
July 2, 2001

ADVICE 1555-E
(U 338-E)

PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA
ENERGY DIVISION

SUBJECT: Proposed Allocation of Senate Bill X1 5 (SBX1 5) Funding for SCE's California Alternate Rates for Energy (CARE) and Low-Income Energy Efficiency (LIEE) Programs

In compliance with Decision 01-05-033 (D.01-05-033), issued on May 3, 2001, Southern California Edison Company (SCE) hereby submits information requested by the California Public Utilities Commission (Commission) and a proposed allocation of the \$85 million in SBX1 5 CARE funding among utilities to cover costs for the projected CARE rate subsidy in excess of authorized CARE funding currently in rates.

PURPOSE

This advice filing includes a proposal and information in support of SBX1 5 allocations for SCE's CARE and LIEE programs. In addition, SCE seeks Commission approval to use SBX1 5 LIEE funds to implement the attached proposals SCE has received to establish Cool Centers in SCE's hot desert climates.

BACKGROUND

In D.01-05-033, Ordering Paragraph 8, the Commission directed SCE to submit an advice letter that includes: 1) authorized CARE funding currently in rates; 2) actual expenses to date for CARE administrative costs (including outreach), and subsidies/credits; 3) projections of CARE rate subsidy costs over the next 12 months, including projections of new enrollments; and 4) a proposed allocation of the \$85 million to cover those costs, based on need that cannot be covered with surcharge-generated revenues.

In addition, SCE believes that the Commission may find it appropriate to direct some SBX1 5 LIEE funding to establish Cool Centers, which will help low-income customers in the hot, desert climates in SCE's service territory by providing a cooled location these customers can visit in lieu of running air conditioning or other cooling devices. SCE has received proposals from third-parties that are willing to establish such Cool Centers. SCE hereby seeks Commission approval of these proposals to clarify that they are eligible for SBX1 5 LIEE funding.

SCE'S SBX1 5 CARE FUNDING PROPOSAL

SCE is currently authorized to recover \$50.680 million annually in rates for the CARE subsidy.¹ From January to May 2001, SCE's estimated CARE rate subsidy is \$20.331 million, and year-to-date administrative costs through May are \$0.359 million². SCE has provided Table 1 which illustrates the magnitude of SCE's CARE surcharge undercollection under various assumptions, including increasing the CARE discount from 15% to 20%, plus increased penetration due to the change in eligibility guidelines to 175% of the federal poverty level.

Table 1 – SCE CARE Data				
	Mar-01	Mar-01	Dec-01	Dec-01
Customers	587,696	587,696	690,000	750,000
Penetration Rate	69%	69%	69%	75%
Eligibility guidelines (% of poverty level)	150%	150%	175%	175%
CARE Discount %	15%	20%[1]	20%	20%
CARE Discount \$ (Millions)	60.06	80.15	94.10	102.29
Surcharge Recovered in Rates	50.68	50.68	50.68	50.68
Annual Shortfall \$ (Millions)	9.38	29.47	43.42	51.61

[1] Increasing the CARE discount to 20% alone while maintaining CARE enrollment at March 2001 levels increases the annual shortfall by around \$20 million to a total of around \$29.5 million.

SCE proposes the remaining \$85 million in SBX1 5 CARE funding be distributed among the utilities according to the current utility allocation that was adopted in

¹ SCE was authorized in D.00-07-020 to recover an additional \$1.264 million annually in public goods charge (PGC) funds to cover CARE program administrative costs. Subsequently, the Commission approved SCE's Advice 1484-E for LIEE and CARE Budget Augmentation (Attachment B Substitute Sheet), which increased the 2001 CARE administrative budget to \$1.321 million.

² SCE expects administrative costs to increase substantially as CARE outreach activities are expanded in response to D.01-05-033.

Resolution E-3285.³ The Commission in D.01-05-033 established a precedent in allocating the remaining \$15 million in SBX1 5 CARE funds for outreach according to this formula. If the Commission were to allocate the full \$85 million to the four utilities according to the formula, SCE would receive 30%, or \$25.5 million. As indicated in Table 1, the \$25.5 million already falls short of fully supplementing SCE's annual shortfall if no additional customers were to sign up for CARE. SCE believes that the other utilities face similar circumstances, and thus, no useful purpose would be served in developing a revised scheme for allocating these funds, given that it is almost certain that the total undercollection for the four utilities will far exceed the available \$85 million.

COOL CENTERS

SCE is seeking Commission approval to use SBX1 5 LIEE funds to implement the attached third-party proposals for the establishment of Cool Centers targeted at low-income customers. The Commission in D.01-05-033 allocated \$23.7 million of SBX1 5 LIEE and low- and moderate-income appliance funding to SCE for its Rapid Deployment program. Of the \$40 million allocated by the Commission to the four larger jurisdictional utilities, \$15 million was for the LIEE program, and \$25 million was restricted to appliance replacements only. SCE presumes the same ratio applies to its allocation, and therefore, presumes that approximately \$8.9 million is available for general LIEE services. On June 21, 2001, SCE received four proposals from a task force of community agencies in Riverside and San Bernardino Counties for funding to establish 29 "Cool Centers" within the Inland Empire. These Cool Centers would serve as locations where low- and moderate-income consumers, especially seniors, could congregate to seek relief from extreme heat conditions during the summer months and learn about conservation, energy efficiency programs, the CARE rate and the 20/20 rebate initiative. The funds, totaling approximately \$1.12 million, would cover utility costs for the centers, pay for staff, and provide transportation as needed. In one case, funds are also budgeted for new, high efficiency air conditioning and solar panel retrofits.⁴ Presumably, these funds would be made available as part of SCE's 2001-02 LIEE Rapid Deployment Program, as authorized in D.01-05-033.

Given the current energy crisis, low-income customers living in hot desert communities are more vulnerable than ever to health risks associated with possible power outages or decreased use of air conditioning due to higher energy costs. The

³ Res. E-3585, Ordering Paragraph 1.d, dated December 17, 1998. The Commission has continued to use this allocation in numerous occasions, most recently in D.01-05-033, page 58. According to the allocation, SCE would receive 30% of funding, Pacific Gas and Electric would receive 30% of funding, Southern California Gas would receive 25%, and San Diego Gas and Electric would receive 15% of the funding.

⁴ See Exhibits 1-4.

Cool Center concept endeavors to address this problem directly through a coordinated initiative at the local level.

However, since D.01-05-033 specifically requires that SCE use its SBX1 5 funding for the installation of energy efficiency devices and measures in the homes of qualified low-income customers, the Cool Center proposals cannot be implemented without further Commission authorization. Therefore, SCE requests such authorization, and will immediately enter into contracts with task force agencies as per their proposals once a decision is issued.

With the Commission's prompt approval of SCE's request to use SBX1 5 LIEE funding for the establishment of Cool Centers, SCE hopes that such centers can be operational during the hot summer months ahead.

No cost information is required for this advice filing.

This advice filing will not increase any rate or charge, cause the withdrawal of service, or conflict with any other schedule or rule.

