

# Southern California Edison



## Implementation Plan

### Disadvantaged Community Marketing and Outreach (DACMO)

**First Filing Date: mm/dd/yyyy**

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**Table of Contents**

- 1. Program Budget and Savings Information.....3**
  - 1. Program and/or Sub-Program Name ..... 3
  - 2. Program and/or Sub-Program ID Number ..... 3
  - 3. Program and/or Sub-Program Budget Table ..... 3
  - 4. Program and/or Sub-Program Gross Impacts Table..... 3
  - 5. Program and/or Sub-Program Cost-Effectiveness (TRC) ..... 3
  - 6. Program and/or Sub-Program Cost-Effectiveness (PAC) ..... 3
  - 7. Type of Program and/or Sub-Program Implementer ..... 3
  - 8. Market Sector ..... 4
  - 9. Program and/or Sub-Program Type..... 4
  - 10. Market Channels and Intervention Strategies..... 4
- 2. Implementation Plan Narrative .....5**
  - 1. Program Description..... 5
  - 2. Program Delivery and Customer Services ..... 7
  - 3. Program Design and Best Practices..... 10
  - 4. Innovation..... 12
  - 5. Metrics ..... 13
  - 6. For Programs Claiming To-Code Savings ..... 17
  - 7. Pilots ..... 17
  - 8. Workforce Education & Training (WE&T) ..... 17
  - 9. Workforce Standards ..... 17
  - 10. Disadvantaged Worker Plan ..... 17
  - 11. Additional Information..... 17
- 3. Supporting Documents .....17**
  - 1. Program Manuals and Program Rules ..... 18
  - 2. Program Theory and Program Logic Model ..... 18
  - 3. Process Flow Chart..... 20
  - 4. Incentive Tables, Workpapers, Software Tools ..... 20
  - 5. Quantitative Program Targets..... 20
  - 6. Diagram of Program ..... 22
  - 7. Evaluation, Measurement, and Verification (EM&V) ..... 22
  - Normalized Metered Energy Consumption (NMEC)..... 23
- APPENDIX A. List of Acronyms and Abbreviations.....24**
- APPENDIX B. Targeted SCE DAC Zip Codes.....25**

**1. Program Budget and Savings Information**

**1. Program and/or Sub-Program Name**

Disadvantaged Community Marketing and Outreach (DACMO)

**2. Program and/or Sub-Program ID Number**

SCE-Res\_Equity\_001

**3. Program and/or Sub-Program Budget Table**

Program Budget Cost Elements	2023	2024	2025	Total
Administration Costs	\$51,300	\$166,431	\$167,019	\$384,750
Marketing/Outreach	\$22,800	\$73,969	\$74,231	\$171,000
Incentive/Rebate	\$0	\$0	\$0	\$0
Direct Implementation – Non-Incentive Costs	\$495,900	\$1,608,832	\$1,614,519	\$3,719,250
Total	\$570,000	\$1,849,232	\$1,855,769	\$4,275,000

**4. Program and/or Sub-Program Gross Impacts Table**

N/A

**5. Program and/or Sub-Program Cost-Effectiveness (TRC)**

N/A

**6. Program and/or Sub-Program Cost-Effectiveness (PAC)**

N/A

**7. Type of Program and/or Sub-Program Implementer**

Program Implementer	
PA-delivered	<input type="checkbox"/>
Third Party-Delivered	<input checked="" type="checkbox"/>
Partnership	<input type="checkbox"/>

8. **Market Sector**

SCE Business Plan Sector	Yes
Residential	<input checked="" type="checkbox"/>
Commercial	<input type="checkbox"/>
Industrial	<input type="checkbox"/>
Agricultural	<input type="checkbox"/>
Public	<input type="checkbox"/>
Cross-Cutting	<input type="checkbox"/>

9. **Program and/or Sub-Program Type**

Program Type	
Resource	<input type="checkbox"/>
Non-Resource	<input checked="" type="checkbox"/>

10. **Market Channels and Intervention Strategies**

Market Channels	
Upstream	<input type="checkbox"/>
Midstream	<input type="checkbox"/>
Downstream	<input checked="" type="checkbox"/>
Intervention Strategies	
Direct Install	<input type="checkbox"/>
Incentive	<input type="checkbox"/>
Finance	<input type="checkbox"/>
Audit	<input type="checkbox"/>
Technical Assistance	<input type="checkbox"/>
Other	<input checked="" type="checkbox"/>

**Campaign Goals and Timeline**

Tasks	Year 2023 (Q3&Q4)	Year 2024	Year 2025	Total Tasks
Task 1: Outreach Events (includes in-language CBOs, churches, schools, community booths, and seminars)	30	97	98	225
Task 2: Customer Energy Advisement (in-home EE/DR and Electrification assessment with report and door-to-door marketing)	400	1,300	1,300	3,000
Task 3: Media Events (media ads – newspaper/radio, social media, and city newsletter publications)	204	663	663	1,530
Task 4: Door Hangers	8,000	26,000	26,000	60,000


**2. Implementation Plan Narrative**

**1. Program Description**

DACMO will target disadvantaged communities (DAC) and the hard-to-reach (/HTR) and underserved communities to increase residential customers' participation in energy efficient (EE), demand response (DR), and Electrification programs. DACMO will address barriers to participation by providing a comprehensive program with multilingual staff, an advertising campaign that targets language-specific local media, a toll-free hotline, a multilingual website, booths at community events, social media presence, and strategic partnering with local governments.

DACMO will reach out to Southern California Edison’s (SCE) DAC/HTR and underserved 148 zip codes as mentioned on Appendix B (Targeted market/Customer group).

DACMO will provide marketing education and outreach (ME&O) through the following activities:

**Task 1: Outreach Events (includes in-language CBOs, churches, schools, community booths, and seminars):**

- **Seminars and Booths:** Workshops and community Booths that reach the underserved DAC/HTR demographics at popular local events such as public celebrations of New Year's Eve/Day, Earth Day, and Cinco de Mayo.
- **Churches and Adult Center Outreach:** Informational in-language booths and seminars and adult centers.
- **Local City Governments and Partnership Events:** Local government outreach and coordination with Local Public Affairs (LPA) to host Booths at City events.
- **Schools Outreach:** A Green Schools' Program with an energy artist contest will generate interest and awareness. Students will be given a survey and interest form to be filled out by their parents for EE program participation.

