

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 05:

How did the relative success or failure of previous strategies to address market segments inform your analysis in setting short, medium and long term success targets?

Response to Question 05:

Please refer to SCE's response to Question 2 for more information about how SCE established targets for the metrics in its Amended Business Plan. Successes and failures of previous strategies did not directly inform SCE's development of its metrics targets, however, successes and failures did inform SCE's selection of intervention strategies and sector-level metrics for its portfolio. For example, one of SCE's proposed metrics for the Homeowner / Renter Residential market segment is to track the number of participants using self-service tools and offerings because past experience and research have shown that customers need engagement tools to drive continuous and persistent behavior change and program participation.