

Southern California Edison 2009 Cool Center Program Evaluation

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FINAL REPORT

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I. Executive Summary

The 2009 Southern California Edison (SCE) Cool Center evaluation addresses two broad aspects of the program: effectiveness and efficiency. Effectiveness relates to whether or not the Cool Centers fulfill a beneficial purpose that is not provided by other community resources. Efficiency relates to the methods by which the Cool Center program is implemented, essentially examining whether or not program resources are allocated and administered to provide maximum benefit. This evaluation primarily addresses the efficiency aspect, but the information collected during the evaluation speaks to effectiveness as well.

1.1 Cool Center Effectiveness: Fulfilling the Purpose

The main purpose of the Southern California Edison (SCE) Cool Centers is to provide people who do not have or cannot afford to run air conditioning in hot summer climate areas with respite from the heat. Inland areas and California's Central Valley can exceed 100 degrees during much of the summer. This is both a comfort and a safety issue. Susceptible segments of the population can physically suffer and in extreme cases can die in high heat¹.

Secondarily, the centers offer SCE customers a way to reduce their energy consumption and high summer bills, which can be a burden to low-income customers. They can turn off their air conditioners at home while they spend time in the Cool Center, and the Cool Centers can provide information about energy efficiency and conservation, and about programs for low-income energy consumers (CARE, LIHEAP, EMA).

For Southern California Edison's Cool Centers to be considered effective, they must meet an existing need. First, there should be residents who are, indeed, in need of cooling that they cannot otherwise provide or obtain for themselves. Based on a telephone survey among Southern California Edison (SCE) residential customers located within 5 miles of an SCE Cool Center, about 8% do not have air-conditioning and another 13% rely on the less effective evaporative or swamp coolers. Combined, about one in five households surveyed in the Cool Center areas have reported that they have either inadequate or non-existent home cooling during the hottest times of the year. Among these households with inadequate or non-existent cooling, about two out of five (or 8% of the total surveyed population) reported experiencing high temperatures in excess of 90 degrees inside their homes. These two conditions – inadequate cooling and experiences of extreme heat inside one's home – do suggest that a need for cooling assistance does exist.

Further, among those who have air conditioning, about one in twelve (8%) rarely or never use it even when it is really hot, and about one in three (36%) of those who don't use their AC even though they have it report experiencing high heat in their homes. This represents an additional 3% of the total surveyed population. When combined with those with inadequate or non-existent cooling who experience high heat, a total of about 11% of the surveyed residential population appears to be in need of cooling assistance.

Additionally, although not SCE customers nor included in the survey, qualitative interviews with visitors at some of the Cool Centers confirmed that homeless people in SCE's service territory are also in need of cooling benefits and do make use of some of SCE's Cool Centers for this purpose.

¹ This evaluation did not investigate avoided health problems, yet this is an underlying justification for the program

A second condition to determine whether or not Cool Centers meet a need is that other existing out-of-home cooling alternatives are not sufficient. Clearly, residents in the inland areas of SCE's service territory who do not have the resources to cool their homes (or who do not have homes) potentially have other options to escape from high summer heat. From the telephone survey of SCE customers within 5 miles of an SCE Cool Center, 29% customers indicated that they do leave their homes for the purpose of cooling, and the places they visit for this purpose include shopping malls, locations out of the area (such as the coast), friends or relatives homes, community pools, movie theatres, restaurants, community centers, and churches. Cool Centers were also mentioned but by a small minority of these customers.

These findings could suggest that SCE's Cool Centers are not needed since there are many alternatives that people can and do currently use. However, from the qualitative interviews with Cool Center visitors, these other options are not viable for all people, especially those with low income. Many of these options have direct costs including travel costs (this is particularly challenging for people in more remote areas), some are inaccessible to those without personal transportation, or they do not accept or welcome all visitors (e.g., homeless are discouraged from most places, senior centers are not child-friendly, etc.)

In sum, it appears that there are substantial numbers of people in SCE's service territory with inadequate home cooling, and other existing out-of-home alternatives do not meet the needs of *all* people. This does suggest that the need for places like SCE's Cool Centers exists, and that the Cool Centers operated by SCE have the potential to fulfill this need for some people.

