

Southern California Regional Energy Network

Implementation Plan

SoCalREN Kits for Kids

First Filing Date: 06/17/21

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Program Overview

Southern California Energy Network (SoCalREN) Kits for Kids provides energy-saving measures to families who have third and fourth grade students attending schools within the SoCalREN service area. A set of measures will be offered at no cost to participating students and their families and will provide realized energy savings for each household. In addition to the energy and cost savings achieved by the student, Kits for Kids will provide educators with a classroom incentive grant. Kits for Kids will generate energy savings and provide relief to families and educate future household decision-makers to continue prioritizing energy efficiency (EE) in the future.

Program Budget and Savings

1. Program and/or Sub-Program Name

SoCalREN Kits for Kids Program

2. Program / Sub-Program ID number

SCR-RES-A4

3. Program / Sub-program Budget Table

<i>Budget Category</i>	2021 Authorized	2022 Authorized
Administration	\$110,000	\$103,329
Marketing	\$160,000	\$75,000
Direct Implementation – Non-Incentive	\$831,229	\$500,000
Direct Implementation – Incentive	\$377,100	\$450,000
Total	\$1,478,329	\$1,128,329

4. Program / Sub-program Gross Impacts Table

<i>Gross Impacts</i>	2021
kWh	0*
kW	0*
Therms	27,282**

*325,962 kWh LED savings could be attributable based on replacing 40W incandescent with 6W LED. SoCalREN will work to collect this attributable savings through ex-post EM&V. Total Savings amount accounts for realization rate and net-to-gross.

**Based on savings as noted in the 2020 Database for Energy Efficiency Resources (DEER) Workpaper SWWH002-02

5. Program / Sub-Program Cost Effectiveness (TRC)

N/A

6. Program / Sub-Program Cost Effectiveness (PAC)

N/A

7. Type of Program / Sub-Program Implementer (PA-delivered, third party-delivered or Partnership)

<i>Type of Program</i>	Yes
SoCalREN Only	X
SoCalREN – Statewide Lead	
Other PA – Statewide Lead	
Third Party	
Other	

8. Market Sector(s) (i.e., residential, commercial, industrial, agricultural, public)

<i>Market Sector</i>	Yes
Residential	X
Commercial	
Industrial	
Agricultural	
Public	
Codes & Standards	
Workforce Education & Training	
Finance	
Other	

9. Program / Sub-program Type (i.e., Non-resource, Resource)

<i>Type of Program</i>	Yes	No
Resource		X
Non-Resource	X	

10. Market channel(s) (i.e., downstream, midstream, and/or upstream) and Intervention Strategies (e.g., direct install, incentive, finance, audit, technical assistance, etc.), campaign goals, and timeline.