EFFECTIVE DATE

This advice filing is made in compliance with Commission D.01-05-033 and is effective upon filing. SCE respectfully requests that the Commission Rule expeditiously in order that any subsequent directives from the Commission can be incorporated in SCE's rapid deployment efforts.

NOTICE

In accordance with Section III, Paragraph G, of General Order (GO) No. 96-A, SCE is mailing copies of this advice filing to the interested parties shown on the attached service list and A.00-11-009, et. al, and Rulemaking 98-07-037. In consideration of SCE's rapid deployment efforts, SCE requests expedited treatment of this advice filing and a limitation of any protest period to no more than 10 days after the date of this advice filing. Address change requests to the attached GO 96-A Service List should be directed to Emelyn Lawler at (626) 302-3985 or by electronic mail at Emelyn.Lawler@sce.com. For changes to the A.00-11-009 and R.98-07-037 Service Lists, please contact the Commission's Process Office at (415) 703-2021 or by electronic mail at lpd@cpuc.ca.gov.

Further, in accordance with Public Utilities Code Section 491, notice to the public is hereby given by filing and keeping the advice filing open for public inspection at SCE's corporate headquarters. To view other advice letters, log on to SCE's web site at <http://www.sce.com/>, and choose the Regulatory Info Center/Advice Letters.

For questions, please contact John Fasana at (626) 302-8199 or by electronic mail at John.Fasana@SCE.com.

Southern California Edison Company

Akbar Jazayeri

AJ:jf/eml
Enclosures

Attachment A

Fair Housing Council of Riverside County, Inc., Cool Centers Budget
July 1 - October 31, 2001
BRITE Lites

	Line Item Expenses	Item Cost or Expense (month or unit)	Yearly Cost/Expense (Costs run all year)	One Time Cost	Monthly Cost/ Expense (5 Months)
1	4-Cool Centers: Electric Bill	1,000/mth			4,000
2	4-Cool Centers: Facilities	500/mth			2,000
3	Marketing & Outreach				
	Printing Materials			1,000	
	Booths	100/mth			100
3a	Media Plan & Buys				
	Press Enterprise				524
	Voice News				250
	La Prensa				116
4	1-Project Director (800 hrs)	2,240/mth	26,880		2,240
5	1-Project Coordinator Rubidoux (800 hrs)	1,760/mth	21,120		1,760
6	1-Project Coordinator Mead Valley/Perris	1,760/mth			1,760
7	1-Project Coordinator Moreno Valley	1,760/mth			1,760
8	1-Project Coordinator Highgrove	1,760/mth			1,760
9	Payroll Expenses/Benefits 20%			9,280	
10	Office Supplies	300/mth			300
11	Administrative Costs 6%			3,340	
12	Communications	Estimated			550
13	4-Cell Phones (purchase)	200		800	
	4-Cell Phones (service)	49			245
14	800 Phone Line	400/mth	4,800		400
15	Accounting/Bookkeeping	150/mth		650	
16	Travel/Transportation 20,000 miles	\$.325/mile		6,500	
17	Insurance Binders (4)	300/Center		1,200	
	Insurance - Auto	\$50/mth		200	
					17,765
			52,800	22,970	88,825
					164,595

Cool Centers Proposal Solutions For The Desert Communities Of The Inland Empire

**The Fair Housing Council of Riverside County,
Inc.
B.R.I.T.E Lites Program
3600 Lime Street, Suite 613
Riverside, CA 92501
Phone: 909-682-6581
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BACKGROUND:

The Fair Housing Council of Riverside County, Inc., (FHCRC) began in 1986 as a division of the Housing Authority of Riverside County. In 1992, the organization became a recognized 501 (c)(3) non-profit charitable and educational organization. The FHCRC was organized in order to affirmatively further the fair housing rights of all people in the City of Riverside through education and training in the areas of fair housing laws and landlord/tenant matters. During the thirteen-years that the organization has been in operation, their services have expanded to include the County of Riverside and the City of Fontana in San Bernardino County. In 1999, the agency again expanded its services to include a lead-based paint education and information program and a fair housing enforcement program. In 2000, the FHCRC received a California Public Utilities Commission, (CPUC), Electric Education Trust Administrative Committee grant (EETAC) for our Bringing The Right Information To Everyone Program, (B.R.I.T.E. Lites) to educate low income residents on the changes in the electricity utility. The FHCRC carries out its mission through three components, education, training and technical assistance and enforcement.

The FHCRC has established a very positive and cooperative working relationship with local governments throughout the county. The cities of Corona, Moreno Valley, Palm Springs, Riverside, Riverside County and Fontana (San Bernardino County) all have contracts with FHCRC for fair housing and landlord/tenant services. The FHCRC has been a participant in Riverside County's Continuum of Care Collaborative. This group consists of representatives from local governmental and community-based organizations who are working together to respond to the needs of the homeless population. Additionally, the agency has representatives on the Riverside County's Housing Technical Advisory Committee and on the City of Riverside's Partners for Home Ownership.

MISSION STATEMENT:

The Mission of the Fair Housing Council is to provide comprehensive services which affirmatively address and promote fair a housing (anti-discrimination) rights, and further other housing opportunities for all persons without regard to race, color, national origin, religion, sex familial status, (presence of children), disability, ancestry, sexual preference, age, marital status, or other arbitrary factors.

Agency Philosophy "The Right to Fair Housing is a Fundamental Right"

NASCENCE OF COOL CENTERS:

We will establish Cool Centers in the Inland Empire. The concept for this project was the result of a team effort by a task force of Inland Empire community-based organizations. It was found that consumers with individual and small group energy emergencies or extenuating circumstances lacked an accessible location where they could seek assistance and/or shelter for relief. It was also discovered that there were no energy emergency programs in the target areas and the task force was unable to locate a state or public service agency which offered an energy emergency program.

In addressing the education and outreach needs of consumers in their respective service areas, the Inland Empire community-based non-profits realized that they could not be effective in addressing consumer choice in electric utility if they were not going to respond to the energy crisis and its impact on low income residents, especially seniors above 62 years of age and families with children below the ages of five. The group was determined to find a way to provide assistance to poor consumers. Four of the members of the (IEEETAC) came up with a way to assist these consumers receive relief from soaring utility bills and extreme heat. In the desert where San Bernardino and Riverside County are located temperatures in the summer rise to 115 degrees.

This proposal has surfaced, as a result of nonprofit collaboration and a strategic plan to address the energy crisis. In preparing this grant proposal, we have collaborated with three other Southern California Inland Empire grantees; La Liga Nacional de Consumidores from Indio, Operation Grace from San Bernardino and Wake-Up, Inc. (Barstow Resident Advisory Group) from Barstow in order to develop the concept of the "Cool Centers." We understand that of the above organizations they have incorporated the Cool Centers energy conservation component into their proposals to the CPUC. The goals, objectives and purposes of the Cool Centers for each organization will be essentially the same. However, their locations and their target areas will be different due to the location of each organization. To obtain consistency and continuity the CBO's will work together on processes and procedures.

