



Engaging our Customers in Demand Response

Demand Response Workshop
Marketing, Education and Outreach
July 10, 2008



Discussion Overview

- What We Know – The Customer Perspective
- ME&O Objectives
- Strategic Approach
- ROI

Understanding Customers Needs is Key to Engaging our Customers

- Customers do not want a third job
- Combination of demographics, attitudes and communication styles drive preferences
- Customers do not fully understand their rates or the link between what they use and pay
- More and more customers are riding the “green wave”
- SCE segmentation and experience indicates “one size fits all” approach does not work

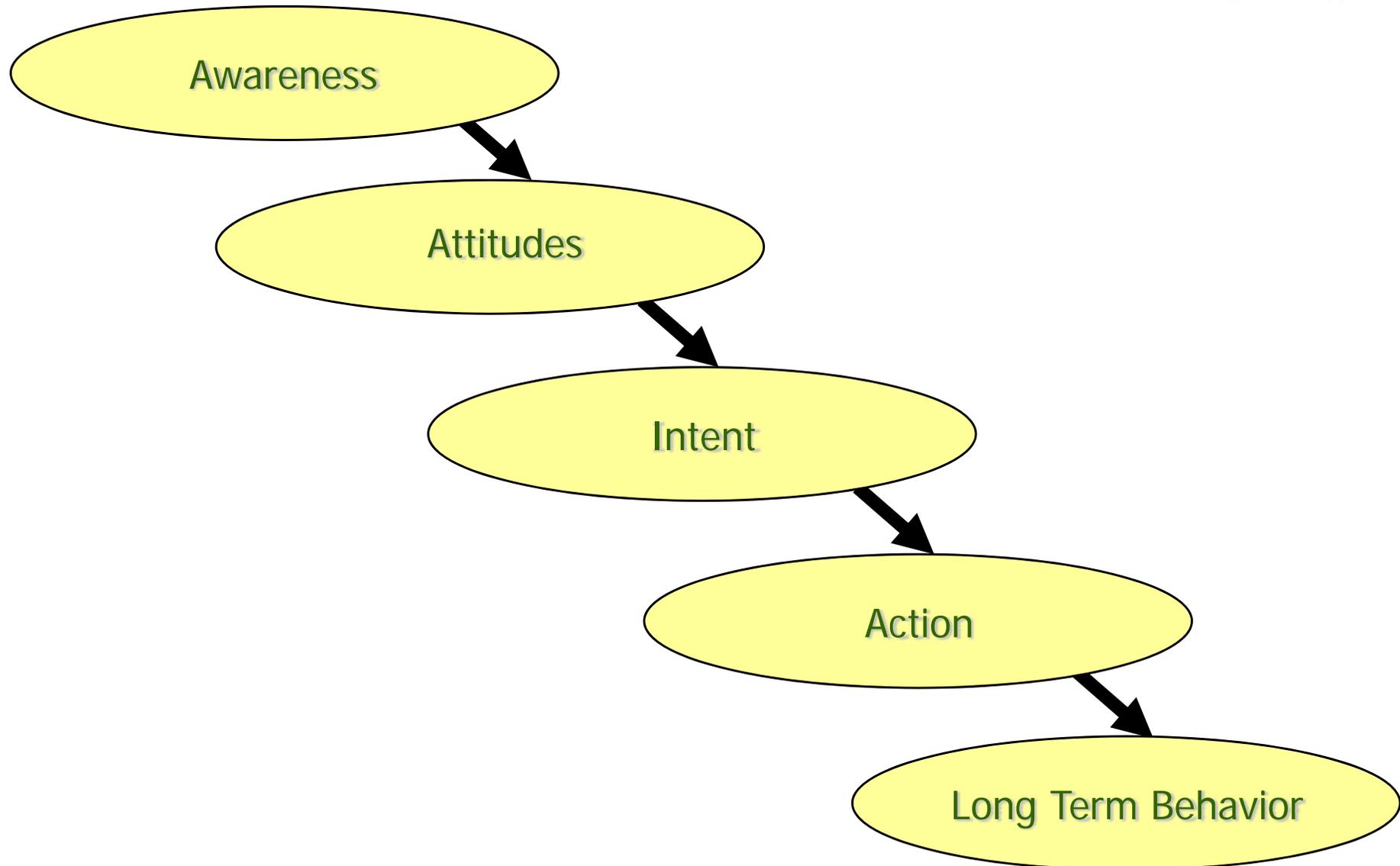
We have to offer relevant choices, make it easy, worthwhile and appeal to diverse motivators