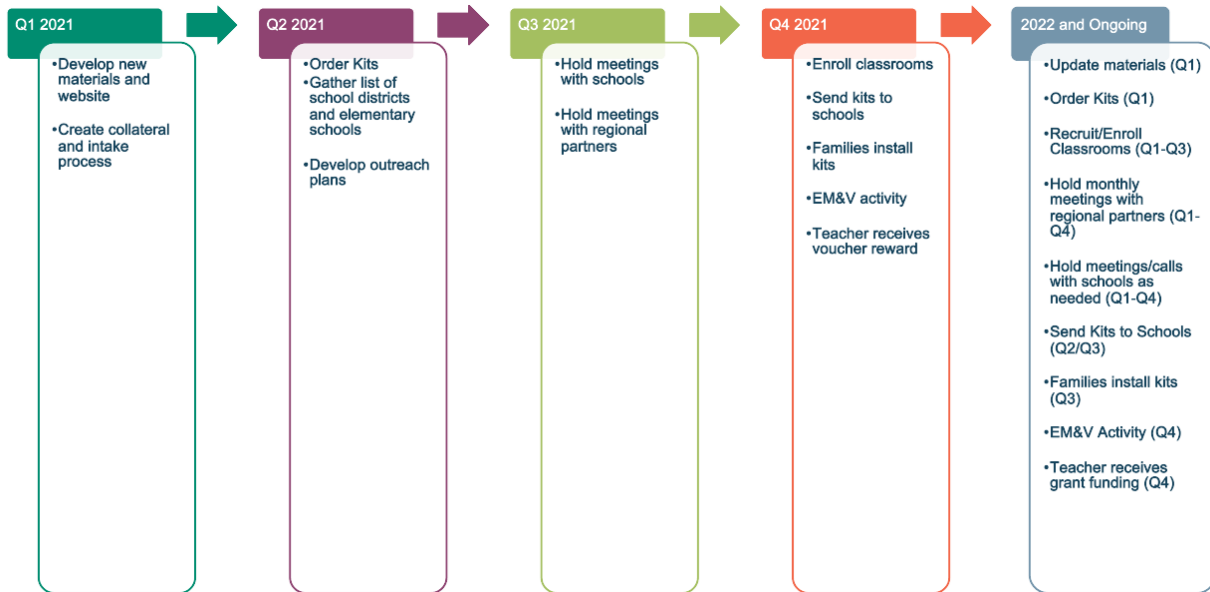
<i>Market Channels</i>	Yes	No
Upstream		X
Midstream		X
Downstream	X	
Direct Install		X

<i>Intervention Strategies</i>	Yes	No
Direct Install		X
Incentive	X	
Finance		X
Audit		X
Technical Assistance		

Campaign Goals

For 2021 and 2022, this program aims to enroll 250 3rd and 4th grade classrooms in the SoCalREN service territory each year.

Timeline



Implementation Plan Narrative

1. Program Description

Kits for Kids provides a model wherein families are provided with a home-based educational activity. The activity is designed to help the student make connections between concepts learned through third and fourth grade science class and how the members of their household use energy at home, in a fun, hands-on fashion.

The free measures are designed to help households save energy and money. Students will have access to a free, online home-based educational activity with games, puzzles, and a tip sheet. These are designed to educate the participating student and other household members about energy efficiency and the positive financial and environmental impacts associated with participating and committing to EE behaviors.

Rationale

Due to the COVID-19 pandemic, Residential customers are spending more time than ever at their homes, resulting in higher energy costs (average residential energy use has increased by 130% between February and December 2021). At the same time, many families are facing

¹ Balaraman, Kavya. (2021). *California moves to address 'extraordinarily frightening' energy debt amid COVID-19*. <https://www.utilitydive.com/news/california-moves-to-address-extraordinarily-frightening-energy-debt-amid/595054/>

financial hardships due to unemployment. In addition, COVID-19 has significantly impacted the collected tax revenues for state and local governments, which have severely impacted school district budgets and their classrooms. As public educational budgets contract, so do the available services and resources provided to students.

In addition to the economic hardships, climate change is still incurring significant and detrimental effects on our environment. Local and regional temperatures are exceedingly increasing at the same time water reserves and precipitation are decreasing, setting up severe resiliency issues across the state of California. SoCalREN's Kits for Kids program will help address the current economic hardships during a time when many are struggling due to the impacts of COVID-19 by helping families reduce monthly energy costs, through the measures provided. The program also includes an innovative incentive structure to assist local California classrooms with additional resources and drives real climate action leadership that will grove over the long term, driving energy savings over time (from youth to adulthood).

Objectives

The program objectives of Kits for Kids are as follows:

- Generate energy savings (kWh and therms) through the installation of measures in the homes of students participating in the Kits for Kids program.
- Provide financial relief to families/households through both energy cost savings and the no-cost measures provided to households.
- Educate students, parents, and guardians about energy efficiency to help household members make informed decisions now, and to encourage the continuation of EE behaviors by the students in the future.
- Drive climate action within residential communities.