**Task 2: Customer Energy Advisement (in-home EE/DR and Electrification assessment with report and door-to-door marketing)**

Residential In-home Assessment: DACMO's in-language home energy advisors will enroll customers through its marketing and outreach (M&O) for home education and EE assessment. Trained in-language home advisors will visit customer homes for a walk-through assessment that will identify and provide direct education about long-term enhanced energy savings. Customers will be incentivized to participate by receiving free LED lamps and LED nightlights. Customers will be educated on EE/DR, low-income, and direct install opportunities. In addition, customers will also be educated about their bills, the public-benefit surcharge, and Time-Of-Use (TOU). These will create opportunities for energy savings, health, comfort, and safety. Customers will be provided with a detailed report of the assessment with links to associated SCE's EE/DR and Electrification programs. The report will include a write-up on applicable appliance upgrades, electric heat pumps, Airconditioning, smart thermostats, electric water heaters, and demand response programs as applicable.

- **Multi-family Door-to-Door Marketing:** To ensure cost-effective multi-family outreach, DACMO will target ethnic-owned properties and directly reach out to them with telephone calls, mailers, e-mails, and in-person visits. This outreach will generate leads for enhanced participation in the multi-family EE programs for DAC/HTR customers.

**Task 3: Media Events (media ads – newspaper/radio, social media, and city newsletter publications)**

- **Media Ads:** A targeted in-language media marketing on ethnic Newspapers and Radio.
- **Multi-lingual Website:** A comprehensive website with language options providing EE rebate information and links to enroll customers for EE programs.
- **Social Media Presence and Ads:** DACMO will also create a social media presence with Ads on Facebook, Instagram, and Twitter.
- **City Newsletter Publications:** DACMO will publish EE articles in City newsletters of cities in the specified zip codes.

**Task 4 Door Hangers**

**Door Hangers:** DACMO’s colorful EE program Door Hangers with an SCE Bag and a LED night light, will target the underserved DAC/HTR customers. Customers will be educated on existing EE programs and will be encouraged to enroll for the in-home EE/DR and Electrification assessment.

**2. Program Delivery and Customer Services**

Program Strategies/Tactics

The Disadvantaged Communities Marketing and Outreach (DACMO) program strategies will address major persistent market barriers and engage hard-to-reach , underserved and disadvantaged communities . DACMO advances goals 1, 2, and 5 of the California Public Utilities Commission (CPUC) and the Social Justice (ESJ) Action Plan.

DACMO’s program strategies address major, persistent market barriers for the DAC/HTR communities. These proven solutions and planned strategies form the framework of the program design and implementation.

CPUC ESJ Action Plan 1, 2 & 5	DACMO Strategies
1 - 1.2.2 – Consider funded Community Based Organization	<ul style="list-style-type: none"> <li>• DACMO will build on its existing collaborations and continue to expand partnerships with other Community-Based Organizations (CBOs) to help outreach to HTR/DAC demographics.</li> <li>• DACMO will partner with CBOs and establish satellite offices in HTR areas such as Tulare, Coachella, and Menifee, as required creating a strong, sustainable local presence in the DAC/HTR communities.</li> </ul>
2 – 2.1.1 Alignment and Coordination Across ME&O Plans	<ul style="list-style-type: none"> <li>• As a unique in-language program, DACMO will coordinate with other Statewide, REN, Low-income, and other ME&amp;O local programs to add value and avoid overlap. Languages included but were not limited to Spanish, Chinese Korean, and Vietnamese</li> <li>• DACMO will work closely with the Program Manager to create a data-secure process that shares data and activity information with other programs and avoids overlap.</li> </ul>

<p>2.1.2 – Improve Feedback Loop from Customers to Foster Iterative Process in Program Design</p>	<ul style="list-style-type: none"> <li>• DACMO will create focused customer surveys during events. DACMO will use the feedback in an iterative process to establish an effective program design.</li> <li>• DACMO’s staff will conduct customer home visits and collect feedback.</li> <li>• On-going customer feedback at DACMO events will be assimilated into program design, thereby improving and enhancing the program.</li> </ul>
<p>2.3.1. Distributed Energy (DER) Action Plan</p>	<ul style="list-style-type: none"> <li>• DACMO’s in-language staff will educate and enroll participants by integrating EE, DR, and Electrification measures.</li> <li>• In-language Energy Advisors will visit homes and explain SCE’s DER plans. This will address both technical and knowledge barriers.</li> </ul>
<p>2.3.3 Leverage Scale of California Alternative Rates for Energy (CARE) and Energy Savings Assistance (ESA) Programs to Cross-Refer to Other CPUC Initiatives</p>	<ul style="list-style-type: none"> <li>• DACMO will cross-refer and leverage low-income programs such as CARE and ESA. Customers will be referred to the ESA/CARE if they qualify. As a non-resource program, DACMO will supplement with EE and rebate information.</li> <li>• In-language Energy Advisors will discuss other EE programs and CPUC initiatives with customers.</li> </ul>
<p>5 – 5.1.2 Translation of Key Documents and Collateral Materials</p>	<ul style="list-style-type: none"> <li>• DACMO’s in-language team will translate all program documents and collateral material into Spanish, Chinese, Vietnamese, and Korean languages. In addition, the DACMO website will have various language options.</li> <li>• DACMO’s events will have in-language videos tailored to the community. All collaterals including videos will be submitted for SCE’s approval before implementation.</li> </ul>



5.2.1 Engage CBOs	<ul style="list-style-type: none"> <li>• DACMO will build on relationships with CBOs and also create new partnerships with CBOs engaged in DAC/HTR communities.</li> <li>• DACMO will educate and train CBOs and share in-language collaterals with CBOs.</li> </ul>
5.4 Enhance Engagement with Particular ESJ Communities and Individuals	<ul style="list-style-type: none"> <li>• DACMO will engage with ESJ communities through our in-language outreach and marketing.</li> <li>• . DACMO will engage DAC/HTR cities by holding events and informing residents about the EE/DR and Electrification programs.</li> </ul>

DACMO will provide ME&O on GHG emissions and net-zero energy, providing information about Electrification measures that align well with SB 350 and foster a community bond.

