

PUBLIC UTILITIES COMMISSION

SAN FRANCISCO, CA 94102-3298



October 7, 2015

**Advice Letter 3142-E**

Russell G. Worden  
Director, Regulatory Operations  
Southern California Edison Company  
8631 Rush Street  
Rosemead, CA 91770

**Subject: SCE's 2015 Marketing and Outreach Plan and Budget for  
the CSI Multifamily Affordable Solar Housing Program**

Dear Mr. Worden:

Advice Letter 3142-E is withdrawn as requested in your letter dated October 2, 2015.

Sincerely,

A handwritten signature in cursive script that reads "Edward Randolph".

Edward Randolph  
Director, Energy Division

**ADVICE LETTER (AL) SUSPENSION NOTICE**  
**ENERGY DIVISION**

Utility Name: SCE  
Utility No./Type: U338-E Electric

Date Utility Notified: 12/18/2014 via: e-mail  
 E-Mail to: [darrah.morgan@sce.com](mailto:darrah.morgan@sce.com)  
[advicetariffmanager@sce.com](mailto:advicetariffmanager@sce.com)

Advice Letter Nos.: 3142-E  
Date AL filed: 12/01/2014  
Utility Contact Person: Darrah Morgan

Fax No.:  
ED Staff Contact: Shannon O'Rourke

**For Internal Purposes Only:**

Date Calendar Clerk Notified: \_\_\_\_/\_\_\_\_/\_\_\_\_  
Date Commissioners/Advisors Notified: \_\_\_\_/\_\_\_\_/\_\_\_\_

**INITIAL SUSPENSION (up to 120 DAYS)**

This is to notify that the above-indicated AL is suspended for up to 120 days beginning December 18, 2014, for the following reason(s) below. If the AL requires a Commission resolution and the Commission's deliberation on the resolution prepared by Energy Division extends beyond the expiration of the initial suspension period, the advice letter will be automatically suspended for up to 180 days beyond the initial suspension period.

Section 455 Hearing is Required. A Commission resolution may be required to address the advice letter.

Advice Letter Requests a Commission Order.

Advice Letter Requires Staff Review

Expected duration of initial suspension period: 120 days.

**FURTHER SUSPENSION (up to 180 DAYS beyond initial suspension period)**

The AL requires a Commission resolution and the Commission's deliberation on the resolution prepared by Energy Division has extended beyond the expiration of the initial suspension period. The advice letter is suspended for up to 180 days beyond the initial suspension period.

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If you have any questions regarding this matter, please contact Shannon O'Rourke at (415) 703-5574 or via e-mail at [sr6@cpuc.ca.gov](mailto:sr6@cpuc.ca.gov).

cc:  
Sara Kamins, CPUC Energy Division  
ED Tariff Unit

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December 1, 2014

**ADVICE 3142-E**  
**(U 338-E)**

PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA  
ENERGY DIVISION

**SUBJECT:** Southern California Edison Company's 2015 Marketing and Outreach Plan and Budget for the California Solar Initiative Multifamily Affordable Solar Housing Program

Southern California Edison Company (SCE) submits for approval its 2015 marketing and outreach (M&O) plan and budget for the California Solar Initiative (CSI) Multifamily Affordable Solar Housing (MASH) Program.

**PURPOSE**

Consistent with California Public Utilities Commission (Commission) Decision (D.)08-10-036 and D.11-07-031, SCE submits its 2015 M&O plan and budget for the CSI MASH Program for review and approval.

**BACKGROUND**

In Ordering Paragraph 8 of D.08-10-036, *Decision Establishing the Multifamily Affordable Solar Housing Program Within the California Solar Initiative*, the Commission ordered the CSI Program Administrators (PAs)<sup>1</sup> to each submit the CSI MASH M&O plan and budget as part of the CSI marketing plan filings currently submitted to the Commission's Energy Division. On July 20, 2011, the Commission issued D.11-07-031, which adopted the CSI Phase One modifications. In Ordering Paragraph 17 of D.11-07-031, the Commission ordered the CSI PAs to each file annual M&O plans and budgets through a Tier 2 advice letter no later than December 1 of each year, following the general approval guidelines currently established by the Energy Division.