1.3 Cool Center Efficiency: Optimizing the Benefits

The main focus of this evaluation is on the efficiency aspect of Southern California Edison's Cool Center program. While the need appears to exist in the areas where the Cool Centers are located and all of the Cool Centers certainly do provide cooling benefits, the Cool Centers themselves do so with varying levels of success and efficiency. Some Cool Centers served large numbers of people who fit the profile of potential beneficiaries (e.g., people with low incomes who seek the benefits of cooling from outside their homes), while other Cool Centers provided cooling benefits to relatively few people.

Factors that appear to affect the efficiency by which a Cool Center fulfills its main cooling and secondary education purposes include:

- (1) Staffing levels,
- (2) Staff training,
- (3) Staff supervision,
- (4) Outreach and promotion,
- (5) Location,
- (6) Contractor organizational objectives, and
- (7) Contracts and compensation.

Since these aspects seem to have the greatest impact on the ability of each of the Cool Centers to serve the greatest numbers of visitors "in need," we address them below.

1.2.1 Staffing Levels

Staffing levels varied substantially between the centers though with little apparent impact or benefit. An example of minimal staffing is one center which employed the services of one existing employee at the Community Center who tended to the Cool Center in addition to her regular duties. At the other extreme, the Cool Centers operated by another contracting agency employed two full-time dedicated staff at each Center and two half-time Cool Center supervisors, in addition to a part-time accountant and partial time from the Program Director.

Based on our in-person visits and interviews, we conclude that one full-time, dedicated Cool Center staff person should be sufficient at each location – along with part-time accounting and periodic supervision.

1.2.2 Staff Training

All Cool Center staff need to be able to: (1) explain to visitors about the Cool Center and its purpose of providing a place where people can keep cool; and (2) provide effective energy efficiency training and education.

Only one of the contractors conducted formal training for their Cool Center staff. The rest of the contractors provided informal instruction about what to do, but this appears to be relatively haphazard and incomplete. In all cases staff were left to their own initiative, motivation, and ingenuity to get up to speed on the purpose of the Cool Centers, and on energy efficiency, energy conservation, and other energy-based low income programs that are available. Some staff did a good job on their own, while others did not.

The standard should be that 100% of Cool Center staff are able to perform these two core functions. To meet this standard, all Cool Center staff should be provided with standardized training.

1.2.3 Staff Supervision

Cool Center staff do not need direct supervision on a daily basis, but they do require periodic and effective oversight. For Cool Centers where the contractor's program manager is physically at the location, this is not much of an issue since the contractor program managers are in direct contact with SCE's program manager, they are well-versed in the program, and they are actively involved with running their Cool Center. However, performance at most of the subcontracted locations where the contractor's program manager is not physically present could be improved with increased supervision and oversight.

For example, the staff at one center were not physically present at the Cool Center during all of its operating hours. The building in which the Cool Center was located was kept open by employees of another organization that shared the space, leaving this facility as essentially a "self-serve" Cool Center for two days a week. This is contrary to the intent of the program, and not in accordance with the contractual agreement between SCE and the contractor.

The scheduled and unscheduled site visits that HINER completed also revealed several instances at many of the Cool Centers where staff were inattentive to greeting or providing the required energy-related information. Increased supervision, along with enhanced staff training, could improve the efficiency of these centers in terms of on-site education and promotion.

However, we also did not find that increased supervision provided by the contractors themselves was much benefit. Several contractors employed site supervisors in addition to regular Cool Center staff, yet we found little incremental value from this.

Clearly, more supervision is needed, but this should be accomplished by contracting directly with the locations rather than through the intermediaries, and/or by the SCE Program Manager having more time to conduct site visits.

1.2.4 Outreach and Promotion

The Cool Center contractors received guidance from the SCE Program Manager regarding outreach and promotion, along with standardized templates for flyers. Cool Centers are encouraged to promote their location through public service announcements (PSA's) in local media (e.g., newspapers and radio), flyer distribution, and other low cost, word-of-mouth activities. All of the Cool Center contractors appear to be following this guidance, however, with different levels of activity and success. As a result, monthly visits varied widely between centers – from a low of just 36 visitors a month at one center to a high of over 8,000 visitors at another center.