ME&O Objectives

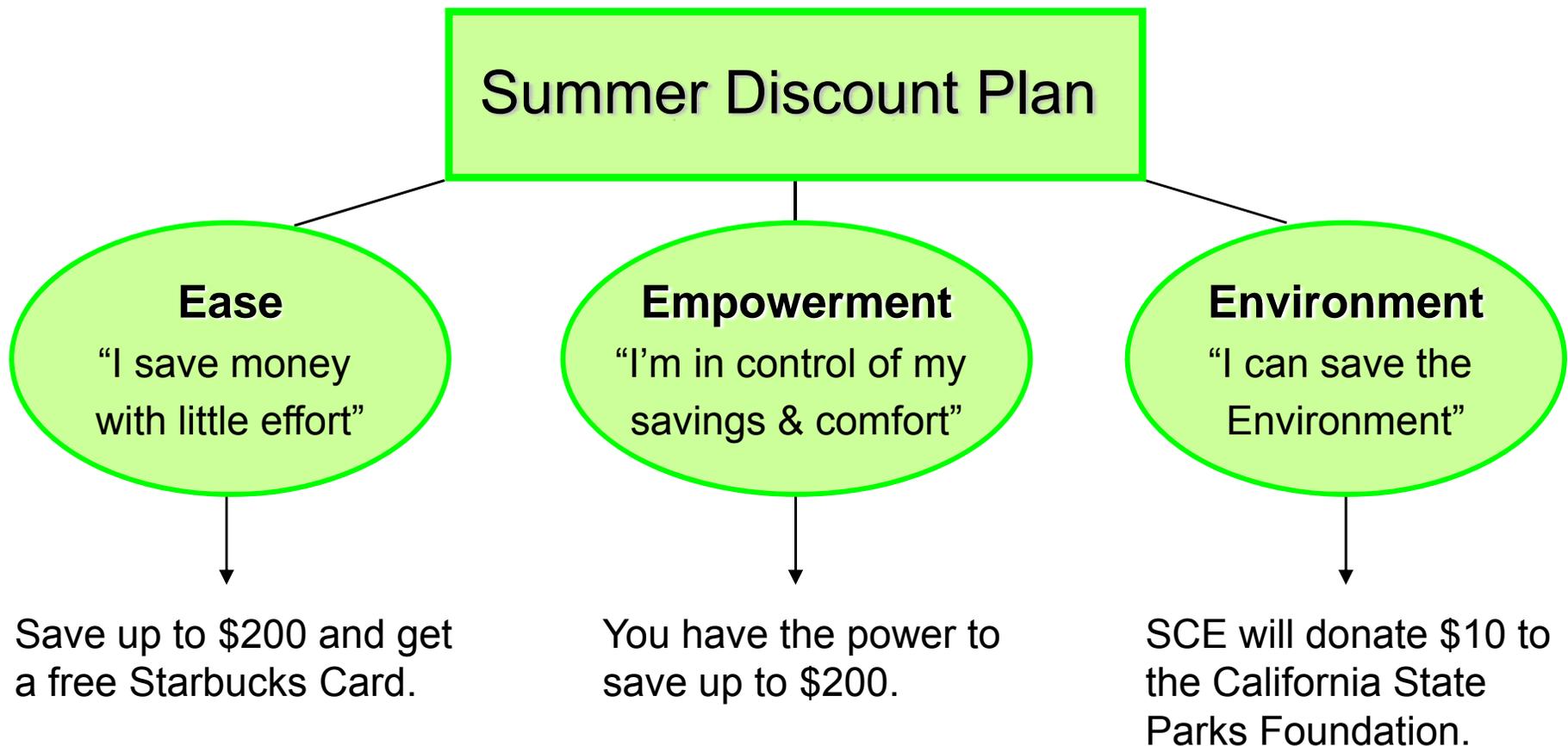
- Maximize participation in demand side management programs and rates
- Enable customers adoption of an “energy-efficient” lifestyle