**SCE'S 2014 CSI MASH M&O PLAN AND BUDGET**

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<sup>1</sup> The CSI PAs are SCE, Pacific Gas and Electric Company, and Center for Sustainable Energy in the service territory of San Diego Gas & Electric Company.

SCE allocates a budget of \$84,000 for the 2015 CSI MASH M&O activities within its service territory. The activities and budget for each of the activities associated with the CSI MASH M&O are summarized in the table below and are described in detail in Attachment A of this advice filing.

<b>2015 MASH M&amp;O Budget</b>		
<b>MASH Marketing Effort</b>	<b>Budget</b>	<b>Notes</b>
Conferences & Tradeshows	\$8,000	
California Solar Statistics MASH Data Update and Maintenance	\$10,000	Ongoing maintenance via co-fund with other PAs.
Training	\$6,000	
Media Relations	\$5,000	
Solar Resource Kit	\$5,000	
Marketing activities associated with implementing MASH program changes resulting from AB 217	\$50,000	Activities may include, but are not limited to, grassroots networking, community and contractor outreach, mailings, workshops, fact sheet update and printing, etc.
<b>Total:</b>	\$84,000	

With the passage of Assembly Bill 217, additional funding will be made available in the MASH program to allow more low-income multi-families to go solar now and further support the current financial needs of this important customer segment. Once an implementation date has been determined, SCE will file an addendum to significantly "ramp up" its proposed M&O strategy. The addendum as currently envisioned would strive to bring awareness to the MASH program, thereby increasing program participation and the benefits of reduced energy bills to this market segment as soon as possible.

**TIER DESIGNATION**

Pursuant to General Order 96-B, Energy Industry Rule 5.2, Ordering Paragraph 8 of D.08-10-036, and Ordering Paragraph 17 of D.11-07-031, this advice letter is submitted with a Tier 2 designation.

**EFFECTIVE DATE**

This advice filing will become effective on December 31, 2014, which is 30 calendar days after the date filed.

**NOTICE**

Anyone wishing to protest this advice filing may do so by letter via United States Mail, facsimile, or electronically, any of which must be received no later than 20 days after the date of this advice filing. Protests should be mailed to:

CPUC, Energy Division  
Attention: Tariff Unit  
505 Van Ness Avenue  
San Francisco, California 94102  
E-mail: [EDTariffUnit@cpuc.ca.gov](mailto:EDTariffUnit@cpuc.ca.gov)

Copies should also be mailed to the attention of the Director, Energy Division, Room 4004 (same address above).

In addition, protests and all other correspondence regarding this advice letter should also be sent by letter and transmitted via facsimile or electronically to the attention of:

Megan Scott-Kakures  
Vice President, State Regulatory Operations  
Southern California Edison Company  
8631 Rush Street  
Rosemead, California 91770  
Facsimile: (626) 302-4829  
E-mail: [AdviceTariffManager@sce.com](mailto:AdviceTariffManager@sce.com)

Michael R. Hoover  
Director, State Regulatory Affairs  
c/o Karyn Gansecki  
Southern California Edison Company  
601 Van Ness Avenue, Suite 2030  
San Francisco, California 94102  
Facsimile: (415) 929-5544  
E-mail: [Karyn.Gansecki@sce.com](mailto:Karyn.Gansecki@sce.com)

No restrictions limit who may file a protest, but the protest must set forth specifically the grounds upon which it is based and must be submitted by the deadline identified above.

