

**2013-2014 Energy Efficiency Programs**  
**LivingWise™**  
**Program Implementation Plan**

- 1. Program Name:** LivingWise™  
**Program ID:** SCG3764  
**Program Type:** Third-Party Program

**2. Projected Program Budget Table**

**Table 1: Total Projected Program Budget by Category**

Program #	Main/Sub Program Name	Administrative Amount	Marketing Amount	Direct Implementation Amount	Incentive Amount	Total Program Budget Amount
	<b>SoCalGas Third Party Programs</b>					
3764	3P-LivingWise	\$0	\$0	\$970,200	\$943,800	\$1,914,000
3764u	3P-LivingWise (Utility)	\$24,589	\$5,746	\$44,688	\$0	\$75,023
	<b>TOTAL:</b>	<b>\$24,589</b>	<b>\$5,746</b>	<b>\$1,014,888</b>	<b>\$943,800</b>	<b>\$1,989,023</b>

Note: SCG continues to negotiate the final contract with the third party vendor. As a result of final contract negotiations, the budget allocation into the budget subcategories may vary.

**3. Projected Program Gross Impacts Table**

**Table 2: Total Projected Program Savings by Subprogram**

Program #	Main/Sub Program Name	2013-2014 Gross kW Savings	2013-2014 Gross kWh Savings	2013-2014 Gross Therm Savings
	<b>SoCalGas Third Party Programs</b>			
3764	3P-LivingWise	0	0	1,450,790
	<b>TOTAL:</b>	<b>0</b>	<b>0</b>	<b>1,450,790</b>

Note: The therm savings are estimated based on contract negotiations with the third party vendor. The projected savings may change as a result of final contract negotiations.

**4. Program Description**

**a) Describe program**

LivingWise (LW) is a school-delivered residential energy savings program that is currently sponsored through collaboration between Southern California Edison (SCE) and Southern California Gas Company (SoCalGas), along with additional water agency funding whenever possible for 50% of program locations. The Program is run by Resource Action Programs (RAP) and provides a proven blend of classroom activities and take-home retrofit and audit projects which students complete as homework assignments with their parents and families. Audit data and installation reports are collected via surveys, which are returned to teachers and forwarded to the LW Program Center for tabulation and storage. LW is used at the 5<sup>th</sup> and/or 6<sup>th</sup> Grade levels in California to best align with State Learning Standards, and is offered to eligible teachers as an elective program. Teacher enrollment is very high, and overall participant program satisfaction (including parents) is excellent.

This Program covers the continuation of the ongoing SCE/SoCalGas LW Program and potential expansion into areas of the SoCalGas service territory that are not served by

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SCE. Municipal electric utilities and water providers have already expressed interest in partnerships, and partnership demand should easily consume the proposed program budgets. Los Angeles Department of Water and Power (LADWP) alone area covers 30,000 sixth grade students per year. No SoCalGas funding will be utilized without at least one co-sponsor.

**b) List measures**

**Program Energy Efficiency Measures and Incentives**

Measure	Incentives (per unit)	Program Partners
2 Aerators and 1 Showerhead	Option 1 - \$7.80	SoCalGas Only
2 Aerators and 1 Showerhead	Option 2 - \$7.33	SoCalGas and 1 Program Partner
2 Aerators and 1 Showerhead	Option 3 - \$2.13	SoCalGas and 2 Program Partners

The measures are provided free to customers.

**c) List non-incentive customer services**

LW program activities center on the home retrofit and audit projects completed by students and their families as homework assignments. Among the non-incentive customer services the Program provides are: water temp check cards or thermometers, stickers and magnets for new behaviors, mini tape measures, flow rate test bags, resource fact slide charts, toilet leak detector tablets, drip gauges, installation instructions, and surveys.

**5. Program Rationale and Expected Outcome**

**a) Quantitative Baseline and Market Transformation Information**

This section is not applicable.

**b) Market Transformation Information**

This section is not applicable.

**c) Program Design to Overcome Barriers**

There is a need for a cost-effective school program to educate students and their families about energy, water, and climate issues while at the same time inspiring immediate energy efficiency action.

Barrier	Solution
Lack of consumer information about energy efficiency benefits	The Program provides consumer information about the benefits of energy efficiency through direct education and provision of specific measures.
Lack of a viable and reliable resources to educate and inform	Program provides targeted energy efficiency information directed to 6 <sup>th</sup> grade students, their

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Barrier	Solution
	teachers and their families.
Hassle and transaction costs discourage customers from pursuing information about energy efficiency benefits and purchasing energy efficient measures.	The Program educates students and their families, inspiring immediate savings and long-term changes in household energy use.
Customers are skeptical about performance of energy efficient measures.	By targeting students and providing educational materials, the Program reduces customer skepticism about energy efficient measures.
Bounded rationality – although armed with information, there is general resistance to change and inability to make decisions because of impression that information is incomplete.	The Program provides an effective method of overcoming bounded rationality and encouraging customers to act to install energy efficient measures.