The following strategies will deliver a cost-effective program while increasing participation for underserved and DAC/HTR customers:

- In place of an expensive and inefficient advertisement campaign, DACMO will target communities with in-language media based on the highest cost-effectiveness. DACMO will also partner with local government newsletters and publish EE-related articles that target DAC/HTR customers.
- DACMO will build upon existing synergies with MWD, Water districts, AQMD, and Municipalities. This will ensure effective messaging.
- DACMO will partner with local CBOs to target underserved and DAC/HTR customers in specific communities, forgoing a generic, surface-level approach.
- Given the need for diverse outreach, DACMO’s in-language personnel will engage in direct door-to-door visits. This strategy has proven to be the most cost-effective for multi-family customers. Direct telephone calls, in-person visits, and mailers for underserved multi-family customers will also ensure a targeted and cost-efficient outreach that increases participation.
- DACMO’s in-language energy advisors will enroll customers through its M&O for home education and EE surveys. Trained in-language home advisors will visit the customers for a walk-through, providing direct education and enrollment.

**Market Channel**

- DACMO will build upon an existing partnership with CBOs in DAC/HTR demographics. New CBOs will be enlisted.
- A dedicated in-language toll-free phone line will assist customers with any technical or participation-related questions. Customers will be assisted in their submissions for EE rebates.
- In place of an expensive and inefficient advertisement campaign, DACMO will target communities with in-language media based on the highest cost-effectiveness. The response rate to each media initiative defines the effectiveness of that media.
- The Program will collaborate with local governments and chambers of commerce, including participation in local city events and articles in newsletters.
- Satellite offices will establish a local presence in DAC/HTR communities. Alongside partnerships with CBOs and the hiring of local disadvantaged workers, the program will create a local presence.
- DACMO will build upon existing synergies with SoCalGas, MWD, Water districts, AQMD, and Municipalities. This will ensure effective messaging.

**Targeted Market/Customer Group**

DACMO will use the SB 535 California Office of Environmental Health Hazard Assessment (OEHHA) and SCE zip codes to identify DAC customers. A preview of the zip codes and the cities is provided in the link. For details see Appendix B.



Microsoft Excel  
97-2003 Worksheet

3. **Program Design and Best Practices**

Market Barriers	Program Strategies
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<p>Lack of Awareness: Language Barrier</p> <p>The lack of awareness of EE initiatives among DAC/HTR communities is largely due to language barriers and the absence of utility EE programs that address those barriers. The two maps of Linguistic Isolation and Disadvantaged Communities, in CalEnviroScreen, reveal an identical overlap.</p>	<ul style="list-style-type: none"> <li>• .</li> <li>• DACMO will reach out to the underserved and DAC/HTR customers through a 100% in-language program. DACMO will primarily serve the Hispanic, Chinese, Vietnamese, and Korean communities in their languages. DACMO’s in-language website is available in multiple languages.</li> <li>• Each activity is tailored to customer demographics with in-language collaterals, videos, a website, and in-language helpline.</li> <li>• DACMO’s in-language home advisors will explain program offerings and enhance participation.</li> </ul>
<p>Knowledge Barrier on available EE/Rebate programs.</p> <p>Gaps in knowledge of EE/Rebate programs stem primarily from the language barriers and the non-existence of in-language utility programs.</p>	<ul style="list-style-type: none"> <li>• DACMO’s in-language staff and home advisors will address the knowledge barrier by educating customers and providing them with EE/Rebate information directly in one-on-one settings. All DACMO’s EE activities will create awareness, knowledge, and participation in EE/DR and Electrification programs.</li> </ul>
<p>Technical Barrier</p> <p>The DAC/HTR customer community usually is an older population of homeowners and renters who very often are not tech-savvy.</p>	<ul style="list-style-type: none"> <li>• DACMO’s direct interface at events, along with trained home advisors, will answer questions and remove all technical barriers.</li> <li>• DACMO will provide a toll-free, in-language helpline for any technical questions.</li> </ul>

<p style="text-align: center;"><b>Social Barrier</b></p> <p>The DAC/HTR community has distinct social barriers to participation. These range from a distrust of government programs in the Hispanic community to a social preference for intra-community touches and in-language media in the Hispanic, Korean, Chinese, and Vietnamese communities.</p>	<ul style="list-style-type: none"> <li>• DACMO’s in-language, in-person, direct community interaction at community events, as well as in-home surveys, builds a bridge of trust and reduces social barriers, encouraging customers to participate.</li> <li>• Similarly, partnerships with local CBOs and City Governments will also address and ease the social barriers to participation.</li> <li>• DACMO’s offerings address every social segment with booths, seminars, faith-based organizations (FBO), churches, schools, participation initiatives at local grocery stores, and media outreach. These serve to ease social barriers and create an effective social bridge.</li> </ul>
<p style="text-align: center;"><b>Multi-family Landlord-Tenant Upgrades</b></p> <p>Lack of access to Multi-family owners and property managers</p>	<ul style="list-style-type: none"> <li>• DACMO’s direct approach via in-person, in-language visits will target owners, offering program explanations and encouraging partnerships and participation in EE programs that could decrease utility bills and increase property desirability among tenants.</li> <li>• DACMO will set up tabletops and conduct seminars at multi-family properties to enhance participation. DACMO will build upon these strategies, reaching out to both landlords and tenants.</li> </ul>

4. **Innovation**

Innovative Marketing Strategies

- DACMO will develop community-specific, two-sided in-language collaterals with English to address the language barrier in the Hispanic, Chinese, Korean, and Vietnamese communities. Bilingual collaterals will also provide information on EE/DR and Electrification programs.
- A Green Schools program in DAC/HTR demographics will create awareness and encourage students to enlist their parents in EE programs. Students will be encouraged to participate in the process to foster understanding and long-term evolution in their energy-use habits. Parents will also be encouraged to participate in EE/DR and Electrification

initiatives. Students will each receive a \$5 Target gift card once their parents enroll for a home survey.

- Target local DAC/HTR demographics with in-language staffing of booths and table-tops at local grocery stores, as well as selected home improvement stores,) to disseminate information and enroll customers.
- A program bag with a LED night light inside will be used as a door hanger. This allows us to share comprehensive program information with individuals, instead of providing a door-hanger alone with minimum information. Targeted mailers will also be delivered to identified DAC/HTR CalEnviroScreen zip codes.
- To maximize customer touch and cost efficiencies, DACMO will launch targeted campaigns on ethnic radio stations and in newspapers.
- DACMO will create a website with language options that provide EE rebate information and links to enroll customers in EE programs.
- DACMO will post creatively designed and targeted social media ads on different social media platforms, such as Facebook, Instagram, Google Business, and ethnic-language Podcasts.

