailed testing of space conditioning, refrigeration, and lighting
			Cesar Cabrera cesar.cabrera@sce.com	Energy Design Resources: Offers energy design tools, informational resources, and training opportunities to primary decision makers in new construction projects
			Marla Yolas (SCE) (626) 633-3082 marla.yolas@sce.com	Nonresidential Remote Energy Audits: Provides the first energy savings recommendations that customers receive via phone, mail, or online
			Joy Adams(SCE) (626) 633-3069 joy.adams@sce.com	Mobile Education Unit: Recreational vehicle outfitted with energy efficient products, used to educate customers about energy efficiency and savings

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			Marla Yolas (SCE) (626) 633-3082 marla.yolas@sce.com	Building Operator Certification: Focuses on the vital components of running a building properly, such as electrical systems, HVAC systems, and building controls
			Cedric Benton (SCE) (626) 633-3071 cedric.benton@sce.com	Custom Language Efficiency Outreach: Offers workshops, energy audits, and other information about energy efficiency programs to Chinese communities
Sustainable Communities	Crosscutting	Architects, building contractors, building owners, engineering firms, land developers, and municipalities and their internal agencies	David Jacot (SCE) (626) 633-3124 david.jacot@sce.com	<ul style="list-style-type: none"> • Primary focus is to utilize utility and community delivery channels to offer a bundled package of SCE's energy efficiency, pricing and demand response, self-generation, economic and business development, and service planning tools for new communities
Statewide Emerging Technologies	Crosscutting	All market segments	Henry Lau (SCE) (626) 633-7179 henry.lau@sce.com	<ul style="list-style-type: none"> • Information only program designed to introduce innovative energy efficient technologies, tools, and applications that are not widely adopted in California • Program will include analysis of promising prototypes and emerging technologies, field demonstrations, and information transfer to disseminate the results of emerging technology applications

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Statewide Codes & Standards Program	Crosscutting	All market segments	Randall Higga (SCE) (626) 815-7259 randall.higga@sce.com	<ul style="list-style-type: none"> • Information only program that advocates upgrades and enhancements in energy efficiency standards and codes • Offers state expert testimony to promote standards that approach best practices in energy efficiency and supports implementation of energy efficiency projects
Lighting Energy Efficiency with Demand Response Program (LEEDR)	Nonresidential	Commercial; Retailers	Steve Vasquez (480) 234-8698 svasquez@lincusenergy.com	<ul style="list-style-type: none"> • Will implement new and emerging lighting technologies and will also be testing General Electric's Wireless Lighting Management system, and new reporting and monitoring techniques to provide wireless dimming for existing lighting systems using less energy
CA Preschool Energy Efficiency Program	Nonresidential	Commercial; Preschools	Steve Vasquez (480) 234-8698 svasquez@lincusenergy.com	<ul style="list-style-type: none"> • Will include detailed technical audits and installations of lighting, refrigeration and HVAC measures in preschool centers • Will also include energy efficiency education of staff, children and their families

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Coin Operated Laundry Program	Nonresidential	Coin Operated Laundry Facilities; Laundry Equipment Manufacturers, Distributors	Tom Schober (626) 633-3049 tom.schober@sce.com	<ul style="list-style-type: none"> • Primary goal of the program is to increase early replacement of inefficient coin operated laundry machines in high-usage Laundromats and multi-family common areas • Provides appropriate incentives and education to equipment manufacturers and leasing companies to facilitate the early retirement of existing leased equipment
NightBreeze EE Program	Residential	Residential; New Construction, Communities	Mugimin Lukito (626)-633-3128 mugimin.lukito@sce.com	Will offer incentives to developers to install technology in new homes and will include monitoring and education
MAP Management Affiliates Partnership EE Program	Nonresidential	Commercial; Property Owners and Management Firms	Steve Vasquez (480) 234-8698 svasquez@lincusenergy.com	Program will partner with property management companies to educate them on the benefits of emerging energy efficient technologies and will provide incentives to encourage them to enroll their clients in the program
Design for Comfort: Efficient Affordable Housing	Residential	Multi-Family; Public Housing Agencies/Authorities, Residential	Davi Ibarra (626)-633-3048 davi.ibarra@sce.com (LEAD-SCG: Ann Teall (213) 244-5469)	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