**d) Advancing Strategic Plan goals and objectives**

The Program supports the Strategic Plan in the following ways:

**California Long Term Energy Efficiency Strategic Plan Goals and Strategies**

Description	Strategic Plan Sector	Strategic Plan Goal	Strategic Plan Strategy
By targeting 6th grade students, teachers and their families, Program creates a close connection to consumer decision making about energy efficient measures and practices.	Residential	Transform home improvement markets to apply whole-house energy solutions to existing homes.	2-2: Promote effective decisionmaking to create widespread demand for energy efficiency measures.
By targeting and partnering with schools to integrate energy efficiency information into curricula, the Program ensures achievement of the CEESP’s workforce education objectives	Workforce Education and Training	Establish energy efficiency education and training at all levels of California’s educational system.	1-5: Develop K-12 curriculum to include energy efficiency fundamentals (e.g. math, science, behavior) and identify career options in energy-related fields.

**6. Program Implementation**

**a) Statewide IOU Coordination**

- i.** Program name
- ii.** Program delivery mechanisms
- iii.** Incentive levels
- iv.** Marketing and outreach plans, e.g. research, target audience, collateral, delivery mechanisms.

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- v. IOU program interactions with CEC, ARB, Air Quality Management Districts, local government programs, other government programs as applicable
- vi. Similar IOU and POU programs

The LivingWise Program is implemented as part of the SCE and SoCalGas program portfolio and uses the same program name in both service territories. To the extent applicable, the Program will leverage marketing and outreach efforts across service territories, although these efforts will be targeted within each service territory.

**b) Program delivery and coordination**

- i. Emerging Technologies program  
Not applicable to this program.
- ii. Codes and Standards program  
Not applicable to this program.

**iii. WE&T efforts**

The LivingWise Program will be implemented in accordance with broader Workforce Education and Training efforts. Specifically, the Program provides both training and practical experience for students to conduct residential audits and retrofits in their own homes. The Program's Contractor is also participating on the Workforce Education and Training Task Force, and anticipates incorporating additional features into the program content as the Task Force completes its work.

In addition, the Program will work to attract funding from municipal electric utilities and water agencies, such as the Los Angeles Department of Water and Power.

- iv. Program-specific marketing and outreach efforts (provide budget)  
Not applicable to this program.
- v. Non-energy activities of program  
Not applicable to this program.
- vi. Non-IOU Programs  
Not applicable to this program.
- vii. CEC work on PIER  
Not applicable to this program.
- viii. CEC work on codes and standards  
This program will coordinate with CEC and Statewide Codes and Standard efforts to ensure timely incorporation of new measures when appropriate.

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- ix. Non-utility market initiatives  
Not applicable to this program.
- c) **Best Practices**  
LivingWise has emerged as the leading model for energy efficiency education as a resource acquisition program. The mix of education and hands-on application of new knowledge and skills also lends itself to the Workforce Education and Training goals of the Strategic Plan.
- d) **Innovation**  
The Program is innovative in: integrating efforts of gas, electric, and water utilities and creating a platform for future content on emerging topics such as climate change, transportation, and specific topics are among the innovative aspects of the program.
- e) **Integrated/coordinated Demand Side Management**  
Although not an Integrated Demand Side Management program, LivingWise can support the outreach for any other program – from energy efficiency to demand response, and low-income programs. Any program which affects residential customers can be publicized through the LivingWise program by inclusion of promotional/enrollment materials, or even custom activities and promotions to spotlight the target program.
- f) **Integration across resource types (energy, water, air quality, etc)**  
The Program already attracts electric and water agency funding. This Program will only be implemented in areas where there is co-funding from water or electric providers - or both. LivingWise, therefore, will provide integration across resource types where such funding mechanisms have been put in place.
- g) **Pilots**  
No pilot projects are planned at this time.
- h) **EM&V**  
The utilities are proposing to work with the Energy Division to develop and submit a comprehensive EM&V Plan for 2013 - 2014 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.

**7. Diagram of Program**

No specific program diagram for this third party program has been developed. Any program linkages are discussed in Section 6.

**8. Program Logic Model**

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Logic Model of the LivingWise® Program  
June 2012