In accordance with Section 4 of General Order No. (GO) 96-B, SCE is serving copies of this advice filing to the interested parties shown on the attached GO 96-B service list and R.12-11-005. Address change requests to the GO 96-B service list should be directed by electronic mail to [AdviceTariffManager@sce.com](mailto:AdviceTariffManager@sce.com) or at (626) 302-4039. For changes to all other service lists, please contact the Commission's Process Office at (415) 703-2021 or by electronic mail at [Process\\_Office@cpuc.ca.gov](mailto:Process_Office@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 at SCE's corporate headquarters. To view other SCE advice letters filed with the Commission, log on to SCE's web site at <https://www.sce.com/wps/portal/home/regulatory/advice-letters>

For questions, contact Robert Wright at (626) 302-0531 or Robert.Wright@ sce.com.

**Southern California Edison Company**

/s/ MEGAN SCOTT-KAKURES  
Megan Scott-Kakures

MSK:ng

Enclosures

# CALIFORNIA PUBLIC UTILITIES COMMISSION

## ADVICE LETTER FILING SUMMARY ENERGY UTILITY

MUST BE COMPLETED BY UTILITY (Attach additional pages as needed)	
Company name/CPUC Utility No.: Southern California Edison Company (U 338-E)	
Utility type: <input checked="" type="checkbox"/> ELC <input type="checkbox"/> GAS <input type="checkbox"/> PLC <input type="checkbox"/> HEAT <input type="checkbox"/> WATER	Contact Person: Darrah Morgan Phone #: (626) 302-2086 E-mail: <a href="mailto:Darrah.Morgan@sce.com">Darrah.Morgan@sce.com</a> E-mail Disposition Notice to: <a href="mailto:AdviceTariffManager@sce.com">AdviceTariffManager@sce.com</a>
EXPLANATION OF UTILITY TYPE	(Date Filed/ Received Stamp by CPUC)
ELC = Electric      GAS = Gas PLC = Pipeline      HEAT = Heat      WATER = Water	
Advice Letter (AL) #: <u>3142-E</u>	Tier Designation: <u>2</u>
Subject of AL: <u>2015 Marketing and Outreach Plan and Budget for the California Solar Initiative Multifamily Affordable Solar Housing Program</u>	
Keywords (choose from CPUC listing): <u>Compliance</u>	
AL filing type: <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Annual <input checked="" type="checkbox"/> One-Time <input type="checkbox"/> Other _____	
If AL filed in compliance with a Commission order, indicate relevant Decision/Resolution #: <p style="text-align: center;">Decisions 08-10-036, 11-07-031</p>	
Does AL replace a withdrawn or rejected AL? If so, identify the prior AL: _____	
Summarize differences between the AL and the prior withdrawn or rejected AL <sup>1</sup> : _____	
Confidential treatment requested? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
If yes, specification of confidential information: Confidential information will be made available to appropriate parties who execute a nondisclosure agreement. Name and contact information to request nondisclosure agreement/access to confidential information:	
Resolution Required? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Requested effective date: <u>12/31/14</u>	No. of tariff sheets: <u>-0-</u>
Estimated system annual revenue effect: (%): _____	
Estimated system average rate effect (%): _____	
When rates are affected by AL, include attachment in AL showing average rate effects on customer classes (residential, small commercial, large C/I, agricultural, lighting).	
Tariff schedules affected: <u>N/A</u>	
Service affected and changes proposed <sup>2</sup> : _____	
Pending advice letters that revise the same tariff sheets: <u>N/A</u>	

<sup>2</sup> Discuss in AL if more space is needed.