ISSUES TO BE ADDRESSED IN THE COOL CENTERS PROJECTS:

The Cool Centers will serve all consumers with an emphasis on those with low to moderate income. The project will operate with the collaboration and cooperation of all Inland Empire Community Based Organizations, (IECBO) who participates in the Inland Empire Electric Education Trust Administrative Committee, (IEEETAC). The Community Based Organizations will refer individuals and small group energy emergencies from their communities to the Cool Centers in their area.

During the summer months, senior citizens, the disabled and young children are the most vulnerable and most at risk for health problems due to extremely high temperatures (in excess of 100 degrees). These groups are also more likely to be low income and unable to pay the exorbitant cost of running their air conditioners extended periods of time. Health problems and the inability to pay high utility bills create a crisis

situation for these residents. After working with other community based organizations, we have developed this unique approach which will address both the health concerns of these individuals and the rising costs of electric utilities by establishing Cool Centers at various public facilities in the target areas.

The services offered by the “Cool Centers” will assist consumers with issues regarding the payment of their electric bills and with problems relating to the reading of their electric meters. Additionally, the centers will offer mediation services related to circumstances involving energy. During rolling black-outs, transformer blow-outs and shut-offs conducted by utility companies, the centers will provide energy emergency items including (but not limited to), flashlights, ice chests and blankets. During days of extreme heat, the centers will refer individuals and small groups to their local Cool Centers during the “peak hours” of energy usage. The participants will also receive assistance in learning how to read their energy bills, learning about discounts and rebates and will be provided with the latest and most updated information regarding opportunities for energy conservation and efficiency. All services will be provided in English and Spanish. When needed services will be provided in Asian, Braille and other languages.

As administrators and coordinators for the “Cool Centers” we will establish the locations for the centers. These will be designated locations where individuals and small groups can go to relax and meet others in their neighborhood, obtain relief from the heat and conserve energy by eliminating usage in their homes while at the centers. Transportation will be provided for those who are unable to arrive at the centers on their own. The centers will be promoted on local television news and public service announcements. They will also be promoted on local radio public service announcements and commercials, newspapers and other forms of media.

SCOPE OF WORK/PROJECT STRATEGIES AND METHODOLOGIES:

Geographic Areas/Target Population

The Fair Housing Council of Riverside County proposes to serve all of Riverside County, excluding the cities of Banning and Riverside. The target population will be low-income residents whose family income is 50% (\$26,450) less than the San Bernardino-Riverside County median income of \$43,330. According to the 2000 U.S. Census, there are 46,551 families in the target area who fall into this category. Additionally, according to the 2000 U.S. Census, there are 83,270 households in the target areas who fall into this category. Approximately 269,474 people will be targeted for participation in this program.

In order to ensure that low- income and under served consumers have access to the Cool Centers and information regarding electricity restructuring and energy conservation and to guarantee that they are educated and possess the ability to make informed decisions we will utilize a variety of approaches as described below:

Fair Housing Council of Riverside County, Inc.
Cool Centers Programs

Establish Cool Centers to provide energy conservation, education as well as relief from soaring temperatures and remove the strain from electric services during peak hours.

Conduct educational sessions at community centers, churches, temples, braille institutes, mosques and other locations in the program's geographic service area.

Provide promotional materials, conduct workshops and make educational presentations in several languages (e.g. Spanish and a variety of Asian languages).

Provide energy conservation training to staff and volunteers of community-based organizations located in the program's geographic target areas.

Conduct community workshops to assist ratepayers in obtaining the 20/20 summer energy rebate.

Purchase energy efficient fluorescent light bulbs (and other energy efficient products) and distribute them to the consumers who attend the workshops and presentations conducted at the Cool Centers.

Teach consumers how to identify and avoid scams, by making materials and education sessions available on the subject at Cool Centers.

Assist consumers in understanding baseline rate charges.

Schedule community presentations by representatives from Southern California Edison, who will discuss rebates and other energy conservation programs.

Invite Home Depot, Lowes and other home improvement centers to demonstrate energy conservation products and tools.

Conduct workshops and information sessions to inform ratepayers about the California Alternative Rates for Energy (CARE) program and assist them in determining if they are exempt from rate increases.

These Cool Centers will be innovative, energy conservation centers which will also provide a cool place for the above stated individuals to find relief during the hot summer months. Because they are public facilities and open during the times when the temperatures are at their highest, these facilities are seen as perfect places for seniors, the disabled and families with young children to find relief. An additional aspect to the uniqueness of this approach is that the centers will also be a place where the program staff and volunteers can easily reach the consumers in order to develop a data base, to educate the consumers about electricity restructuring and to provide them with important information.

We will work with other CPUC, IEEETAC grantees to further improve the delivery of services to assist the poor make informed choices for their utility services and to respond to the state of emergency created by the energy crisis. CPUC grantees from Barstow, Blythe, Redlands, Palm Springs, Perris, San Bernardino, Indio, Riverside County and Coachella Valley have been meeting monthly to develop independent and collective approaches to responding to this problem. The organizations have formed a network, which enables them to communicate, support one another and exchange information and will be supporting each other in the establishment of Cool Centers.

Innovative and Unique Approaches:

We intend to operate four (4) Cool Centers from June 2001 through October 2001. The sites were determined through agreements with three (3) cities and one (1) private nonprofit organization. Space will be made available for seniors age sixty-two (62) and above and for families with children under the age of six (6). Transportation will be provided to the target population based upon need. In other cases, the Program Coordinator will work with local public transportation agencies to secure bus passes for participants. Each Cool Center will provide services to approximately 200 target group residents per week.

The FHCRC's Cool Centers will serve the unincorporated areas of Rubidoux, Highgrove, Mead Valley and the City of Moreno Valley. The Mead Valley Community Center is located in an unincorporated, low income, rural area, west of the City of Perris. It has a total population of 31,870. Of that number, 4,102 individuals are age sixty-two (62) and older. Further, 4,219 are age six (6) and under. The City of Perris has a total population of 12,436. Of that number, 1,051 individuals are age sixty-two (62) and older. Further, 2,245 individuals are age six (6) and under. Moreno Valley has a total population of 118,779 of which, 6,073 individuals are age sixty-two and older. Additionally, 19,136 individuals are age six (6) and under. The unincorporated area of Highgrove has a total population of 3,175. Of that number, 194 individuals are age sixty-two (62) and older. There are 447 individuals in Highgrove who are age six (6) and under. The targeted portion of the unincorporated area of Rubidoux has a total population of 24,367. There are 2,115 individuals who are age sixty-two (62) and older. There are 3,535 individuals who are age six (6) and under. The above numbers were taken from the 2000 U.S. Census. A total of 4,800 of these people will be served at the Cool Centers between June and October.

A Cool Center will be a neighborhood community-based or public community center where low-income consumers can go during "peak hours" of the day. The proposed program will serve up to 50 seniors and families with children on a daily basis from Monday through Saturday. Participants will be provided with

information on the location of indoor community events which will take place on Sundays. The participants will also be given coupons, free admissions, bus passes and discounts so that they may attend these events. This would enable them to turn off their electricity and to keep cool at the community centers.