2. Program Delivery and Customer Service

SoCalREN will target third and fourth grade students to participate in the Kits for Kids Program. Program staff will work with SoCalREN's Public Agency Regional Partners that have had historically low participation in utility programs in disadvantaged community (DAC) and rural hard-to-reach (HTR) school districts. In addition, direct outreach to all school districts in SoCalREN territory will be conducted to promote the program.

These Regional Partners will facilitate classroom enrollment of the program for schools in SoCalREN's territory. After enrollment, teachers will be given instructions on the distribution of the kits. Upon completion of an introductory activity with their teacher, students will receive a free energy savings kit which will contain educational materials for all members of the household. Once the student and parent/guardian receive the Kit, they will have access to online activities to further their energy efficiency learning. In addition, the families will have instructions on how to identify the measures to be installed, where to install them and guidance on how to install. Then, alongside the parent and/or guardian the measures will be installed. At the point of installation, the activity will also request the return of a postcard to participating students' teachers to verify the measures have been installed. The teachers will verify the number

of postcards returned in an online submission form. Information gathered on this postcard will be used to verify existing conditions in the home (e.g., number of incandescent bulbs, etc.). This information will serve as key EM&V ex-post information and will assist in determining energy savings associated with the free measures provided for installation.

The SoCalREN Kits for Kids program implementation team will be responsible for collecting the participant data and installation verification. They will collect each classroom's information and collectively aggregate each submittal by participating classroom to determine the classes' eligibility for the classroom grant. Once the SoCalREN Kits for Kids program implementation team verifies installation and class achievement, the classroom teacher will be notified of the grant incentive achieved and it will be mailed to the respective school which can then be distributed to the classroom.

The primary market participant for this program is the student themselves along with their Parent/Guardian and other members of their household. The household will be the recipient of the energy efficiency measures and will enjoy the cost saving benefits associated with installation and use. The student will benefit from the at-home activity through reinforcement of the concepts taught in school.

Participating elementary schools will enroll in the program, and third and fourth grade classrooms will be invited to participate in the Kits for Kids Program. Third and fourth grades were selected because of the standards students are taught at these grade levels which align well with energy efficiency concepts. The at-home activity is intended to build on what has already been taught in the classroom. Existing school-based energy efficiency programs offered by investor-owned utilities (IOUs) focus on other grade levels. The Kits for Kids home-based energy efficiency education program is targeted at different grade levels and therefore does not duplicate IOU programs.

Finally, students in schools classified as DAC and/or HTR will be provided an alternative activity booklet if they do not have access to complete the online portion of the activity. In addition, when needed, the program will provide in-language content that will target specific communities who are often overlooked in energy efficiency programs. Providing educational materials, activity sheets, and measure instructions in key languages spoken throughout the region will help more customers directly connect with the content and concepts and will foster connections between parents/guardians and students who can work on the activities together. These communities will then adopt energy efficiency at a higher level than their historic participation levels.

3. Program Design and Best Practices

SoCalREN Kits for Kids offers education about EE and provides measures that overcome market barriers preventing households from making these types of improvements.

Market barriers faced by Residential customers in the SoCalREN service area are addressed through Kits for Kids:

- Households in the targeted areas have a historic lack of participation in energy efficiency programs and may be unaware of the availability of such programs. By providing a no-cost entry point to energy efficiency that is accessible to all members of the household, Kits for Kids helps address this critical market barrier.
- For Multifamily customers, property owners and managers may be hesitant to perform upgrades or installations in tenant units due to the spread of COVID-19. Kits for Kids provides measures directly to tenant households, allowing them to enjoy the benefits of energy efficiency without the risk of coming into contact with a contractor or service provider.
- Due to high unemployment and increased energy costs, many households in the DAC and HTR areas served by SoCalREN currently face economic hardship. The measures and incentives provided by Kits for Kids can help alleviate this burden while providing information and guidance on how households can continue to save even more energy and money on an ongoing basis by implementing additional no-cost/low-cost strategies.

