

Southern California Edison
SCE EE Business Plan A.17-01-013

DATA REQUEST SET A.17-01-013-ORA-SCE-001

To: ORA

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Question 06a-c:

How did you assess the likely rate of market adoption or penetration for your EE intervention strategies?

- a. Describe the assessment for strategies pertaining to new markets.
- b. Describe the assessment for strategies pertaining to mature markets.
- c. Describe the assessment for strategies pertaining to hard to reach markets.

Response to Question 06a-c:

SCE did not directly assess the likely rate of market adoption or penetration of its EE intervention strategies. However, SCE selected its intervention strategies based, in part, on the savings potential in each sector. The process for developing savings potential incorporates several factors, including expected adoption and penetration rates for strategies.