The Cool Centers will serve as an educational and information resource for consumers. While at the center, the staff and volunteers will assist consumers in learning to read and understand their utility bills, show them how to respond to and reconcile meter reading problems, prepare for rolling blackouts, transformer blow outs and shut off of service by utility companies. Another service of the Cool Centers will be to conduct energy conservation sessions, energy analysis and workshops.

Five percent (5%) of the participants from each Cool Center will be selected by the Program Coordinator to participate in an electric energy audit. Their use and type of appliances, lights and bulbs will be checked and they will be educated on how to improve their conservation efforts so their consumption of energy will be reduced. The Program Coordinator will follow up with the appropriate utility company on these audits so they can correct problems and resolve matters that will result in improved energy consumption.

The audits will begin in June 2001. The Program Coordinator and volunteers will monitor these participants for (5) months to increase the chances of consumers changing their behavior and use of electricity. The follow-up will include checking the neighborhoods of target area participants to identify substandard houses that are in need of weatherization and other improvements that are energy efficient. Once the homes are identified, they will be referred to the Riverside County Department of Community Action for weatherization assistance.

GOALS OF COOL CENTERS PROGRAMS:

Improve consumers' ability to make informed decisions regarding how they will be affected by the changes in the State's electricity industry and the effect on their electricity service.

Reduce energy consumption and the threat of loss of service by providing resources and information that will result in less consumption of energy and reduced costs for consumers.

Increase consumer knowledge and use of energy efficient products.

Increase ratepayers' participation in the 20/20 Energy Summer 2001 Rebate Program.

Increase consumer awareness on industry abuses.

Reduce consumer energy consumption by at least 10%.

Assist ratepayers in receiving a 20 percent rebate on their summer electric bill because their electricity use will be 20% less than last summer's level.

OBJECTIVES OF COOL CENTERS PROGRAMS

Develop Cool Centers to provide a cool healthy and safe environment and consumer education on energy conservation to 50 consumers per day at each site.

Educate consumers on how to avoid abuses such as electric energy fraudulent products slamming and cramming.

Reduce peak hour usage.

EVALUATION

Our program evaluation will focus on events and activities, consumer feedback and the feedback from community-based organizations. The progress and effectiveness of the program will be evaluated using the following:

Written evaluation forms will be distributed to individuals who participate in workshops. These evaluations will ask participants for feedback on the quality of the presentation, the usefulness of the materials distributed, community events.

Track the utility bills of at least 20 participants from each of the Cool Centers to determine the effectiveness energy conservation education has on utility consumption.

100 consumers will be asked to complete a questionnaire at the completion of an information workshop to determine their energy consumption and knowledge of electricity restructuring.

Feedback surveys from community and faith-based service providers.

The Cool Centers projects will have (1) full-time Cool Center Program Director and (4) Coordinators. The full-time positions will assist the current CPUC Electric Restructuring Educational Coordinator by facilitating the preparation of the flyers, graphic materials, correspondence, reports, the development of a database of participants, conducting follow-up interviews, basic clerical duties and assist

with the fiscal record keeping. These responsibilities will cover the preparation of invoices, the processing of purchase orders and other financial forms, the preparation of the staff's payroll documents for the project as well as other accounting related clerical duties.

COLLABORATIVE PARTNERS

Family Services Association of Western Riverside County - The Mead Valley Community Center which is operated by FSAWRC, will be a Cool Center site. The center is located at 21091 Rider Street, Perris. The agency will provide the site for seniors and families with young children to find safe cool places.

Southern California Edison - Representatives from SCE will conduct community workshops informing consumers and small businesses about rebate programs and energy conservation programs and products.

Riverside County Department of Community Action - Will provide weatherization and utility payment assistance information and services.

La Liga Nacional de Consumidores and - This organization will establish (9) Cool Centers in the desert communities. The organization will work cooperatively on establishing forms, procedures and programs.

Operation Grace - Will establish a Cool Center at their location on Norton Air Force Base for San Bernardino County.

Wake-Up, Inc.,(Barstow Resident Advisory Group, Inc.) - Will provide (4) Cool Centers in the High Desert areas in San Bernardino County of Barstow and Victorville.

Torres Martinez Desert Cahuilla Indians Tribal Council - Currently have a networking relationship.

Morongo Band of Mission Indians - Established contact to present energy efficient information.

Fair Housing Council of Riverside County, Inc.
Cool Centers Programs

Fair Housing Council of Riverside County, Inc., Cool Centers Budget					
July 1 - October 31, 2001					
BRITE Lites					
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16	Travel/Transportation 20,000 miles	\$.325/mile		6,500	
17	Insurance Binders (4)	300/Center		1,200	
	Insurance - Auto	\$50/mth		200	
					17,765
			52,800	22,970	88,825
					164,595

**A “Cool Centers” Project Proposal
For Riverside County, California
Summer 2001**

Prepared and Coordinated By

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Why this Project? Why these CBO's?

1. ***We are a functioning collaborative network*** of Community Based Organizations (CBO's) in the desert region of Southern California: the Inland Empire of Riverside and San Bernardino Counties including the Coachella Valley to Blythe, California
2. ***We are currently collaborating (as a group) on several projects related to the energy crisis*** and related services for consumers.
3. ***We have the capacity to mobilize and establish this project immediately (15 to 20 days)***
4. ***We have collectively identified and will establish fifteen (15) Cool Center*** locations in Riverside County.

This means we can be operating in the heat of the summer 2001, serving the people who need it the most, when the need is the greatest. Operating this project this summer, this quickly, will result in an opportunity to “point with pride” at the good and timely works of the CPUC & SCE working with the Inland Empire CBO's to serve low-income consumers now with critical assistance.

The concept for this project is the result of a team effort by a task force of Inland Empire community-based organizations who are grantees of the CPUCEETAC Electric Consumer Education Grant Cycles I & II. During our year of outreach in our communities we found that consumers with individual and small group energy emergencies or extenuating circumstances lacked an accessible location where they could seek assistance and/or shelter for relief. It was also discovered that there were no energy emergency programs in place in the target areas. The task force was unable to locate a state or public service agency that offered a comprehensive energy emergency program. Additionally, we found that low-income assistance program sign-ups were not happening in the hardest to reach rural, immigrant, farm worker Spanish-speaking communities of the Coachella Valley and Blythe. A June 8th, 2001 editorial, the Los Angeles Times stated that there were very dismal sign-up statistics and many obstacles that consumers had to overcome in order to participate in these programs.

The Cool Centers will serve all consumers with an emphasis on those with low to moderate-income including (but not limited to): seniors, young children, the physically or medically challenged, minorities including African Americans, Asians, and particularly immigrants Hispanics, farm workers, and their families. We will serve the people most in need, who have not been identified or who have simply “fallen through the cracks” where energy assistance and low-income programs have not reached them. We will do this through culturally appropriate marketing, media, and outreach at the Cool Centers in English and Spanish. We are prepared to add services in additional languages, if necessary, as member agencies and organizations in our extended network include Vietnamese, Korean, Chinese and many other ethnic minorities.