**Protests and all other correspondence regarding this AL are due no later than 20 days after the date of this filing, unless otherwise authorized by the Commission, and shall be sent to:**

CPUC, Energy Division  
Attention: Tariff Unit  
505 Van Ness Avenue  
San Francisco, California 94102  
E-mail: [EDTariffUnit@cpuc.ca.gov](mailto:EDTariffUnit@cpuc.ca.gov)

Megan Scott-Kakures  
Vice President, State Regulatory Operations  
Southern California Edison Company  
8631 Rush Street  
Rosemead, California 91770  
Facsimile: (626) 302-4829  
E-mail: [AdviceTariffManager@sce.com](mailto:AdviceTariffManager@sce.com)

Michael R. Hoover  
Director, State Regulatory Affairs  
c/o Karyn Gansecki  
Southern California Edison Company  
601 Van Ness Avenue, Suite 2030  
San Francisco, California 94102  
Facsimile: (415) 929-5544  
E-mail: [Karyn.Gansecki@sce.com](mailto:Karyn.Gansecki@sce.com)



# ATTACHMENT A

## ATTACHMENT A

### **Southern California Edison Company's (SCE) 2015 California Solar Initiative (CSI) Multifamily Affordable Solar Housing Program (MASH) Marketing and Outreach (M&O) Plan and Budget**

#### **Current Status of the CSI MASH Program**

As of November 13, 2014, SCE has 102 MASH applications on the waitlist totaling approximately \$37.3M in requested incentives. These new applications represent 14.5 megawatts (MW) of solar energy generation that can benefit affordable housing complexes. Currently, the average MASH system size is 89 kilowatts (kW) in SCE's service territory. SCE customers have 19 MASH projects pending, which represents 3.7 MW and \$9.4 million in incentives. SCE has paid over \$34 million in incentives since program inception through November 13, 2014. As of April 10, 2014, SCE closed its wait list, awaiting the new MASH 2.0 guidelines resulting from the implementation of Assembly Bill (AB) 217 before accepting any new applications.

#### **SCE 2015 MASH Program Goals**

SCE will continue its ongoing efforts with the goal of keeping Track 1 fully subscribed and having a sufficient waitlist to replace dropouts. SCE will also maintain its outreach efforts and look toward innovative solutions to help "sell" the MASH program.

#### **Strategy**

While the mainstream or General Market (GM) CSI program lends itself to taking an Integrated Demand Side Management (IDSM) marketing approach, the MASH program has distinctly different audiences that require different outreach approaches. This plan seeks to accomplish that goal.

With the passage of AB 217, additional funding will be made available in the MASH program to allow more low-income multi-families to go solar now and further support the current financial needs of this important customer segment. Once an implementation date has been determined, SCE will file an addendum to significantly "ramp up" its proposed M&O strategy. The addendum as currently envisioned would strive to bring awareness to the MASH program, thereby increasing program participation and the benefits of reduced energy bills to this market segment as soon as possible.

#### **Target Audience**

The MASH M&O effort will reach the following targets in SCE's service territory:

- Owners of low-income multifamily buildings
- Contractors/Installers
- Non-profit and government agencies that serve the low-income housing community
- Solar project developers/financiers

#### **Messaging**

Key messaging will include keeping stakeholders informed of the latest program information, including the availability of SCE's waitlist to help ensure full subscription to the program in the event of project dropouts.

In 2014, SCE's MASH M&O activities included:

- Participation in appropriate conferences and trade shows including but not limited to:
  - Southern California Association of Non-Profit Housing (SCANPH) conference in Los Angeles, CA;
  - Solar Power International 2014 in Las Vegas, NV and
  - SCE's community-based events such as Black History Month, Asian Pacific Heritage Month and Hispanic Heritage celebrations.
- Updates to SCE's MASH Web site on changes to the program

- Contributions to the Go Solar, California! monthly newsletter as needs dictate
- Integration of MASH program data into the California Solar Statistics Web site

### **Proposed 2015 MASH M&O Tactics**

SCE proposes the following tactical activities for MASH M&O in 2015:

**Conferences & Tradeshows** — SCE will continue to participate in appropriate conferences and tradeshows, including the SCANPH annual conference in Los Angeles, Solar Power International and other community-based events. SCE allocates \$8,000 toward these efforts.