Students will learn about energy efficiency on an interactive website designed specifically for the SoCalREN Kits for Kids Program. Students will play a series of games that will teach EE and how to learn about saving energy in their home.

4. Innovation

SoCalREN is proposing an innovative incentive structure that drives energy savings while contributing significantly to the residential sector. SoCalREN is proposing to offer no-cost energy efficiency measures to participating student households. In addition, participating classrooms will be eligible for an incentive classroom grant. If 65 percent of the students within a given participating classroom return the postcard to their teachers, their classroom will receive a \$1,000 incentive grant in classrooms with ten or more students. Participating classrooms with five to nine students will receive a \$500 incentive grant; this change was made in 2022 to include many of the special education classes which typically have fewer students. This incentive is designed to promote engagement and drive action.

5. Metrics

The metrics to be gathered by the SoCalREN Kits for Kids Program are as follows:

- Number of school districts participating
- Number of classrooms enrolled
- Number of students participating
- Number of classrooms that have at least 65 percent of students return the postcard to the teacher indicating what measures they have installed
- Location (in DAC and Non-DAC ZIP codes)
- Number of each measure installed
- Installation Savings
- Number of grants and total funds distributed

6. For Programs claiming to-code savings:

This section is not applicable to this program.

7. Pilots

This section is not applicable to this program.

8. Workforce Education and Training

This section is not applicable to this program, as it does not involve workforce education and training.

9. Workforce Standards

This section is not applicable to this program.

10. Disadvantage Worker Plan

The Kits for Kids program provides support for Disadvantaged Workers by procuring kits from a certified Disadvantaged Business Enterprise (DBE).

11. Additional information

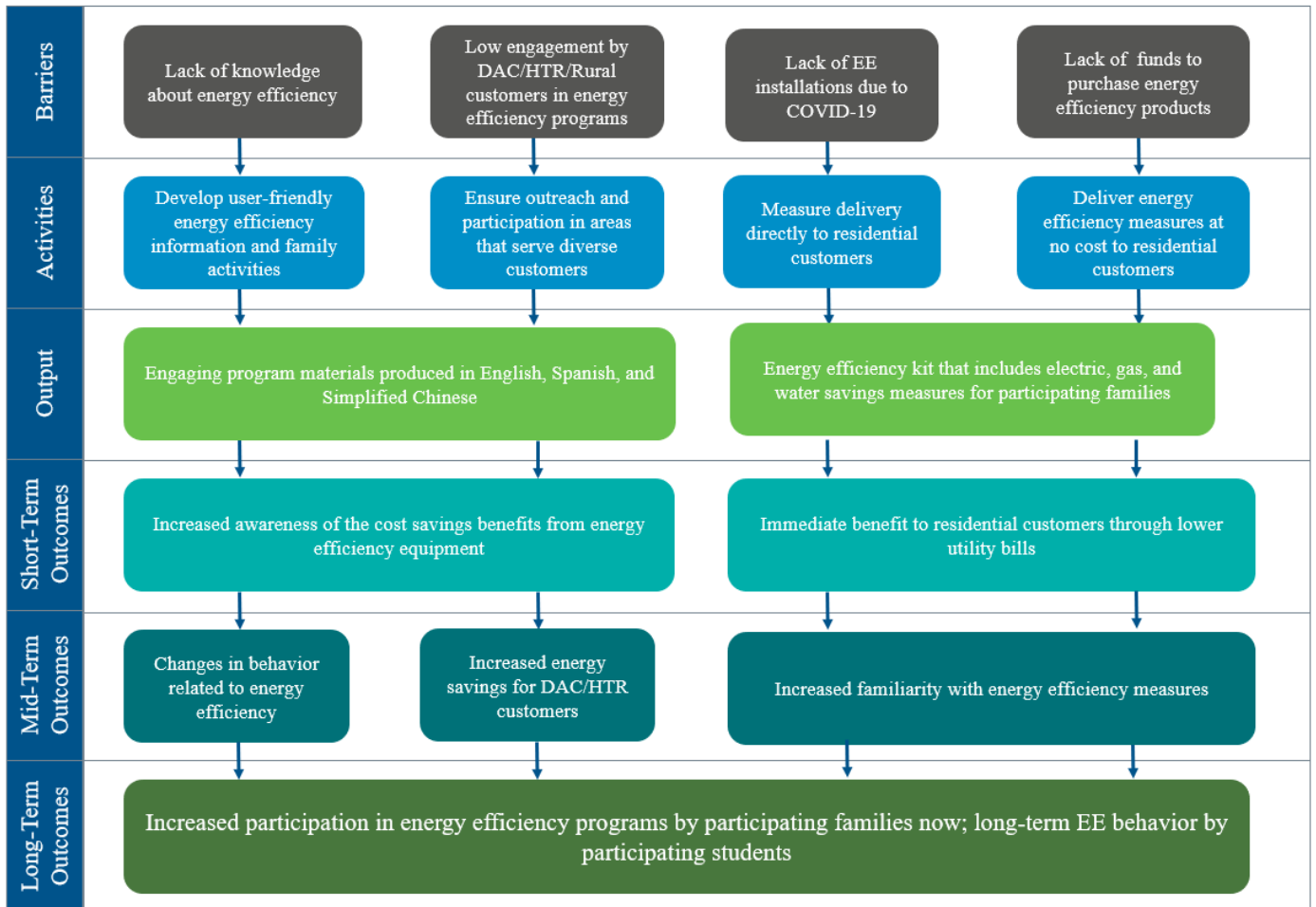
No additional information has been requested by any California Public Utilities Commission (CPUC) decision or ruling.