The project will operate with the ongoing collaboration and cooperation of our extended network of all Inland Empire Community Based Organizations, (IECBO) who participate in the current Cycle II of our EETAC Project. Those Community Based Organizations will refer individuals and small group energy emergencies from their communities to the Cool Centers in their areas.

Geographic Areas Served and Target Populations – Who will we serve and where?

Our collaborative Cool Centers project has been divided into **two regions** by county.

Region #1:

San Bernardino County (serving San Bernardino and the Upper Desert) This area is being operated and budgeted through **Operation Grace (Pastor Jeffery Moorehead)**, and **Wake-Up, Inc./BRAG (Mr. Glendon Morales)**. Those proposals and budgets are being submitted under separate cover.

Region #2 – 15 Cool Centers

This proposal covers Riverside County (serving the entire county, excluding the City of Riverside, including the unincorporated areas of the county):

Area 1 – 4 Cool Centers in Rubidoux, Highgrove, Mead Valley, the City of Moreno Valley, and Perris

Area 2—4 Cool Centers in Hemet and Temecula (and rural areas)

Area 3—5 Cool Centers in Palm Springs, Desert Hot Springs, Cathedral City, and Thousand Palms (and rural areas)

Area 4—2 Cool Centers in the City of Blythe (and rural areas)

Area 1 is operated and budgeted by The Fair Housing Council of Riverside (budget being forwarded June 18, 2001 under separate cover). Area 2 is operated by Wake-Up, Inc. Area 3 is being operated by La Liga Nacional de Consumidores. Area 4 is operated by Escuela de la Raza. The budgets and operation for Area 2, 3, & 4 are incorporated into the budget of La Liga Nacional de Consumidores. La Liga would distribute funds to the Region 2 collaborating partners.

Cool Center Operations and Programs

As administrators and managers for the Riverside County “Cool Centers” we will establish the fifteen (15) locations for the Centers. We will recruit and train a corp of volunteers who will be paid a stipend to work four (4) hour shifts from 11:30 a.m.-3:30 p.m. and 3:00 p.m.-7:00 p.m. daily, Monday through Saturday. The Centers are designated locations where individuals and small groups can go to relax, meet others in their neighborhood, obtain relief from the heat, and conserve energy by eliminating usage in their homes while at the Centers.

The services offered by the Cool Centers will assist consumers with sign-up for all low-income energy assistance programs offered by the utility. All services will be provided in English and Spanish. We will assist them with energy conservation education and give them information about energy efficiency programs. We will help them with issues regarding the payment of their electric bills and with problems relating to the reading of their electric meters. During rolling blackouts, transformer blowouts, and shut-offs conducted by utility companies, the Centers will provide some energy emergency items including (but not limited to); flashlights, ice chests, blankets, and first aid kits.

Cool Centers Marketing & Media Plan

We will emphasize the promotion of the Cool Centers in local rather than regional media through ethnic/minority community press, on local television news and public service announcements on radio and

television channels. All media will be produced in English and Spanish. Our project directors and coordinators will work in tandem with our marketing consultant to visit (in person) all media contacts about “Cool Centers”. Two of the collaborating partners already have media personnel at their disposition; several already have PSA’s in place, and one owns a local Hispanic radio station. Each of the collaborating partner executives is already a resource for the media in their geographic area. Our collective media relations are excellent and we are networked regionally. We are the established experts in our communities as it relates to our constituents.

Information Technologies & Data Management

Each collaborating partner has office locations with computers, e-mail, and staff to intake consumer calls. Additionally, we will set-up a toll free 800 telephone line (in English and Spanish) for the region, from which we will direct consumers to the Cool Centers, assist them with information about the Centers, intake their issue, complaint or concern. We will provide follow-up and referral to the utility for all programs we process through the Cool Centers. Additionally, we will manage a database collectively of all emergency services and locations of Cool Centers in our region. We already meet regularly and will continue to do so throughout this project. Our project directors and managers will be in daily communication.

Logistics and Transportation Coordination

We have met with and appointed SunLine Transit as the coordinating transportation agency for Riverside County. SunLine is eager to assist with this very needed project. A SunLine executive project coordinator has been assigned to collaborate for our project with Riverside County Transit Authority, and others. SunLine staff will help us create an efficient and accessible transportation for fixed route and rural parts of the geographic service area for the project. We are attempting to establish new no cost or low cost transportation solutions at the consumer level to be provided to those individuals who are unable to arrive at the Centers on their own. This is being done in a coordinated and collaborative manner between the two largest transportation agencies in Riverside County and our group. Additionally, we will have transportation located at each region office for emergencies (Hemet, Temecula, Riverside, Indio, and Blythe)

Other Collaborating Agencies & Services (already identified and contacted)

- **Western Riverside County Organization of Governments (WRCOG) & Elected Officials**
- **Coachella Valley Association of Governments (CVAG) & Elected Officials**
- **Coachella Valley Mexican American Chamber of Commerce (CVMACC)**
- **Corporation for National Service (CNS)**
- **The City of Blythe, California & Elected Officials**
- **SunLine Transit & Community Partnership**
- **Riverside County Transit Authority (RTA)**
- **Riverside County Department of Emergency Services (& Regional Offices)**
- **Latino Peace Officers Association**
- **All City’s Chambers of Commerce**
- **Moreno Valley Hispanic Chamber of Commerce**
- **Banning Pass Hispanic Chamber of Commerce**
- **Greater Riverside Hispanic Chamber of Commerce**
- **All City’s Police, Fire, and Emergency Services & Facilities**
- **All School Districts, Colleges, Universities, and Public Libraries**
- **All Hospitals, Churches, Senior Centers, and Boys & Girls Clubs of America**

La Liga Nacional de Consumidores

“Cool Centers” Budget

July 1st – October 31st, 2001

Region #2 - Riverside County - Areas 2, 3 & 4

Low Desert– Coachella Valley & Blythe, California

(The Banning Pass to La Quinta, including Palm Springs, Palm Desert, Indian Wells, Cathedral City, Desert Hot Springs, Rancho Mirage, and Thousand Palms)

Hemet and Temecula, California

	Line Item Expenses	Item Cost /Exp. (month or unit)	Yearly Expense (Costs run one year)	One-Time Cost	Monthly Cost / Expense (5 Months)
1	11—CoolCenters: Electric Bill	1,000.00			11,000.00
2	11—Cool Centers: Programs	** 750.00			8,250.00
2a	11—Cool Centers Volunteer Stipends & Related Expenses	* 250.00 <i>Partial Expense</i>			2,750.00
3	Marketing & Outreach Plan			\$ 5,250.00	
3a	Media Plan & Buys	<i>Estimated **</i>			3,790.00
4	1—Project Director (Coachella Valley & Blythe)		30,000.00		2,500.00
5	1—Project Manager (Hemet & Temecula)		26,000.00		2,166.66
6	1—Part-Time (25% of Secretary/Admin/	3,200.00			800.00
7	800 Line I&O Receptionist		18,200.00		1,516.00
8	2 Project Coordinators (Coachella Valley & Blythe)	1,600.00			3,200.00
9	1—Project Coordinator (Hemet & Temecula)				1,600.00
10	30% Indirect Costs				7,971.79
11	30% Payroll Expenses/Benefits				3,534.79
12	Office Supplies	Estimated **			650.00
13	Rent (3 locations-partial)				1,000.00
14	Communications: Phone/Fax/Fed Ex/Postage	Estimated **			750.00
15	5—Cell Phones	50.00			250.00
16	800 Phone Line	Estimated **	9,600.00		800.00
17	Accounting and Bookkeeping				150.00
18	Travel & Transportation	Estimated **			1,250.00
19	3 Vans	400.00			1,200.00
20	Insurance (Liability)			\$ 1,280.00	
21	Insurance (Auto)				1,200.00
	Sub-Totals:		\$83,800.00	\$6,530.00	\$56,329.24
	Total Monthly Costs (5 Months)				\$ 281,646.20
	Total “Other” Costs (7 Months)		\$ 48,878.62		
	Total “One-Time” Costs			\$6,530.00	
	TOTAL PROJECT COSTS:				\$ 337,054.82

