

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

**DATA REQUEST SET A.17-01-013-CEE-SCE-001**

**To:** CEE  
**Prepared by:**  
**Title:**  
**Dated:** 03/24/2017

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**Question 041:**

The SCE 2018-2025 Energy Efficiency Business Plan at p. 39 proposes to “reduce costs” of energy efficiency programs “by increasing the utilization of upstream, midstream and self-service delivery channels and reducing the number of customer touch points.”

- (a) What are self-service delivery channels?
- (b) On what basis does SCE assume these approaches will reduce costs?
- (c) Will this strategy result in the elimination of, or reduction in funding for, any downstream HVAC or lighting programs? If yes, please identify the downstream programs that will be affected by this strategy.
- (d) Is this strategy limited to residential programs? If it applies to other sectors, please identify which sectors will implement this strategy.
- (e) Please provide any studies, reports, memoranda, data, or other documents relied upon to support the assumption that this approach will be more cost-effective.

**Response to Question 041:**

- (a) Self-service delivery channels are channels that enable customers to access the appropriate tools, information, and recommendations to pursue energy efficiency (EE) projects/measures in a more streamlined manner. Examples may include providing the ability for a customer to purchase eligible EE measures online or using the audit and bill management tools to identify EE programs and measures and applying for those measures using the on-line application tool
- (b) Increasing the use of upstream, midstream, and self-service delivery channels has the potential to reduce costs because it can reduce or eliminate the need for some labor-intensive activities such as application processing or account management.
- (c) Yes, This strategy may result in elimination of or reduction in funding for some downstream programs. SCE has not proposed specific delivery channels for programs in its EE Business Plan application as the focus of the application is on high-level intervention strategies. Specific program delivery channels, measures, and corresponding outreach to customers, will be described in Implementation Plans following approval of the EE Business Plan. SCE also has not determined which programs will be funded to what level until solicitations are held and Request for Proposals are received and evaluated.

(d) No, this strategy may apply to all sectors. SCE anticipates that third parties may offer a variety of approaches through the solicitation process to achieve our energy efficiency savings goals.

(e) The link below is for a study used by SCE for the Middle Stream Point of Purchase Program. The Midstream Trial EM&V Report that was done by Evergreen Economics on the first phase of the Midstream Trial program. The first phase of the Midstream Trial occurred in 2014 and the reports date is May 2015.  
[http://www.calmac.org/publications/SCE\\_LED\\_Midstream\\_Trial\\_EM&V\\_Final\\_Report.pdf](http://www.calmac.org/publications/SCE_LED_Midstream_Trial_EM&V_Final_Report.pdf)