### **Innovative Delivery Strategies**

- DACMO will (utilize/leverage...) direct one-on-one marketing to homeowners' associations. DACMO will implement direct marketing with e-mail, and in-person visits to multi-family ethnic property owners and tenants to provide cost-effective and robust participation.
- DACMO's customer-facing, in-language associates will collect and securely record customer interests, which can be readily accessed by the program manager, or directly linked to
- DACMO's in-language energy advisors will conduct EE/DR and Electrification home surveys that educate and enroll customers. A survey report will be provided to each participating customer.
- DACMO will train and hire local disadvantaged staff and CBOs in targeted DAC/HTR communities..

## **5. Metrics**

### **KEY PERFORMANCE INDICATOR (KPI) SCHEDULE**

KPI	Description	Measurement (how KPI will be Measured)	KPI Source Data (source data to measure KPI)	Reporting Frequency	Purpose of the KPI
In-language Seminars	Workshops and Seminars, that reach the underserved and DAC/HTR demographics at popular local events such as public celebrations of New Year's Eve/Day, Earth Day, and Cinco de Mayo.	Number of seminars, the customers attending the seminars, and the resulting sign-up for EE programs.	Tracking and reporting at the end of the month with the monthly program narrative.	Monthly	Educate DAC/HTR customers. Sign up customers for EE Programs.
In-language Community Booths	Community Booths at popular events to create awareness for EE programs with in-language collaterals and interaction. Sign-up with interest cards for EE programs.	Number of booths, the customers attending the booths, and the resulting sign-up for EE programs	Tracking and reporting at the end of the month with the monthly program narrative.	Monthly	Inform DAC/HTR customers. Sign-up customers for EE Programs.
Schools Outreach	A 'Green Schools' Program with an energy artist contest to generate interest and awareness. Students will be given a survey and interest form to be filled out by their parents for EE/DR program participation.	Schools and student participation and parents' enrollment	Tracking and reporting at the end of the month with the monthly program narrative.	Monthly	Educate students and sign-up parents for EE programs.

Media Ads	A targeted, in-language media marketing in ethnic newspapers and on radio stations.	DAC/HTR circulation numbers, spots, and ads placed on ethnic media and calls to the toll-free hotline.	Tracking and reporting at the end of the month with the monthly program narrative.	Monthly	Inform, educate, and encourage EE program participation. Hotline calls for technical assistance.
Social Media	Create ads, awareness, and build relationships with all customer sectors in ethnic languages.	Measured by clickable links and online sign-ups.	Tracking and reporting at the end of the month with the monthly program narrative.	Monthly	Encourage DAC/HTR customers to sign-up for the appropriate EE program.
City Newsletter Publications	Educate customers with EE program articles for information and sign-ups.	Articles on City Newsletters	Tracking and reporting at the end of the month with the monthly program narrative.	Monthly	Educate and provide technical support for program enrollment.
Door to Door	In-person outreach to educate and sign-up customers for EE programs.	In-language engagement and in-person sign-ups.	Tracking and reporting at the end of the month with the monthly program narrative.	Monthly	Educate DAC/HTR customers. Sign up customers for EE Programs.
Door Hanger with Collaterals and LED Nightlights in DACMO Bags	DACMO's colorful EE program Door Hangers with a DACMO Bag and a LED night-light to be distributed among underserved		Tracking and reporting at the end of the month with the monthly program narrative.	Monthly	

	DAC/HTR customers.				
In-Home EE/DR and Electrification Assessment. w/report	Trained in-language in-home energy advisors will create actions by discussing EE/DR and electrification measures and sharing a report which will also have contact details.		Tracking and reporting at the end of the month with the monthly program narrative.	Monthly	
Diverse Business Enterprises Spend	Aggregate amount paid to Diverse Business Enterprises as referenced in Article 4.05 of this Agreement	Aggregate amount paid to Diverse Business Enterprises	Diverse Business Enterprise Spend Reporting	Monthly	Support IOU goal
Project Selection for Disadvantaged Communities, Hard-to-Reach and Underserved Customers	Number of Projects in Disadvantaged Communities, Hard-to-Reach and Underserved Customers.	Number of Projects in Disadvantaged Communities, Hard-to-Reach and Underserved Customers in the reporting year.	Program tracking data	Quarterly	A project pipeline aligned with Program objectives.
Non-Resource Measures spend performance with Disadvantaged Workers	Total funds spent with Disadvantaged Workers.	Cumulative-to-date, spend achieved with Disadvantaged Workers	Program financial tracking data	Quarterly	Non-Resource Measures compliance with legislative goals
Non-Resource Measures spend performance with Disadvantaged Communities,	Total funds spent through Projects in Disadvantaged Communities, Hard-to-Reach and	Cumulative-to-date, spend achieved in Disadvantaged Communities, Hard-to-Reach	Program financial tracking data	Quarterly	Non-Resource Measures compliance with legislative goals



Hard-to-Reach and Underserved Customers	Underserved Customers	and Underserved Customers			
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6. **For Programs Claiming To-Code Savings**

Not Applicable for DACMO.

7. **Pilots**

Not Applicable for DACMO.

8. **Workforce Education & Training (WE&T)**<sup>1</sup>

Not Applicable for DACMO.

9. **Workforce Standards**<sup>2</sup>

Not Applicable for DACMO.

10. **Disadvantaged Worker Plan**<sup>3</sup>

As an Implementer of the DACMO program, Global Energy Services (GES) is committed to continuing its practice of routinely hiring disadvantaged workers from local ethnic communities. Over 80 percent of GES staff members have overcome language barriers, and over 30 percent do not have a college degree and are residents of lower-income, disadvantaged communities. GES offers in-house training to staff and connects employees with utility courses offered at EEC. GES will hire disadvantaged workers and part-time staff, as needed, for community outreach from the disadvantaged ethnic communities.

11. **Additional Information**

Not Applicable for DACMO.

3. **Supporting Documents**

Not Applicable for DACMO.

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<sup>1</sup> D.18-05-041, Page 20-21 and Ordering Paragraph 7.