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Southern California Home Performance Program	Residential	Residential Contractors and Homeowners	Amri Christianto (626) 633-3044 amri.christianto@sce.com	This program finds, screens, trains, and mentors qualified HVAC and remodeling contractors to deliver comprehensive home performance improvement packages tailored to the needs of each existing home and its owner.
Affordable Housing Energy Efficiency Alliance	Residential	Commercial; Public Housing Authorities, Residential	Amri Christianto (626) 633-3044 amri.christianto@sce.com	<ul style="list-style-type: none"> • Will help to identify, implement, and promote energy efficiency programs to property owners and developers
Demand Response Emerging Tech	Residential	Residential New Construction	Mugimin Lukito (626)-633-3128 mugimin.lukito@sce.com	<ul style="list-style-type: none"> • This program examines emerging technologies and will develop recommendations for both practices and evaluation methods • Will build approximately 50 new homes with various combinations of demand responsive devices and emerging technologies to evaluate and find solutions to potential market barriers
80 PLUS	Nonresidential	Utilities and computer manufacturers	CANCELED	<ul style="list-style-type: none"> • Upstream buy-down program that enlists utilities and computer manufacturers to integrate more energy-efficient power supplies into desktop computers (PCs) and desktop-derived servers • The program will offer a \$5 manufacturer buy-down for each PC and \$10 for each desktop-derived server containing a qualifying power supply that is sold in the SCE territory

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Lights for Learning CFL Fundraiser	Nonresidential	schools, foundations and community youth organizations	Amri Christianto (626) 633-3044 amri.christianto@sce.com	<ul style="list-style-type: none"> • Captures electric savings and furthers customer awareness of CFLs using a unique sales channel • Offers Energy Star CFLs as an alternative to the items typically sold through fundraisers (such as magazines and gift wrap)
Innovative Pool Pump Technology Delivers Radical Efficiency Gains	Residential	Residential, (also Commercial)	Roy Bragg (626) 633-3074 roy.bragg@sce.com	<ul style="list-style-type: none"> • Introduces improved technology that allows for more precise control of the motor and pump system in pools, reducing both consumption and demand levels • The program will introduce this technology to the market and work towards improving its design and reducing production costs
Aggregation of Public Housing for Energy Efficiency	Residential	Commercial; Small and Medium Public and Assisted Housing Agencies	Steve Vasquez (480) 234-8698 svasquez@lincusenergy.com	<ul style="list-style-type: none"> • Will aggregate individual agencies into larger, more concentrated groups, to more easily implement energy-efficiency and demand-reduction strategies
E-mail Based Energy Efficiency Program	Residential	Residential	Vinnie Tucker 626-302-1225 vinvimarr.tucker@sce.com	Will create a web community in the form of a personalized email/Web based information program designed to subscribe a large segment of residential customers to an ongoing dialogue of energy use feedback and direction to programs and resources

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EE/DR Flex Program	Nonresidential	Small to Medium Commercial	Steve Vasquez (480) 234-8698 svasquez@lincusenergy.com	<ul style="list-style-type: none"> • This program is designed to showcase an emerging demand response (DR) dimming technology for lighting systems that drastically reduces the overall costs for implementation • Program includes direct installation of DR dimming lighting retrofits for 142 businesses
One-2-Five Energy Program	Nonresidential	Industrial; Food Processing	CANCELED	<ul style="list-style-type: none"> • Program will improve the energy performance of manufacturers, using a continuous improvement methodology • Program will drive savings through improved business practices and application of energy efficient and load response technologies
Transforming the Market for New Energy Star Manufactured (Mobile) Homes	Residential	Industrial; Manufacturers of Mobile Homes	Jonathan Budner, 626-633-3123, jonathan.budner@sce.com	This program will move new manufactured homes to high performance Energy Star levels and reduce installed cooling equipment capacity by the strategic application of incentives. An educational and outreach program is also part of the proposed effort. MHRA and Energy Star certifiers will inspect and field check homes for compliances.