Supporting Documents

1. Program Manuals and Program Rules

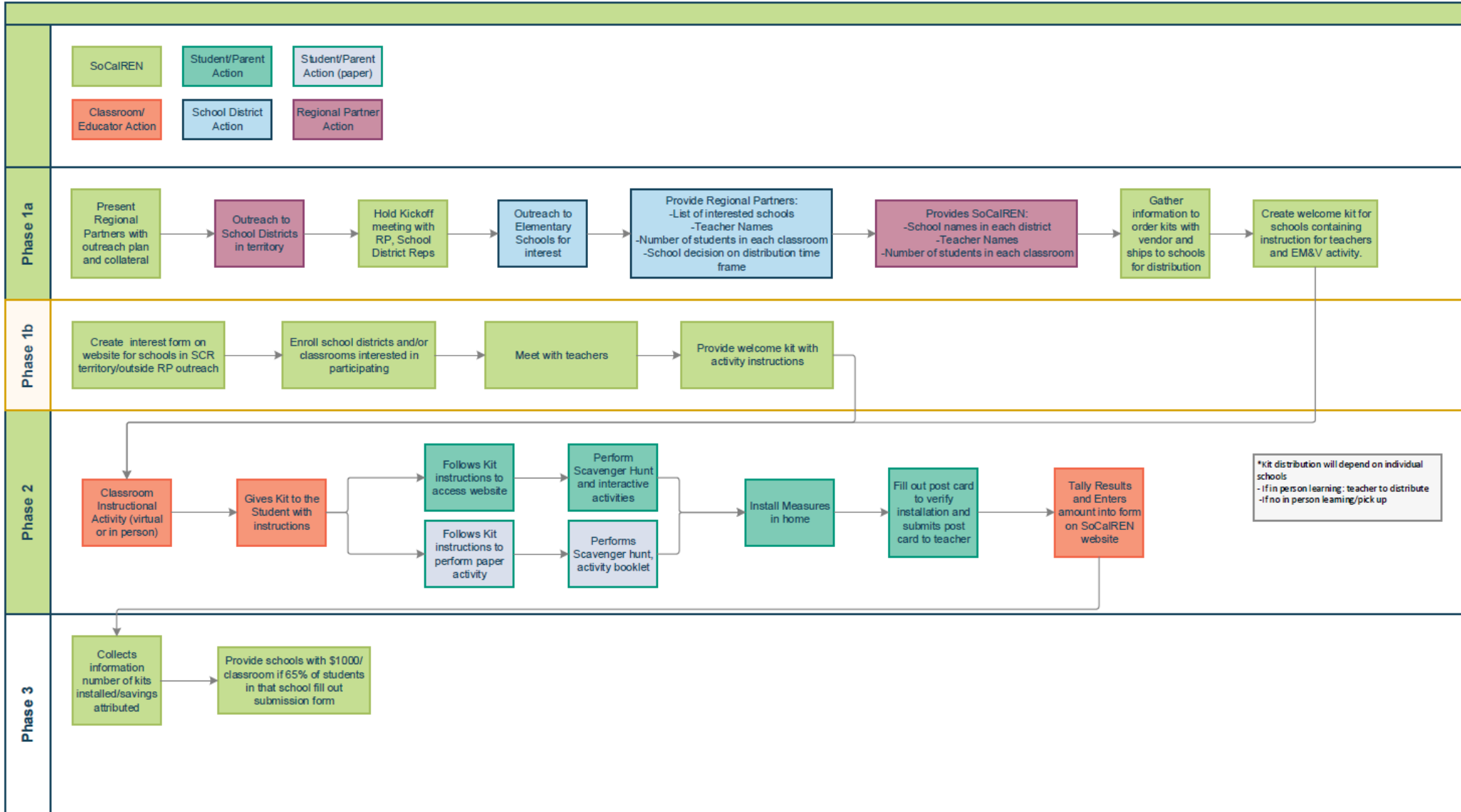
2. Program Theory and Program Logic Model