**California Solar Statistics (CSS) MASH Data Update and Maintenance** — SCE and the other CSI MASH Program Administrators (PAs)<sup>1</sup> are continuing their efforts to maintain and update the MASH program data on the CSS public website, which contains the CSI GM reports, making the MASH data — including the current MASH program subscription and waitlist status — readily available to the public. The MASH PAs share the costs for this effort, and SCE is allocating \$10,000 for its share of this ongoing effort.

**MASH PAs Joint Marketing & Outreach Activities** — SCE will continue to work with the other MASH PAs to facilitate the successful implementation of M&O efforts that require joint collaboration, such as appropriate conferences and trade shows, MASH brochure design and development, and contributions to the monthly Go Solar, California! newsletter. The PAs will share the cost for these efforts, and a co-funding agreement will be developed if needed.

SCE will also continue to collaborate with the other MASH PAs whenever possible on M&O efforts to ensure a consistent look and feel of M&O materials and messaging. The statewide collaborative approach has proven effective with CSI GM and CSI Thermal M&O efforts and should result in more efficient marketing of the CSI MASH program.

In addition, SCE will continue its grassroots M&O efforts by promoting the MASH program to affordable housing community stakeholders.

**MASH Training** — SCE will research the viability of and interest in holding training sessions geared toward educating building owners on how to maintain their MASH-incentivized solar generating systems. SCE will set aside \$6,000 for this effort.

**Media Relations/Articles** — SCE will continue to highlight customer success stories with articles and media relations outreach. These articles and news stories will hopefully pique the interest of multiple family unit owners to participate in the MASH program. SCE will set aside \$5,000.

**Marketing Activities Associated with Program Changes Resulting from AB 217** — Once an implementation date has been determined by the CPUC, SCE will file an addendum to significantly "ramp up" its proposed M&O strategy. The addendum as currently envisioned would strive to bring awareness to the MASH program and the changes brought about by AB 217 as well as encourage customer participation. Activities would include, but is not limited to, grassroots networking, community and contractor outreach, mailings, workshops, fact sheet update and printing, etc. SCE will set aside \$50,000 for this effort.

### **Miscellaneous M&O Efforts —**

**Solar Resource Kit** — The MASH program will also benefit from other outreach efforts being utilized by the CSI GM Program, including the Solar Resource Kit (formerly known as Solar Buzz Cards), which have become an important eco-friendly staple in SCE's arsenal of CSI customer education and outreach materials. These pre-formatted USB flash drives have an Internet-based graphic user interface that allows

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<sup>1</sup> The CSI MASH PAs are SCE, Pacific Gas & Electric Company, and Center for Sustainable Energy in the service territory of San Diego Gas & Electric Company.

customers to readily access relevant CSI content such as fact sheets, consumer guides and solar testimonials. The Solar Resource Kits reduce the need for on-demand printing of marketing collateral and are an environmentally friendly way to distribute information to solar prospects at tradeshows and outreach events. SCE will allocate \$5,000 toward this effort.

**Budget**

The following table summarizes the M&O activities and budget allocated to each of the activities described above.

<b>2015 MASH M&amp;O Budget</b>		
<b>MASH Marketing Effort</b>	<b>Budget</b>	<b>Notes</b>
Conferences & Tradeshows	\$8,000	
California Solar Statistics MASH Data Update and Maintenance	\$10,000	Ongoing maintenance via co-funding with other PAs.
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<b>Total:</b>	<b>\$84,000</b>	

**Implementation Timeline**

SCE proposes an implementation timeline schedule as follows:

- o Conference & Tradeshows: ongoing throughout 2015
- o MASH Collateral: by the end of the third quarter of 2015
- o Training: in the third and fourth quarters of 2015
- o Media Relations: ongoing through 2015
- o Newsletters & Mailings: ongoing through 2015
- o MASH activities associated with AB217: dependent upon CPUC approved implementation time line

These implementation dates are estimates and may be adjusted as the need arises.