Strategic Approach: Move Customers Through A Continuum



Strategic Approach: Leverage Segmentation

Summer Discount Plan Campaign



Easy Savings Message

Primary Target:
Proactive Savers / Conservers / Uncertain Savers

“I save money with little effort”

Save up to \$200* every summer.
Plus, for a limited time, get a **FREE \$20 Gift.** Details inside.

me offer!

PLUS, save up to \$200* every summer.

Card**

EDISON

FOR OVER 100 YEARS... LIFE. POWERED BY EDISON.

feel the effects of savings?

Sign up for SCE's Summer Discount Plan now and save up to \$200* every summer.

EDISON

Summer Discount Plan

Choose your plan now. Save up to \$200* every summer.

But you might not feel a thing **here.**

EDISON

FOR OVER 100 YEARS... LIFE. POWERED BY EDISON.

save up to \$200* every summer.

money, and our Maximum Comfort option, which lets you earn a few extra dollars while maintaining a higher level of comfort. No matter which one you pick, you can feel good about helping Southern California meet energy demands while saving money.

here.

You'll definitely feel SCE's Summer Discount Plan **here.**

EDISON

Choose your plan now. Save up to \$200* every summer.

MAXIMUM SAVINGS	GOOD VALUE	MAXIMUM COMFORT
OR 70 out of every 30 minutes during an emergency period up to 6 hours	OR 15 out of every 30 minutes during an emergency period	OR 15 out of every 30 minutes during an emergency period
\$200*	\$100*	\$50*
Limited (Up to 15 interruptions per summer)	\$100*	\$25*

Choose the Maximum Savings Unlimited option and you'll earn \$200* by allowing us to turn off your A/C for the duration of an emergency period up to 6 hours a day. For some additional comfort, select the Limited option and earn \$100* with no more than 15 interruptions.**

Choose the Maximum Comfort Unlimited option. We'll turn off your A/C for only 15 out of every 30 minutes during an emergency period up to 3 hours a day, and you'll earn \$50*. Select the Limited option and earn \$25* with no more than 15 interruptions.**

Environmental Message

Primary Target: Conservationists

“I can save the environment, while saving money”



John Q. Sample
12345 Some Street
Anytown, USA 90068

Dear <FIRST NAME LAST NAME>,

Everyone likes saving money. Now you can with SCE's Summer Discount Plan you can.

Sign up with SCE's Summer Discount Plan.

When you join SCE's Summer Discount Plan, SCE will install a remote emergency shut-off device on your air conditioner for FREE!

You choose the comfort level as the enclosed brochure includes a chart that you think will be best for your budget. Whichever plan you pick, you don't have to pay for your summer electricity bill.

Enrolling is easy and we let you choose how you want to enroll.

1. By Internet. Online enrollment is available. You can even track your enrollment.

2. By Telephone. Call 800-497-7333, Monday - Friday, 8 a.m. - 8 p.m.

3. By mail. We'll send you a mailer to enroll.

You choose the way that works best for you. We'll donate \$10 to the California State Parks Foundation for every enrollment.

Sincerely,
Lynda Zieg
Senior Vice President

*These figures are estimates and may vary.