One of the most active examples is one contracting agency, which operates Centers in several different locations. They employ a full-time program promoter, who did extensive canvassing of the local areas around the two centers. This included distributing flyers and promoting through word-of-mouth at numerous physical locations where people who might benefit from a Cool Center are likely to go: low cost shopping centers and stores, bus stops and the train depot, other agencies that provide social services, libraries and local government buildings, truck stops, etc.

In contrast, at least two of the four centers operated by a different contractor limited their promotional activities to church members. As a result, these centers were substantially underutilized. Visitors tended to stop by after attending a church function for only brief visits, and primarily to get information about low income programs. These centers did not appear to serve their communities but rather they served the members of the church at which they were located.

More standardized and “best practice” outreach activities could improve the reach of some of the Cool Centers into their respective communities. It might also make sense for SCE to take direct control of outreach to centralize the outreach activities by geographic areas. For example, two full-time program promoters reporting directly to the SCE Program Manager could cover all 16 Cool Centers following the “feet on the street” approach taken by more successful contractors.

Also, the Cool Center signs are extremely effective for helping people locate the center and for promoting its existence. However, not all the centers displayed the large banner signs, and some Cool Centers were difficult to find even after arriving at the facility. Additional signage that can lead people from the street front into the Cool Center is needed for some locations.

1.2.5 Location

The effectiveness of a location for a Cool Center appears to be more a function of the facility's physical characteristics and the year-round purpose of the building or property at which it is housed rather than its geographic location within SCE's service territory. Several of the Cool

Center locations do not appear to draw many new, incremental visitors who can derive program cooling benefits. Instead, they provide service to a limited and already captive segment of the population almost to the exclusion of others. Cool Centers in locations that provide limited service include:

- This Center is located in a multipurpose training room adjacent to a waiting room in the contractor's primary office facility. Cool Center visitors are predominantly (perhaps exclusively) people who are at the facility for other purposes, who are steered into the Cool Center. These people would otherwise wait in the existing air-conditioned waiting area adjacent to the Cool Center.
- Another Center is located on the same property as a church-operated homeless shelter. The shelter requires that its guests leave the shelter facility between 11:00am and 1:00pm, so these people go to the Cool Center on the property around these hours. Other homeless do make use of this Cool Center, and apparently others including families, yet this location is predominantly serving homeless at a location that currently provides similar services. Also, during the site visits for the evaluation, it appeared that non-homeless could feel uncomfortable or out-of-place at this location.
- Three centers operated by one contractor recruited visitors into the Cool Centers almost exclusively from church membership, and few visitors stayed long enough to receive the benefits of cooling. Rather, they came for assistance (LIHEAP is a primary draw because it provides immediate financial support) and to find out about other programs. The physical facilities are not conducive to a lengthy visit either – the Cool Centers are in converted classroom-type facilities with only classroom tables and chairs and no activities.
- Several other centers were located within senior centers attract large numbers of seniors year round – the Cooling Centers located at these facilities continue to provide the same physical location that the seniors would otherwise still occupy in absence of a Cool Center, although without the incremental benefits of the additional refreshments, activities, outreach (to attract new seniors), and some extended hours that are funded by the Cool Center program. In sum, senior center locations likely provide some incremental Cool Center benefits to mostly existing but some new visitors, but it is likely that many of these same seniors would be able to spend hot afternoons at the location even if it was not a Cool Center.

Because customers, even those in need of cooling, will not use a facility at which they do not feel welcome, some Centers serve only limited segments of the population: such as seniors, church members, immigrants, or homeless – in part because of the location and affiliation of the Center. In contrast, there are other Centers that seem to do a better job of welcoming all demographic groups.

One other aspect of location should be noted. People have far fewer cooling alternatives and much greater need (due to higher temperatures during summer and generally lower incomes of the residents) in more remote areas,. Priority should be given to locating Cool Centers in remote, high temperature communities.