<sup>2</sup> D.18-10-008, Ordering Paragraph 1-2 and Attachment B, Section A-B, Page B-1.

<sup>3</sup> D.18-10-008, Attachment B, Section D, page B-9.

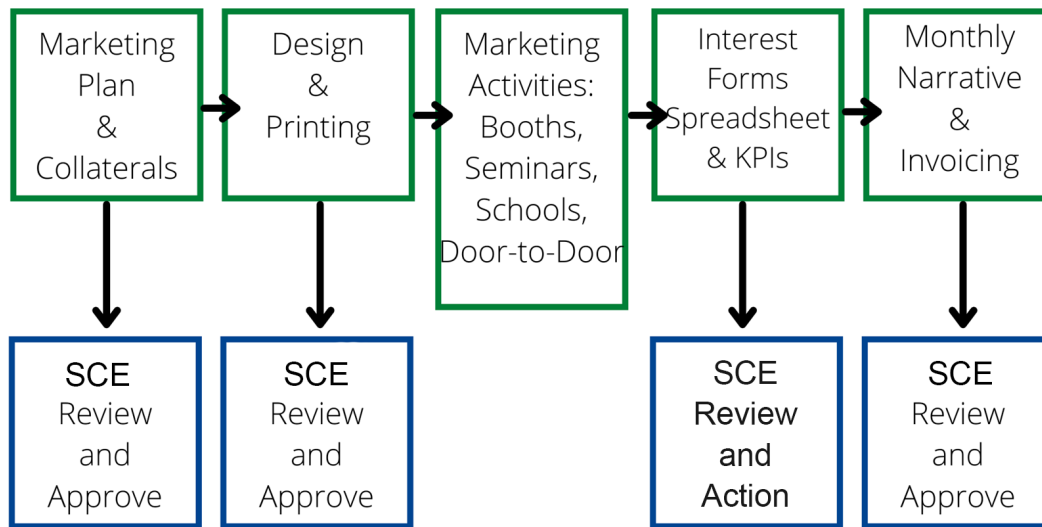
1. Program Manuals and Program Rules

As a non-resource program, this section is not applicable for DACMO

2. Program Theory<sup>4</sup> and Program Logic Model<sup>5</sup>

Program Theory takes into account all the activities DACMO will do to increase EE, DR, and Electrification program participation. Please see the graphic below.

## DACMO Program Theory



- DACMO will create a local presence with satellite offices and partner with local CBOs to provide effective M&O. The program will inform and educate customers on EE/DR and Electrification initiatives and available rebates. The outreach will be designed and implemented to increase participation across all residential EE programs, while the helpline will provide technical assistance to customers seeking to enroll.
- DACMO’s in-language home energy advisors will enroll customers through its M&O for home education and EE assessment. Trained in-language home advisors will visit customer homes for a walk-through assessment that will identify and provide direct education about long-term enhanced energy savings. Customers will be incentivized to participate by receiving free LED lamps and LED nightlights. Customers will be

<sup>4</sup> The expected causal relationships between program goals and program activities in a way that allows the reader to understand why the proposed program activities are expected to result in the accomplishment of the program goals. A well-developed program theory can (and should) also describe the barriers that will be overcome in order to accomplish the goals and clearly describe how the program activities are expected to overcome those barriers. *California Evaluation Framework*, June 2004.

<sup>5</sup> The graphical representation of the program theory showing the flow between activities, their outputs, and subsequent short-term, intermediate, and long-term outcomes. *California Evaluation Framework*, June 2004.

educated on EE/DR, low-income, and direct install opportunities. In addition, customers will also be educated about their bills, the public-benefit surcharge, and Time-Of-Use (TOU). These will create opportunities for energy savings, health, comfort, and safety. This will overcome the knowledge and technical barrier

- Customers will be provided with a detailed report of the assessment with links to associated SCE's EE/DR and Electrification programs.
- DACMO will enroll and pass along all low-income qualified leads to ESA program managers or directly to ESA contractors. We will work with the PM to streamline this process.
- All calls to the toll-free customer hotline and technical support will be included in monthly reports. In addition, DACMO will also track media coverage, social media hits, web page views, and in-person visits – these will all be included in the monthly reports.

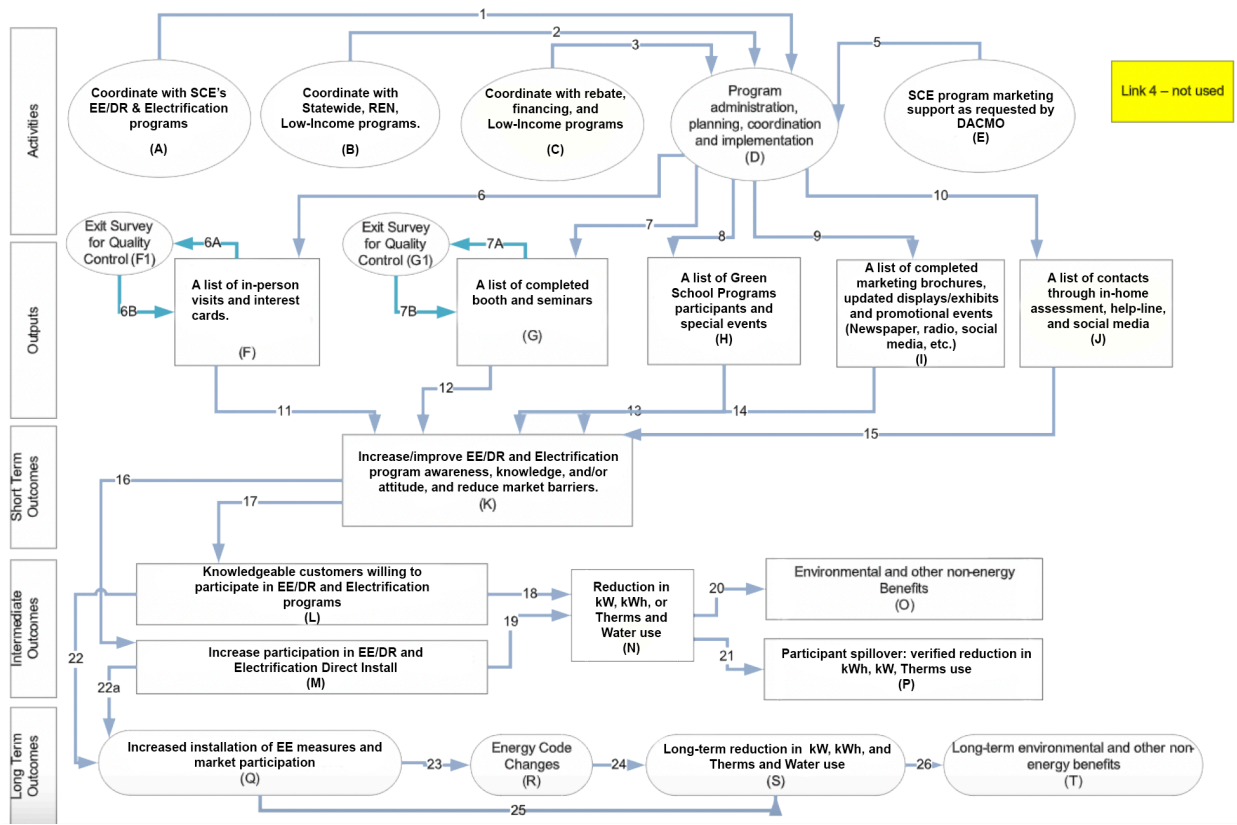
The strategies above will deliver deeper, longer-term energy savings and improve access to energy efficiency.