**La Liga Nacional de Consumidores –
Cool Centers Budget for Riverside County, California**

Budget Special Considerations:

* This amount covers only critical volunteer related expenses, such as gasoline, and other small expenses. The success of our volunteer assistance program at the Cool Centers is contingent upon SCE providing the approved \$12.00 per sign-up for low-income assistance programs. Volunteers will be trained to complete all low-income assistance applications such as CARE, and they will be informed about conservation and efficiency programs. Sign-up form reports will be submitted to SCE on a monthly basis, in groups of a minimum of one hundred (100). Sign-up fees are due within 30 days of reporting to La Liga Nacional de Consumidores.

Note: The CEC and CPUC are assisting to prepare surveys and reporting systems for this project. SCE assistance and collaboration for training and materials will be appreciated.

** These line item expenses are variable and can only be estimated at this time. The monthly billing and invoices for these items will be included in reporting for the program to SCE & the CPUC, and for accurate payment of these services and programs.

Operation Grace Background

Operation Grace has been a non-profit since 1993. It was formed from Grace Chapel Inc., a religious corporation. In the effort to do more community work board members of Grace Chapel sought to find different ways to help the needy in our community.

From there Operation Grace was formed and incorporated into a separate non-profit corporation. Operation Grace has its own 501 C 3 status. The charitable activities that we have performed in our neighborhood have been related mainly to housing and supportive services activities. Our housing division provides emergency housing in the form of motel vouchers, temporary or transitional housing or referrals to shelters.

Operation Grace is a Community Housing Development Corporation which has been approved by the County of San Bernardino to provide affordable housing. Our organization has worked with our housing clients and utility companies to educate clients on various utility programs to reduce their bills and to conserve energy. We have total grant budgets of approximately \$300,000 and working relationships with the Housing and Urban Development, City and County of San Bernardino Economic Development Departments. We have been established on the former Norton AFB as a federal emergency disaster sight. As a homeless provider we are a part of the County's Homeless Coalition sponsored by Community Services Dept. Operation Grace is the headquarters for the Consumers Choice Cooperative. This energy cooperative represents over 300 CBO's.

Cool Center Objectives

The Cool Centers will serve all consumers in San Bernardino County with an emphasis on those with low to moderate income. The project will operate with the collaboration and cooperation of all Inland Empire Community Based Organizations, (IECBO) who participate in the Electric Education Trust Administrative Project (EETAC). The Community Based Organizations will refer individuals and small group energy emergencies from their communities to the Cool Centers in their area.

Our cool center will be a place where people can come to take advantage of a cool place while lowering their electric bill and receiving energy education. We will establish two Cool Centers in San Bernardino. It was found that consumers with high energy bills lacked an accessible location where they could seek assistance and/or shelter for relief from the heat and high energy prices. It was also discovered that there were no energy emergency programs in the target areas and the task force was unable to locate a state or public service agency which offered an energy emergency program.

During the summer months, senior citizens, the disabled and young children are the most vulnerable and most at risk for health problems due to extremely high temperatures (in excess of 100 degrees). These groups are also more likely to be low income and unable to pay the exorbitant cost of running their air conditioners for extended periods of time. Health problems and the inability to pay high utility bills creates a crisis situation for these residents. After working with other community based organizations, we have developed this unique approach which will address both the health concerns of these individuals and the rising costs of electric utilities by establishing Cool Centers at various public facilities in the target areas.

Cool Center Sites

Operation Grace will have the following sites as Cool Centers:

These cool centers will cover the areas of Highland, Redlands, Loma Linda, Fontana, San Bernardino, Mentone/Yucaipa, and Ontario.

Four cool centers will be located on the former Norton AFB.

- 1. Operation Grace 1595 E. Art Townsend Drive, San Bernardino**
- 2. Operation Grace, 105 Del Rosa, San Bernardino (Youth Ctr)**
- 3. Gents Organization, 1462 E. Art Townsend Drive, San Bernardino**
- 4. NCO Club/Palm Meadows (Directly Adjacent to 105 Del Rosa)**

- 5. Y Alliance, 16 E. Olive, Redlands, CA**

- 6. Boys and Girls Club 1180 W. 9th Street, San Bernardino**

- 7. Johnson Hall community Center, 906 N. Wilson, San Bernardino**

- 8. Bethany Community, 1550 N. Palmetto Ave., Ontario**

Education Plan

The services offered by the “Cool Centers” will assist consumers with issues regarding the payment of their electric bills and with problems relating to the reading of their electric meters. Additionally, the centers will offer mediation services related to circumstances involving energy. During rolling black-outs, transformer blow-outs and shut-offs conducted by utility companies, the centers will provide energy emergency items including (but not limited to); flashlights, ice chests and blankets. During days of extreme heat, the centers will refer individuals and small groups to their local Cool Centers during the “peak hours” of energy usage. The participants will also receive assistance in learning how to read their energy bills, learning about discounts and rebates and will be provided with the latest and most updated information regarding opportunities for energy conservation and efficiency and solar opportunities. All services will be provided in English and Spanish.

Transportation

Transportation will be provided for those who are unable to arrive at the centers on their own. The centers will be promoted on local television news and public service announcements.

They will also be promoted on local radio public service announcements and commercials, newspapers and other forms of media.

Geographic Areas/Target Population

- The target population will be low- income residents whose family income is 50% (\$26,450) less than the San Bernardino-Riverside County median income of \$43,330.