Summer Discount Plan

Enrolling in SCE's Summer Discount Plan can provide you with up to \$200* in savings during the summer season. Once you sign up and choose a plan, we will install, at no cost to you, a device on your central air conditioner that allows us to turn it off for up to 8 hours during an emergency interruption. Once enrolled, you will be included automatically in the Summer Discount Plan every summer.

As you complete this application, ensure that you choose a plan option in Section 2 and tell us how many devices you need in Section 3 before sending the application back to us in the enclosed postage-paid envelope. If you are a tenant, please have your property manager or owner sign Section 4. For more information or to email us, go to www.sce.com/edp. More questions? Call us at 800-497-7333 or TTY 800-152-0800.

1. Complete your account information

Service account # XXXXXXXXX	Email	
My name (last name, first name) <Last name First name>		
My service address (number, street) <23 Maple Ave>		
City <Anytown>	State <CA>	Zip <90000>
Home phone # ()	Best time to call (weekdays)	<input type="checkbox"/> AM <input type="checkbox"/> PM
Alternate phone # ()	Best time to call (weekdays)	<input type="checkbox"/> AM <input type="checkbox"/> PM

2. Choose one of the plan options below

How the Summer Discount Plan helps the environment.

The Summer Discount Plan is just one part of SCE's commitment to energy efficiency. Your participation in the Summer Discount Plan helps provide SCE with an environmentally friendly, 20% renewable resource that can be called upon during an energy emergency. This is enough to power 202,500 energy homes.

Taking advantage of summer savings is easy.

Just sign up for the Summer Discount Plan and we'll install a remote-controlled device on your air conditioner for FREE! If needed (only once a year). When your energy demand increases, Southern California Edison will occasionally use it to cycle your air conditioner off and on, at intervals you choose. At the end of each month you'll see savings credited to your account. It's that simple.

What impact can I have on climate change?

Everyone can help the environment, and it often only takes small changes to make a big difference. For instance, if every American home replaced just one bulb with an ENERGY STAR® Compact Fluorescent light bulb, the amount of greenhouse gases that would be avoided would equal the emissions from two million cars. And if only 1 in 10 homes used qualified ENERGY STAR® appliances, the energy sector (overall) would be like planting 1.7 million new acres of trees.

What is SCE doing to counter climate change?

SCE is the nation's leading purchaser of renewable energy, buying one sixth of all U.S. wind, solar, biomass and geothermal power generation. Over the past five years, SCE's energy efficiency programs have saved more than four billion kilowatt-hours (kWh) — enough to power 500,000 homes for an entire year. And we've helped reduce greenhouse gas emissions by more than two million tons — the equivalent of removing 330,000 cars from the road. Over the next five years, we plan to help reduce emissions by another million tons.

Climate change affects us all.

Save up to \$200* each summer!

And help the environment, too!

Choose the option that's best for your budget. Control the comfort and the savings!

<p>Unlimited internet plans. Up to 12.5 Mbps.</p> <p>\$200*</p>	<p>Good Value. CE 12 months, up to 20 minutes.</p> <p>\$100*</p>	<p>Maximum Comfort. CE 12 months, up to 20 minutes.</p> <p>\$50*</p>
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Sign up now!

By Internet. Online enrollment is available. You can even track your enrollment.

By Telephone. Call 800-497-7333, Monday - Friday, 8 a.m. - 8 p.m.

By Mail. We'll send you a mailer to enroll.

The SCE Summer Discount Plan

Save money this summer while doing something good for the environment.



SCE will also donate **\$10** to the California State Parks Foundation.

In addition to helping you save money every summer with the Summer Discount Plan, SCE will make a \$10 donation to the California State Parks Foundation as a reward for your enrollment. The California State Parks Foundation is the only statewide nonprofit organization dedicated to protecting, enhancing and advocating for California's magnificent state parks, including those located throughout Southern California.