**Program Logic Model:**

The Program Logic Model takes into account the KPIs and depicts the desired programmatic outcomes. Please refer to the Process Flow Chart below..

3. **Process Flow Chart**

Disadvantaged Communities Marketing & Outreach (DACMO) - Process Flow Chart



4. **Incentive Tables, Workpapers, Software Tools<sup>6</sup>**

Not Applicable for DACMO

5. **Quantitative Program Targets**

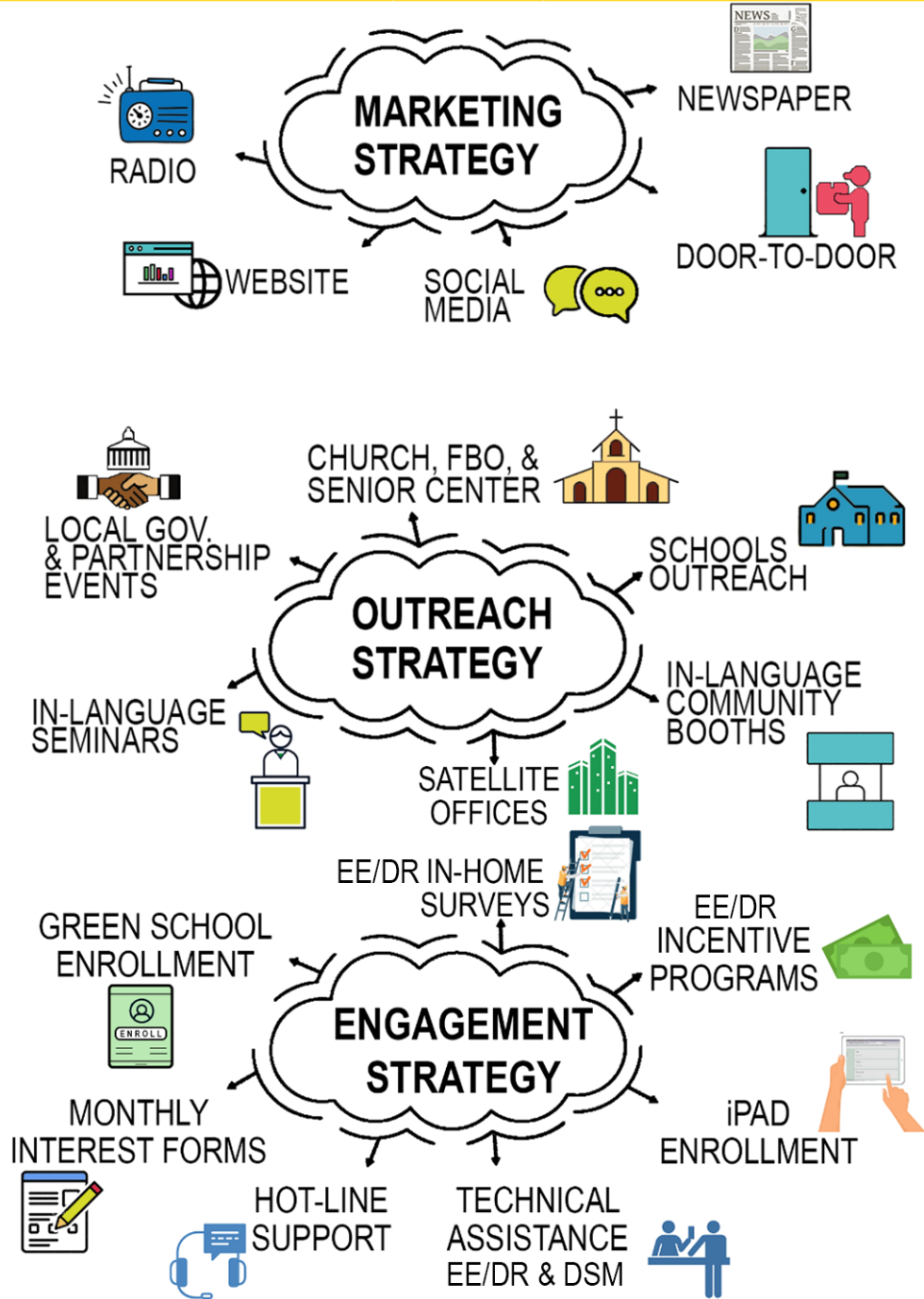
Program years 2023 - 2025		Outreach Events	Customer Energy Advisements	Media Events	Door Hangers
2023	Committed Projects	30	400	204	8,000

<sup>6</sup> Per D.19-08-009, for fuel substitution measures where the incentive exceeds the Incremental Measure Cost (IMC), the CPUC requires submission of a workpaper addendum using a separate template. Third-party implementers can request the template from their Contract Manager. SCE Program Managers should refer to the E-PPICs Smart Sheet.

2024	Committed Projects	97	1,300	663	26,000
2025	Committed Projects	98	1,300	663	26,000

6. Diagram of Program

**Disadvantaged Communities Marketing Outreach (DACMO) Program Diagram**



7. Evaluation, Measurement, and Verification (EM&V)

Not Applicable for DACMO.