In order to ensure that low- income consumers have access to the Cool Centers and information regarding electricity restructuring and energy conservation and to guarantee that they are educated and possess the ability to make informed decisions we will utilize a variety of approaches as described below:

- Conduct workshops and information sessions to inform ratepayers about the California Alternative Rates for Energy (CARE) program and assist them in determining if they are exempt from rate increases.
- Establish Cool Centers to provide energy conservation, education as well as relief from soaring temperatures and remove the strain from electric services during peak hours.
- Provide promotional materials, conduct workshops and make educational presentations in several languages (e.g. Spanish and a variety of Asian languages)
- . Conduct educational sessions at community centers, churches, temples, Braille institutes, mosques and other locations in the program's geographic service area.
- Establish a network of wholesale that are qualified to install solar panels at a reasonable price.
- Make our Cool Center "Solar Operated" so that we can conserve more and operate at maximum efficiency so that we can lower government dependency on funding.
- Provide energy conservation training to staff and volunteers of community-based organizations located in the program's geographic target areas.
- Conduct community workshops to assist ratepayers in obtaining the 20/20 summer energy rebates.
- Teach consumers how to identify and avoid scams, by making materials and education sessions available on the subject at Cool Centers
- . Purchase energy efficient fluorescent light bulbs (and other energy efficient products) and distribute them to the consumers who attend the workshops and presentations conducted at the Cool Centers.
- Schedule community presentations by representatives from Southern California Edison, who will discuss rebates and other energy conservation programs.
- Invite retail centers to demonstrate energy conservation products and tools.

We will work with other CPUC grantees to assist the poor in making informed choices for their utility services and to respond to the state of emergency created by the energy crisis. CPUC grantees from Barstow, Blythe, Redlands, Palm Springs, Perris, San Bernardino, Indio, Riverside County and Coachella Valley have been meeting monthly to develop independent and collective approaches to responding to this problem. The organizations have formed a network that enables them to communicate, support one another and exchange information and will be supporting each other in the establishment of Cool Centers.

In addressing the education and outreach needs of consumers in their respective service areas, the Inland Empire community-based nonprofits realized that they could not be effective in addressing consumer choice in electric utility if they were not going to respond to the energy crisis and its impact on low income residents, especially seniors above 62 years of age and families with children below the ages of five. The group was determined to find a way to provide assistance to poor consumers. Four of the members of the Inland Empire Electric Education Trust Administrative Committee, (IEEETAC) came up with a way to assist these consumers receive relief from soaring utility bills and extreme heat. In the desert where San Bernardino, Riverside County and Fontana are located temperatures in the summer rise to 115 degrees.

Innovative and Unique approaches:

We intend to operate 2 Cool Centers from June 2001 through October 2001. Space will be made available for seniors age sixty-two (62) and above and for families with children under the age of six (6). Transportation will be provided to the target population based upon need. In other cases, the Program Coordinators will work with local public transportation agencies to secure bus passes for participants. Each Cool Center will provide services to approximately 500 target group residents per week.

Five percent (5%) of the participants from each Cool Center will be selected by the Program Coordinator to participate in an electric energy audit. Their use and type of appliances, lights and bulbs will be checked and they will be educated on how to improve their conservation efforts so their consumption of energy will be reduced. The Program Coordinator will follow up with the appropriate utility company on these audits so they can correct problems and resolve matters that will result in improved energy consumption.

The audits will begin in June 2001. The Program Coordinator and volunteers will monitor these participants for 6 months to increase the chances of consumers changing their behavior and use of electricity. The follow up will include checking the neighborhoods of target

area participants to identify substandard houses that are in need of weatherization and other improvements that are energy efficient. Once the homes are identified they will be referred to the Riverside County Department of Community Action for weatherization assistance.

EVALUATION

Our program evaluation will focus on events and activities, consumer feedback and the feedback from community-based organizations. The progress and effectiveness of the program will be evaluated using the following:

Written evaluation forms will be distributed to individuals who participate in workshops. These evaluations will ask participants for feedback on the quality of the presentation, the usefulness of the materials distributed, community events.

Track the utility bills of at least 20 participants from each of the Cool Centers to determine the effectiveness energy conservation education has on utility consumption.

100 consumers will be asked to complete a questionnaire at the completion of an information workshop to determine their energy consumption and knowledge of electricity restructuring.

Feedback surveys from community and faith-based service providers.

The Cool Centers projects will have full-time Cool Center Coordinators/Clerks. The full-time positions will assist the Educational Coordinator by facilitating the preparation of the flyers, graphic materials, correspondence, reports, the development of a data-base of participants, conducting follow-up interviews, basic clerical duties and assist with the fiscal record keeping. These responsibilities will cover the preparation of invoices, the processing of purchase orders and other financial forms, the preparation of the staff's payroll documents for the project as well as other accounting related clerical duties.

Budget Descriptions of Line Items

Utility Rates- Monthly rates for the following:

Gas-
Electric-
Telephone-

Water-
Refuse-
Cable-

Hiring of Staff

Program Director- responsible for coordinating with major stakeholders to establish and keep contact between a list of consumers including senior citizens, low-income, physically challenged and disabled individuals. The director is also responsible for keeping contact with governmental, community based (CBO) and Faith Based Organizations. The director is also responsible for keeping the lines of communication open between major public institutions including hospitals and universities. The director will interface with the PUC, SCE as well identifying other funding sources.

Energy Conservation and Efficiency Coordinator- Responsible for overseeing outreach and linkages which are including but are not limited to consumer conservation energy programs such as HEAP and CARE.

Senior Coordinator- Responsible for rallying, educating and motivating senior citizens to become involved and enjoy the cool center.

Clerical Support- Responsible for all clerical activities.

Bus Driver- Responsible for drop off, pick up, and transportation for senior citizen,

Janitorial Worker- Responsible for daily breakdown, set-up, cleaning, and general maintenance of the cool center.

Activity Coordinator- responsible for programming of activities on a day to day basis. Making up schedules of activities, coordinating special events etc.

Marketing Coordinator- this is a contracted position that will be responsible for marketing all eight cool centers.

Operational Costs

Insurance

Rent: Paid for by Operation Grace.

Consumer Booth Supplies- Including reproduction costs, Security (alarm systems)

Transportation-

Fuel- for bus/transportation.

Maintenance- for bus/transportation.

Nutrition- Food bought and provided for cool center clients *Note: can also be donated from meals on wheels.

Emergency Operational Costs-

Two (2) Buses- Extra buses are needed to bus people to and from the cool center in the case that there is a major black out brown out in the county of San Bernardino.