California State Parks make up the most diverse natural and cultural park system in the nation. There are over 1.3 million acres of land to hike or bike through, pristine coastline to surf, ghost towns to tour, and ancient redwood groves to admire and treasure. With SCE's Summer Discount Plan, you save some serious money, and the earth will become a little bit greener.

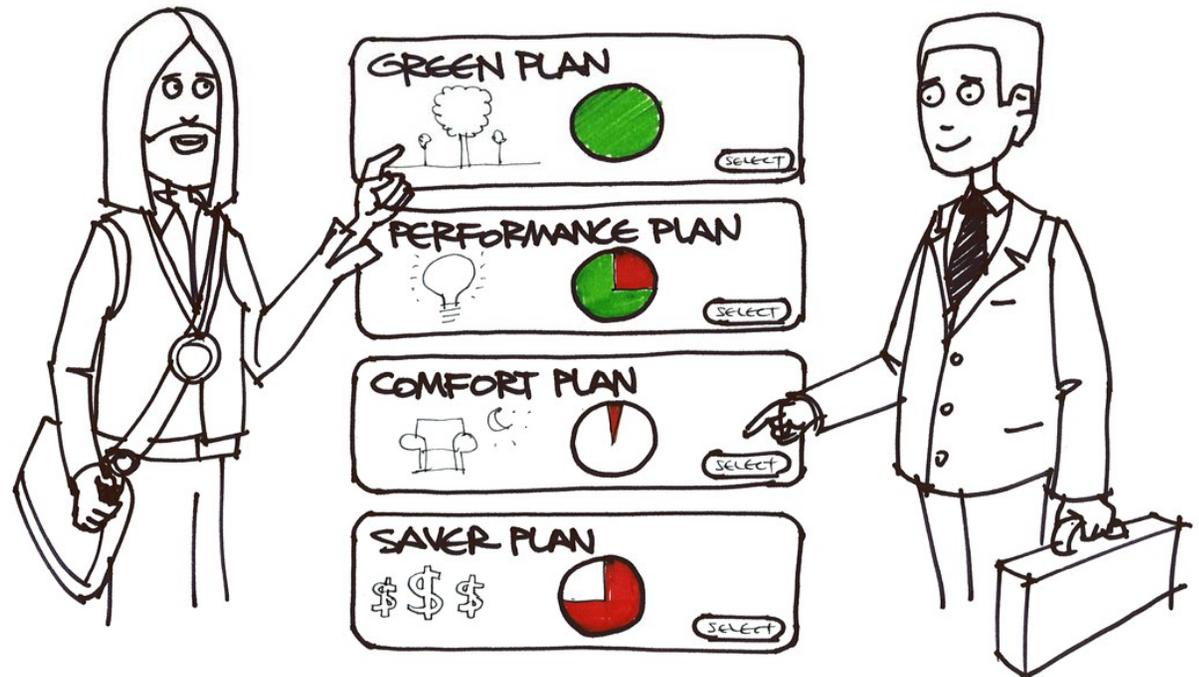


*These figures represent the savings a resident could enjoy with a typical 4.5-ton central air conditioning unit. Based upon full summer participation from the first Sunday in June through the first Sunday in October. Enrollment after the first Sunday in June will result in prorated savings beginning from the first meter read date after your application is processed and your device is installed and activated. SCE may also test the device twice per summer for 30 minutes. ©2007 Southern California Edison. All rights reserved.