The utilities are proposing to work with the Energy Division to develop and submit a comprehensive EM&V Plan for 2023 - 2025 after the program implementation plans are filed. This will include process evaluations and other program-specific studies within the context of broader utility and Energy Division studies. More detailed plans for process evaluation and other program-specific evaluation efforts cannot be developed until after the final program design is approved by the CPUC and in many cases after program implementation has begun, since plans need to be based on identified program design and implementation issues.

8. **Normalized Metered Energy Consumption (NMEC)**

Not Applicable for DACMO.

**APPENDIX A. List of Acronyms and Abbreviations**

<b>Term</b>	<b>Definition</b>
<b>C&amp;S</b>	Codes & Standards
<b>CALCTP</b>	California Advanced Lighting Controls Training Program
<b>CEDARS</b>	California Energy Data and Reporting System
<b>CPUC</b>	California Public Utilities Commission
<b>DAC</b>	Disadvantaged Communities
<b>DEER</b>	Database for Energy Efficient Resources
<b>DSM</b>	Demand-Side Management
<b>EE</b>	Energy Efficiency
<b>EE PRG</b>	Energy Efficiency Procurement Review Group
<b>EM&amp;V</b>	Evaluation, Measurement & Verification
<b>ET</b>	Emerging Technologies
<b>EUL</b>	Effective Useful Life
<b>FSU</b>	Fractional Savings Uncertainty
<b>HTR</b>	Hard-to-Reach
<b>HVAC</b>	Heating, Ventilation, & Air Conditioning
<b>IOU</b>	Investor-Owned Utility
<b>IP</b>	Implementation Plan
<b>kW, kWh</b>	kilowatts, kilowatt-hours
<b>M&amp;V</b>	Measurement & Verification (or, sometimes, Validation)
<b>NMEC</b>	Normalized Metered Energy Consumption
<b>PA</b>	Program Administrator
<b>PAC</b>	Program Administrator Cost
<b>RFA</b>	Request for Abstract
<b>RFP</b>	Request for Proposal
<b>TRC</b>	Total Resource Cost
<b>WE&amp;T</b>	Workforce Education & Training



**APPENDIX B. Targeted SCE DAC Zip Codes**

<b>California County</b>	<b>ZIP</b>	<b>Approximate Location</b>	<b>CES 4.0 Percentile Range</b>
Los Angeles	90023	Commerce	<b>95-100% (highest scores)</b>
Los Angeles	90040	Commerce	<b>95-100% (highest scores)</b>
Los Angeles	90066	Culver City	<b>80-85%</b>
Los Angeles	90201	Bell Gardens	<b>95-100% (highest scores)</b>
Los Angeles	90201	Cudahy	<b>95-100% (highest scores)</b>
Los Angeles	90220	Compton	<b>95-100% (highest scores)</b>
Los Angeles	90221	Compton	<b>95-100% (highest scores)</b>
Los Angeles	90222	Compton	<b>95-100% (highest scores)</b>
Los Angeles	90241	Downey	<b>80-85%</b>
Los Angeles	90242	Downey	<b>85-90%</b>
Los Angeles	90247	Gardena	<b>90-95%</b>
Los Angeles	90248	Gardena	<b>80-85%</b>
Los Angeles	90249	Gardena	<b>95-100% (highest scores)</b>
Los Angeles	90250	Hawthorne	<b>90-95%</b>
Los Angeles	90255	Huntington Park	<b>95-100% (highest scores)</b>
Los Angeles	90260	Lawndale	<b>85-90%</b>
Los Angeles	90262	Lynwood	<b>95-100% (highest scores)</b>
Los Angeles	90270	Maywood	<b>95-100% (highest scores)</b>
Los Angeles	90280	South Gate	<b>95-100% (highest scores)</b>
Los Angeles	90301	Inglewood	<b>95-100% (highest scores)</b>
Los Angeles	90401	Santa Monica	<b>80-85%</b>

Los Angeles	90404	Santa Monica	<b>80-85%</b>
Los Angeles	90601	Whittier	<b>80-85%</b>
Los Angeles	90602	Whittier	<b>85-90%</b>
Los Angeles	90606	Whittier	<b>85-90%</b>
Orange	90620	Buena Park	<b>95-100% (highest scores)</b>
Orange	90621	Buena Park	<b>90-95%</b>
Orange	90631	La Habra	<b>90-95%</b>
Los Angeles	90640	Montebello	<b>95-100% (highest scores)</b>
Los Angeles	90650	Norwalk	<b>90-95%</b>
Los Angeles	90660	Pico Rivera	<b>90-95%</b>
Los Angeles	90670	Santa Fe Springs	<b>90-95%</b>
Los Angeles	90706	Bellflower	<b>85-90%</b>
Los Angeles	90715	Lakewood	<b>75-80%</b>
Los Angeles	90716	Hawaiian Gardens	<b>90-95%</b>
Los Angeles	90723	Paramount	<b>95-100% (highest scores)</b>
Los Angeles	90745	Carson	<b>90-95%</b>
Los Angeles	90746	Carson	<b>90-95%</b>
Los Angeles	90755	Signal Hill	<b>75-80%</b>
Los Angeles	90802	Long Beach	<b>85-90%</b>
Los Angeles	90804	Long Beach	<b>80-85%</b>
Los Angeles	90805	Long Beach	<b>95-100% (highest scores)</b>
Los Angeles	90806	Long Beach	<b>95-100% (highest scores)</b>
Los Angeles	90807	Long Beach	<b>75-80%</b>
Los Angeles	90810	Long Beach	<b>95-100% (highest scores)</b>
Los Angeles	90813	Long Beach	<b>95-100% (highest scores)</b>
Los Angeles	91010	Duarte	<b>75-80%</b>
Los Angeles	91340	San Fernando	<b>85-90%</b>
Los Angeles	91706	Baldwin Park	<b>95-100% (highest scores)</b>