Through the implementation of Kits for Kids, SoCalREN expects that, in addition to generating immediate kWh and therm savings, the program can impact long-term behavior both by current impacted households and the future households of students educated on energy efficiency behaviors through the program.



3. Process Flow Chart

SoCalREN Kits For Kids



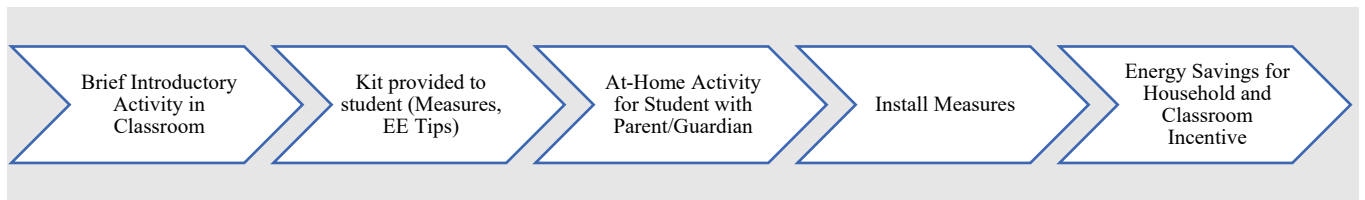
4. Incentive Tables, Workpapers, Software Tools

Measure Description	Workpaper
Smart Plug	SWAP010-01
Showerhead	SWWH002-02
Bathroom Aerator 1.0 GPM	SWWH002-02
Kitchen Aerator 1.5 GPM	SWWH002-02

5. Quantitative Program Targets

SoCalREN Kits for Kids aims to enroll at least 250 classrooms annually.

6. Diagram of program



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

Installed measures will be reported by teachers of enrolled classrooms in the Kits for Kids Program. Due to the young age of the target market (third and fourth grade students), no personally identifiable information of the students will be collected. Teachers will only report the number of measures installed in by the entire classroom in an online submission form.

8. Normalized Metered Energy Consumption (NMEC)

This is not applicable to the Kits for Kids Program.