Strategic Approach: Integration of Rates and Programs

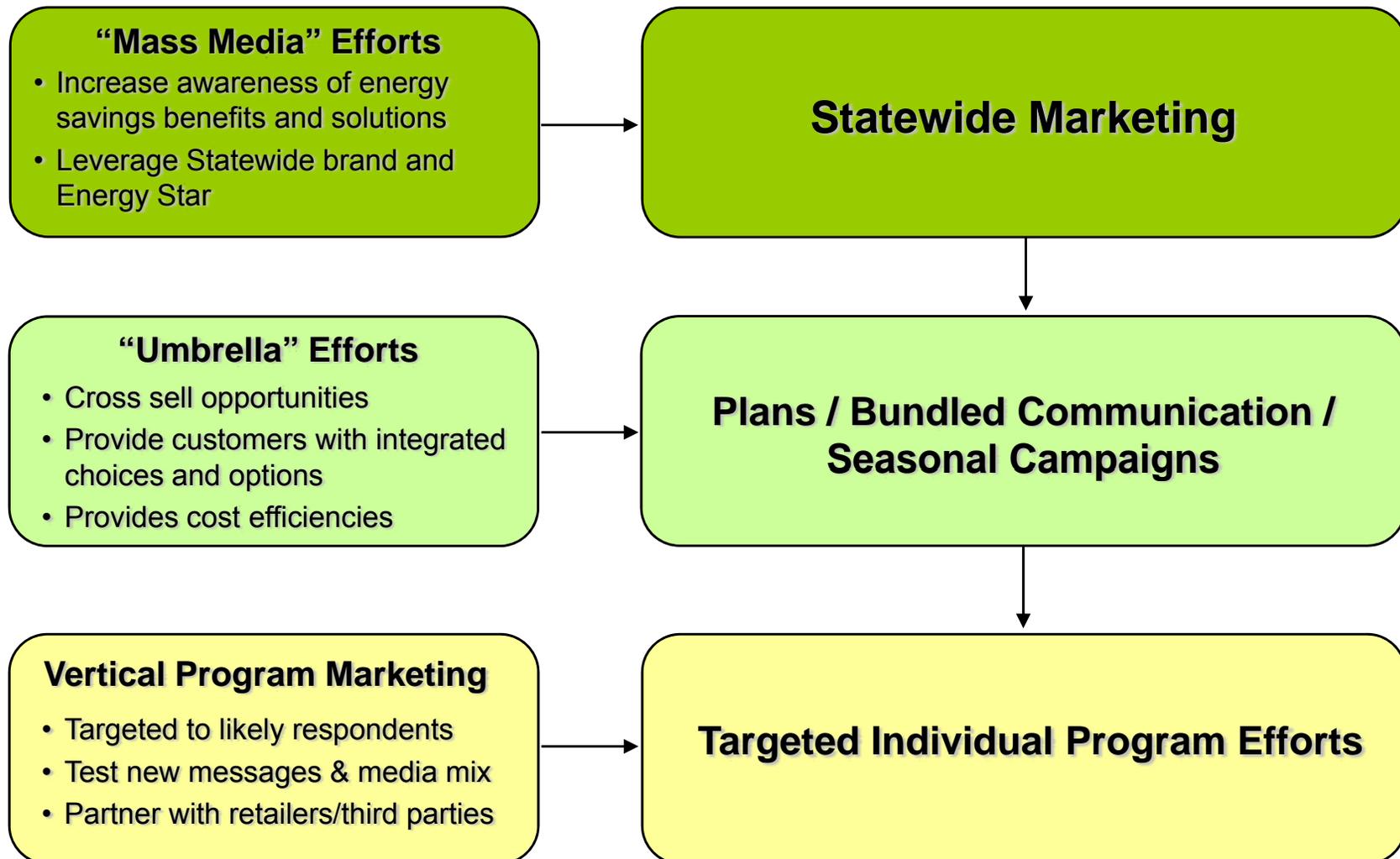
- Leverage Edison SmartConnect Technology to Better Engage Customers
- Persona Based Plans Provide Integrated Initiative and Holistic Solutions
 - Rate
 - Energy Information Tool
 - Load Control Program
 - Energy Audit
 - Billing and Payment



Strategic Approach: Integration of Key Players



Strategic Approach: Integrated Marketing, Education & Outreach



ROI

- Greater participation in demand response programs, rates and energy efficiency offerings
- More efficient use of dollars across DSM programs
- Customers make more informed energy decisions, leading to permanent adoption of an “energy efficient” lifestyle