Los Angeles	91706	Irwindale	<b>80-85%</b>
San Bernardino	91710	Chino	<b>75-80%</b>
Los Angeles	91723	Covina	<b>80-85%</b>
San Bernardino	91730	Rancho Cucamonga	<b>75-80%</b>
Los Angeles	91731	El Monte	<b>95-100% (highest scores)</b>
Los Angeles	91732	El Monte	<b>95-100% (highest scores)</b>
Los Angeles	91733	South El Monte	<b>95-100% (highest scores)</b>
Los Angeles	91744	La Puente	<b>90-95%</b>
Los Angeles	91745	Industry	<b>90-95%</b>
Los Angeles	91746	Industry	<b>95-100% (highest scores)</b>
Los Angeles	91746	La Puente	<b>80-85%</b>
Los Angeles	91746	Industry	<b>75-80%</b>
Los Angeles	91748	Industry	<b>75-80%</b>
Riverside	91752	Jurupa Valley	<b>80-85%</b>
Los Angeles	91754	Monterey Park	<b>85-90%</b>
San Bernardino	91761	Ontario	<b>95-100% (highest scores)</b>
San Bernardino	91762	Ontario	<b>95-100% (highest scores)</b>
San Bernardino	91763	Montclair	<b>95-100% (highest scores)</b>
San Bernardino	91764	Ontario	<b>95-100% (highest scores)</b>
Los Angeles	91766	Pomona	<b>95-100% (highest scores)</b>
Los Angeles	91767	Pomona	<b>95-100% (highest scores)</b>
Los Angeles	91768	Pomona	<b>90-95%</b>
Los Angeles	91770	Rosemead	<b>85-90%</b>
Los Angeles	91776	San Gabriel	<b>85-90%</b>
San Bernardino	91786	Upland	<b>85-90%</b>

Los Angeles	91790	West Covina	<b>80-85%</b>
Los Angeles	91791	West Covina	<b>80-85%</b>
Los Angeles	91801	Alhambra	<b>80-85%</b>
Los Angeles	91803	Alhambra	<b>75-80%</b>
Riverside	92223	Beaumont	<b>85-90%</b>
San Bernardino	92301	Adelanto	<b>75-80%</b>
San Bernardino	92311	Barstow	<b>85-90%</b>
San Bernardino	92313	Grand Terrace	<b>80-85%</b>
San Bernardino	92316	Fontana	<b>90-95%</b>
San Bernardino	92316	Rialto	<b>90-95%</b>
San Bernardino	92335	Fontana	<b>90-95%</b>
San Bernardino	92336	Fontana	<b>75-80%</b>
San Bernardino	92346	Highland	<b>80-85%</b>
San Bernardino	92354	Loma Linda	<b>85-90%</b>
San Bernardino	92373	Redlands	<b>75-80%</b>
San Bernardino	92374	Redlands	<b>90-95%</b>
San Bernardino	92374	Highland	<b>80-85%</b>
San Bernardino	92376	Rialto	<b>95-100% (highest scores)</b>
San Bernardino	92377	Rialto	<b>75-80%</b>
San Bernardino	92394	Victorville	<b>75-80%</b>
San Bernardino	92395	Victorville	<b>85-90%</b>
San Bernardino	92401	San Bernardino	<b>95-100% (highest scores)</b>

San Bernardino	92404	San Bernardino	<b>85-90%</b>
San Bernardino	92405	San Bernardino	<b>95-100% (highest scores)</b>
San Bernardino	92407	San Bernardino	<b>75-80%</b>
San Bernardino	92408	San Bernardino	<b>95-100% (highest scores)</b>
San Bernardino	92410	Highland	<b>85-90%</b>
San Bernardino	92410	San Bernardino	<b>95-100% (highest scores)</b>
San Bernardino	92411	San Bernardino	<b>95-100% (highest scores)</b>
Riverside	92509	Jurupa Valley	<b>95-100% (highest scores)</b>
Riverside	92530	Lake Elsinore	<b>80-85%</b>
Riverside	92543	Hemet	<b>80-85%</b>
Riverside	92551	Moreno Valley	<b>75-80%</b>
Riverside	92553	Moreno Valley	<b>95-100% (highest scores)</b>
Riverside	92557	Moreno Valley	<b>80-85%</b>
Riverside	92570	Perris	<b>90-95%</b>
Orange	92618	Irvine	<b>80-85%</b>
Orange	92627	Costa Mesa	<b>80-85%</b>
Orange	92683	Westminster	<b>85-90%</b>
Orange	92701	Santa Ana	<b>90-95%</b>
Orange	92703	Santa Ana	<b>85-90%</b>
Orange	92704	Santa Ana	<b>80-85%</b>
Orange	92705	Santa Ana	<b>80-85%</b>
Orange	92707	Santa Ana	<b>85-90%</b>
Orange	92780	Tustin	<b>75-80%</b>
Orange	92831	Fullerton	<b>85-90%</b>
Orange	92832	Fullerton	<b>90-95%</b>
Orange	92833	Fullerton	<b>80-85%</b>
Orange	92841	Garden Grove	<b>85-90%</b>

Orange	92843	Garden Grove	<b>85-90%</b>
Orange	92844	Garden Grove	<b>75-80%</b>
Orange	92867	Orange	<b>75-80%</b>
Riverside	92879	Corona	<b>90-95%</b>
Riverside	92880	Corona	<b>85-90%</b>
Riverside	92882	Corona	<b>90-95%</b>
Ventura	93030	Oxnard	<b>90-95%</b>
Ventura	93033	Oxnard	<b>75-80%</b>
Ventura	93041	Port Hueneme	<b>80-85%</b>
Santa Barbara	93111	Goleta	<b>75-80%</b>
Kern	93215	Delano	<b>90-95%</b>
Tulare	93221	Exeter	<b>75-80%</b>
Tulare	93223	Farmersville	<b>75-80%</b>
Kings	93230	Hanford	<b>95-100% (highest scores)</b>
Tulare	93247	Lindsay	<b>75-80%</b>
Tulare	93257	Porterville	<b>95-100% (highest scores)</b>
Tulare	93274	Tulare	<b>95-100% (highest scores)</b>
Tulare	93291	Visalia	<b>90-95%</b>
Tulare	93292	Visalia	<b>80-85%</b>
Santa Barbara	93455	Unincorporated Santa Barbara County area	<b>80-85%</b>
Kern	93505	California City	<b>75-80%</b>
Los Angeles	93534	Lancaster	<b>85-90%</b>
Los Angeles	93535	Lancaster	<b>85-90%</b>
Los Angeles	93550	Palmdale	<b>75-80%</b>