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Modernization and New Construction Efficiency Enhancement Program for Schools	Nonresidential	Commercial; School Buildings, New and Remodeled	Mugimin Lukito (626)-633-3128 mugimin.lukito@sce.com	This program is designed to increase the energy performance of new and modernized school buildings. Using the DSA review and approval process to identify potential energy-saving design modification opportunities and intervene during a time in the process where changes to building project drawings normally occur. The program will utilize DSA staff to flag and refer projects that just marginally exceed the energy code to an automatic plan review technical assistance team who will review the project and provide suggestions for cost-effective improvements.
The Lighting Energy Efficiency PAR 38/30 CFL (LEEP38/30 CFL) Program	Nonresidential	Commercial - Retail	Steve Vasquez (480) 234-8698 svasquez@lincusenergy.com	This program provides for the installation of a) new Aluminum PAR 38 CFLs (23 watts) to replace Halogen PAR 38 lights (90 watts) and b) new Aluminum PAR 30 CFLs (15 watts) to replace PAR 30 lights (65 watts).
Healthcare Energy Efficiency Program (HEEP)	Nonresidential	Commercial; Medical Office Buildings	Steve Vasquez (480) 234-8698 svasquez@lincusenergy.com	The program targets EE retrofit opportunities for hospital-associated medical office buildings that do not require Office of Statewide Health Planning and Development (OSHPD) approval.

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Energy Efficiency				
Energy Efficiency Program for Entertainment Centers	Nonresidential	Commercial; Entertainment Centers	Steven Long, 626-633-3108, steven.long@sce.com	This program focuses on reducing movie theaters HVAC load by utilizing a pre-programmed controller that operates the economizer based on temperature and CO2 inputs on existing HVAC units that reduce cooling requirements in low/no use theatre units.
Campus Housing Energy Efficiency Program	Nonresidential	Commercial; Private Colleges and Universities	Steve Vasquez (480) 234-8698 svasquez@lincusenergy.com	This program offers prescriptive rebates and offers financing for those costs not covered by rebate. The program will focus on reducing campus-housing energy costs in common dormitory areas and dining facilities as well as in individual student rooms. Additionally, the program will offer educational services and energy savings through the implementation of hardware provided through energy efficiency retrofits, retro-commissioning, and building tune-up services.
Plugging the Consumer Electronics Gap - A Cross-Cutting Plug Load Reduction Program	Residential	Crosscutting; Commercial, Residential	Tom Schober, 626-633-3049, tom.schober@sce.com	This program focuses on promoting high efficiency computer monitors and will provide midstream rebates to major consumer electronic retailers that sell monitors (e.g., Best Buy, Circuit City, Walmart, etc.).

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Energy Efficiency				
Grocery Area Energy Network (GAEN)	Nonresidential	Commercial; Grocery Stores	Steve Vasquez (480) 234-8698 svasquez@lincusenergy.com	This program promotes energy efficient lighting for grocery freezer cases. Each light unit contains a wireless network module that enables the freezer door and frame heaters, the refrigeration variable speed drives, temperature and humidity sensors to be connected and controlled over the network via a web-based intelligent controller for permanent and variable real-time energy savings.
Escalator PowerGenius(TM) Program	Nonresidential	Commercial - Retail	Paul Kylo (SCE) (626) 633-3101 paul.kylo@sce.com	This program promotes energy efficiency in commercial establishments through installation of a controller (PowerGenius™) that adjusts the energy consumption of escalator motors based on real-time loading conditions.
Flex Your Power	Crosscutting	all nonresidential customers, regardless of size	Don Arambula (SCE) (626)633-3146 don.arambula@sce.com Vinvimarr Tucker (SCE) (626) 302-1225 vinvimarr.tucker@sce.com	<ul style="list-style-type: none"> • Will offer a range of solutions including audits, design assistance, and incentives for qualifying measures • Will integrate information, design assistance, and financial incentives to help nonresidential customers adopt energy efficient practices and

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Energy Efficiency				
Rural Flex Your Power	Crosscutting	Rural and hard-to-reach utility customers who do not have easy access to information or generally do not participate in energy efficiency programs	Don Arambula (SCE) (626)633-3146 don.arambula@sce.com	<ul style="list-style-type: none"> • Comprehensive energy efficiency communications effort designed to encourage residential energy users in rural areas to make permanent upgrades to their homes and to participate in energy efficiency activities • Will include methods such as newspaper and radio ads, community activities and easy-to-access toll free phone line providing information on energy efficiency programs
			Vinvimarr Tucker (SCE) (626) 302-1225 vinvimarr.tucker@sce.com	
Univision Television Energy Efficiency Marketing	Crosscutting	California's Hispanic Spanish speaking population, ages 18-54	Don Arambula (SCE) (626)633-3146 don.arambula@sce.com	<ul style="list-style-type: none"> • Information only program designed to provide energy efficiency messages in Spanish to reach Hispanic electric customers • Primary component of the program is an annual 18-week schedule of 30- second commercials promoting energy efficiency programs and initiatives
			Vinvimarr Tucker (SCE) (626) 302-1225 vinvimarr.tucker@sce.com	