Operation Grace Cool Center Budget
For Eight Cool Centers

	A	B	C	D
2	UTILITY RATES:		MONTHLY	TOTALS
3	For 8 cool centers	Electricity	\$ 9,500.00	\$ 38,000.00
4	" "	Gas	\$ 2,800.00	\$ 11,200.00
5	" "	Telephone	\$ 900.00	\$ 3,600.00
6		Water	\$ 200.00	\$ 800.00
7		Refuse	\$ 176.00	\$ 704.00
8		Cable	\$ 130.00	\$ 520.00
9	High efficiency air cond. Unit	one time cost	\$ 18,000.00	\$ 18,000.00
10	Subtotal			\$ 72,824.00
11				
13	STAFF HIRING:			
14		Program Director		\$ 32,000.00
15	Energy Conservaton & Efficiency	Coordinator		\$ 19,000.00
16	(1 clerical support)	Clerical Support		\$ 12,000.00
17				
18	2 part time bus drivers)	Bus Driver		\$ 19,200.00
19		Janitorial Worker		\$ 12,000.00
20		Activity Coordinator		\$ 14,000.00
21	4 part time staff assistants	Staff assistants		\$ 13,776.00
22	contracted	Marketing coordinator		\$ 5,000.00
23	2 security personel	Security		\$ 8,600.00
24				
25	Subtotal			\$ 135,576.00
26	OPERATIONAL COST:			
27	Workmans comp/liability	Insurance		\$ 7,200.00
28		Audit/Accounting		\$ 4,200.00
29		payroll taxes/exp		\$ 22,006.00
30		Media Outreach		\$ 2,000.00
31		Supplies		\$ 3,000.00
32		Reproduction cost		\$ 2,200.00
33		Food/ Nutritional	\$ 3,000.00	\$ 12,000.00
34		Transportation/Bus		
35		Fuel	\$ 1,250.00	\$ 5,000.00
36		Maintenance	\$ 1,000.00	\$ 4,000.00
37				
38	INDIRECT COSTS/Contingency	Program Planning	special events	\$ 4,000.00
39	Subtotal			\$ 65,606.00
40				
42	TOTAL			\$ 274,006.00
43				
45	SOLAR COST:			
46	This cost is not part of the budget but we are asking that			
47	it be included for long range energy efficiency and savings if possible.			
48	\$63,000			
49				
50				
51				
52				
53				
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56				
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58				

Cool Centers Proposal
The High Desert
San Bernardino County, California

*

Prepared by

Wake Up, Inc. & Barstow Resident Advisory Group (BRAG)

*

Glendon Morales
Executive Director
(909) 925-4933 * (760) 252-5523

Wake-Up, Inc and BRAG,

Wake-Up Inc and BRAG are Community Based Non-Profit organizations, which serves the communities of Riverside and San Bernardino. The primary objectives and purpose is to:

Provide assistance to residents to become more self sufficient and empowered for improving the quality of lives.

Provide seminars, workshops and counseling to strengthen the ability of residents in the community.

Provide seminars, workshops and support services in the areas of education, employment and counseling so that the residents' potential for financial security can be improved through employment or business ventures.

Develop the skills of the residents of low and middle income, in order that they might be better equipped to improve their physical living conditions.

Develop partnerships in the public and private sectors for the betterment of the lives of the residents in the in the community

ISSUES TO BE ADDRESSED – COOL CENTERS FOR THE HIGH DESERT:

During the summer months, senior citizens, the disabled and young children are the most vulnerable and most at risk for health problems due to extremely high temperatures (in excess of 100 degrees). These groups are also more likely to be low income and unable to pay the exorbitant cost of running their air conditioners for extended periods of time. Health problems and the inability to pay high utility bills create a crisis situation for these residents. After working with other Inland Empire Community Based Organizations (IECBO) who participated in Cycle I of our CPUC/EETAC Electric Consumer Education project, we have developed a unique approach that simultaneously addresses the health concerns of these individuals and the rising costs of their electric utility services. We propose to establish Cool Centers at various public facilities in the target areas.

These Cool Centers will be innovative, energy conservation centers that will also provide a cool place for the above stated individuals to find relief during the hot summer months. The Cool Centers will serve all consumers with an emphasis on those with low to moderate incomes. The "Cool Centers" will assist during rolling blackouts, transformer blowouts and shut-offs conducted by utility companies. Cool Centers will provide a cool, healthy, fun, safe environment and education on energy conservation.

As administrators and managers for the "Cool Centers" we will establish the locations for the centers. These will be designated locations where individuals and small groups can go to relax, meet others in their neighborhood, obtain relief from the heat and conserve energy by eliminating usage in their homes while at the centers. Transportation will be provided for those who are unable to arrive at the centers on their own. The centers will be promoted on local television news and public service announcements. They will also be promoted on local radio public service announcements and commercials, newspapers and other forms of media.

Wake-Up, Inc. and BRAG,

Geographic Areas/Target Population

Wake-Up, Inc. and BRAG propose to operate Cool Centers in the High Desert region of San Bernardino County, California. We will serve the cities of Victorville, Adelanto, Barstow, and all surrounding areas (including the rural areas). The target populations are: low and moderate-income residents, including seniors, and the young, including the medically challenged and hard to reach. We will also reach non-English speaking immigrant Hispanics, including farm worker families in the Spanish language.

We intend to operate six (6) Cool Centers from July 2001 through October 2001. Two (2) in the Barstow area, two (2) in the Victorville/Adelanto area, one (1) in Lenwood, and one (1) in NewBerry Springs.

Transportation will be provided to the target population based upon need. In other cases, the Program Coordinators will work with local public transportation agencies to secure bus passes for participants. A Cool Center will operate during peak hours, Monday through Saturday.

COOL CENTERS PROJECT COLLABORATIVE PARTNERS:

- * **High Desert Youth Center** - Working with Wake-Up and BRAG to provide Cool Centers in the High Desert.
- * **Operation Grace** – Providing Cool Centers in the remainder of San Bernardino County.
- * **Fair Housing Council of Riverside County** – Provide Cool Centers in Riverside County.
- * **La Liga Nacional de Consumidores** - Providing Cool Centers in Low Desert communities (Coachella Valley from the Banning Pass to La Quinta, Riverside County, Banning, Hemet, Temecula).

COLLABORATING AGENCIES & SERVICES:

- San Bernardino County and City Governments
- San Bernardino County and City Police, Fire & Emergency Services
- San Bernardino County Transit Authority
- San Bernardino County Department of Community Action - Will provide weatherization and utility payment assistance information and services.

Wake-Up, Inc (BRAG)
“Cool Centers” Budget

High Desert – Barstow, California
July 1 - October 31, 2001

	Line Item Expenses	Item Cost or Expense (month or unit)	Yearly Cost/Expense (Costs run all year)	one-time Cost	Monthly Cost / Expense (5 Months)
1	6—Cool Centers: Electric Bill	1,000.00			6,000.00
2	6—Cool Centers: Programs	750.00			4,500.00
3	Marketing & Outreach Plan			\$ 4,250.00	
3a	Media Plan & Buys				2,175.00
4	1—Project Director		30,000.00		2,500.00
5	1—Project Administrator				2,000.00
6	1—part-time (25% of Secretary/Admin/ Receptionist	3,200.00	9,600.00		800.00
7	3— Project Coordinators	1,600.00			4,800.00
8	30% Indirect Costs				3,600.00
9	30% Payroll Expenses/Benefits				3,682.50
10	Office Supplies				350.00
11	Communications: Phone/Fax/Fed Ex/Postage	Estimated			550.00
13	3—Cell Phones	50.00			150.00
14	800 Phone Line	Estimated	9,600.00		800.00
15	Accounting and Bookkeeping				150.00
16	Travel & Transportation	Estimated			750.00
17	2 Vans	400.00			800.00
18	Insurance (Liability)	Estimated		\$ 1,280.00	
19	Insurance (Auto)				800.00
	Sub-Totals:		\$ 49,200.00	\$ 5,530.00	\$ 34,407.56
					\$ 172,037.56
	Total “Other” Costs (7 Months)		\$ 28,700.00		
	Total “one-time” Costs			\$ 5,530.00	
	TOTAL PROJECT COSTS:				\$ 206,267.50