1.2.6 Contractor Organizational Objectives

By design, an SCE Cool Center is a part-time, incremental augment to the operations of an existing organization and facility. As such, a Cool Center is not the primary focus of its host organization. Because of this limitation, a conclusion of this evaluation is that the effectiveness of a Cool Center is dependent upon the host organization having objectives that are consistent with the mission of the Cool Center. The Cool Center objectives are to provide cooling and energy education benefits to as many residents of the local community in which it is located as possible. It does so by providing a welcoming location in the community where people are encouraged to spend up to several hours at a time. This means that the Cool Center will come closer to fulfilling its purpose if the host organization does not have to alter its operations too much to accommodate the Cool Center. Several of the Cool Center locations appeared to suffer because of an inappropriate fit with the contractor organization.

Of course, it is entirely possible for any contractor to run an effective Cool Center, but the multiple examples where this is not being done suggests that working with the “right” contractors to begin with could improve the efficiency of more of the Cool Center locations. We found that when the contractor is already in the business of providing a comfortable place for people to congregate the Center was more effective.

1.2.7 Contracts and Compensation

Nearly all of the Cool Center contractors and the SCE Program Manager voiced their concern that the program requires far too much paperwork documentation and report processing time. A real downside is that key program personnel have little time for program oversight and supervision – a major shortcoming mentioned previously.

Contractors are also allowed to choose their own staffing levels and negotiate overhead allocations (e.g., facility rental, energy bills), which leads to wide differences in staffing and expenses between the centers with little additional benefit to the program.

Both of these issues appear to be a direct result of the contracting provisions that specify that contractors are reimbursed for documented expenses. This documentation not only takes a tremendous amount of time, but it appears that contractors use these allocations as a way to achieve financial benefits from participating. For example, some contractors appear to allocate excessive amounts of labor to the program. As a result, some Cool Centers had higher operating costs in 2009 than others (mostly driven by more labor). Since we found no evidence that higher costs create a more effective Cool Center (in fact the lower cost Cool Centers seem to be more effective), the requirement that contractors provide timesheets for labor reimbursement clearly does not guarantee that the labor hours are contributing positive benefits to the program.

An alternative that we recommend is to establish fixed price contracts with each Cool Center location that would cover all staffing/labor, facility use, electricity costs, or other overheads. Receipt-based reimbursement could still be employed for refreshments, bus passes, entertainment (games, DVDs, etc.), and other direct out-of-pocket costs. The intent would be to minimize the administrative burden while also standardizing the costs and requirements. This might also facilitate more timely reimbursement for contractors – something that many of the contractors complained about during the interviews.

Each contract should specify standardized performance criteria. At a minimum, this should address:

- Staffing. Each Cool Center should be staffed by one full-time, dedicated employee.
- Operating hours. Each Cool Center should be open during the hottest hours and when people are most likely to visit. 10:00am until 5 or 6:00pm Monday through Friday seems to make sense, although some visitors requested weekend hours as well.
- Refreshments. Each Cool Center should provide beverages (water, coffee, soft drinks) and light snacks. The 2009 assortments and amounts seem quite adequate, with the possible exception of one center which had substantially higher refreshment costs than any other.
- Physical amenities. Comfortable “home-style” seating (tables and chairs, couches, etc.), multiple seating areas for people of different ages and interests to gather, entertainment for all ages (TV, DVDs, reading material, games), computers and Internet access are a real plus, etc.

1.3 Summary Recommendations

In sum, we recommend the following program changes for 2010 and succeeding program years:

- Set Cool Center staffing levels – one dedicated full-time employee per Cool Center should be sufficient. Contractor Cool Center supervisors are not needed if the SCE Program Manager is afforded the time to conduct routine site visits.
- Provide training to all Cool Center staff – all staff should: (1) explain the purpose of the Cool Center to all visitors, and (2) educate visitors about energy conservation and efficiency, and related low-income and energy efficiency programs.
- Increase direct oversight and supervision of Cool Center staff. Cool Center staff do not need constant supervision, but they do need periodic direction and oversight to ensure that they consistently explain the purpose of the Cool Center and provide energy education to all visitors. Contractor supervision, especially where the contractor’s Program Manager is not physically located at the Cool Center, appears to be ineffective or not needed. The SCE Program Manager should be more active with site visits – for example, visiting each location once a month.
- Standardize and centralize program outreach – adopt “best practices” such as hiring dedicated program promotion personnel. Existing methods of outreach including flyer distribution, local newspaper and radio PSA’s, and Cool Center signs in front of each facility work well but need to be done consistently for all Cool Centers.
 - The Cool Center banner signs are very effective, but need to be displayed at all centers. Some centers need additional signage to guide people once they have located the facility, too.
- Select facilities that are physically comfortable and conducive to people of all backgrounds and ages congregating for several hours at a time, and give priority to the more remote locations.

- Select Cool Center contractors that are already in the business of bringing people together where they can just “hang out” (community and senior centers are examples), or contract directly with the facility rather than through 3rd parties.
- Adopt fixed price contracts with standardized requirements.

We also provide recommendations regarding specific Cool Center locations:

- CC1. Relocate the Cool Center to a community location, if possible. Otherwise, more effective promotion is needed to boost the number of visitors who come for cooling benefits.
- CC2. This is a “model” Cool Center in nearly every respect. We strongly endorse continuing this contract.
- CC3. Though senior centers have the limitation that they do not welcome non-seniors, this facility meets most of the requirements of an effective Cool Center location. We recommend continuing to contract with this senior center, although suggest reducing the number of staff that are employed by the Cool Center.
- CC4. The facility is ideal, but could operate effectively with fewer Cool Center staff.
- CC5. The facility is well-suited as a Cool Center (with the limitation that it serves only seniors), and is one of the few that has been understaffed. A full-time Cool Center staff person is needed considering the large numbers of seniors who visit here.
- CC6. This facility is a question mark – the physical facility is well-suited for the task, but the location on the grounds of a homeless shelter is not ideal.
- CC7. This facility could use a couch or other more comfortable seating but is otherwise well-suited as a Cool Center. The cost of this center is very high, though, and the number of visitors needs some improvement.
- CC9. With some additions, such as some comfortable seating, this location could continue to work well as a Cool Center, although its cost is relatively high and it should strive to increase visitor counts.
- CC8. This location works well as a Cool Center.
- CC10. The facility is suitable as a Cool Center, though the cost is above the median, it serves one specific cultural group exclusively, and it is located on the same block as another organizations’ cool center . We believe that it is acceptable to continue with the Center, but we recommend against this contractor operating any other locations .
- CC11. The facility itself is not suitable for a Cool Center, the visitor counts are very low, and the cost of this center is very high. Labor costs allocated to this center are questionable as well. We recommend not renewing with this facility.
- CC12. We have the same comments as for the CC11. We recommend not renewing with this facility.

- CC13. We have the same comments as for the CC11. We recommend not renewing with this facility.
- CC16. The facility and location are adequate, but the supervisory oversight provided by a third party was not. The additional administrative labor costs for this supervision did not contribute any identifiable value either. We recommend contracting directly with this location, and not working with this specific third party.
- CC15. We have the same comments as or the CC14. We recommend contracting directly with this location, and not working with this specific third party.
- CC14. The facility at this location is well-suited as a Cool Center, although this location was shut down because the sub-contracted staff were not adhering to the contract. Contracting directly with the Church could allow this facility to be used.

II. Background: About the Cool Centers

In the extreme climate areas of Southern California Edison's (SCE) service territory, the ability to find relief from the heat has a major impact on comfort, health, and safety, particularly for low-income, elderly, and disabled customers. The Cool Center program is intended to provide low-income customers an energy efficiency resource by offering them a place to visit in lieu of cooling their own homes in an attempt to alleviate their home electrical usage, reduce their energy bills, and provide comfort as well as mitigate heat-related health problems (or deaths) resulting from extreme heat. Moreover, for customers who do not have air conditioning, the Centers provide a safe, cool place where they can get relief from the heat during the hot summer months.

The Cool Centers also provide a place for the target population to learn about energy conservation practices and other low-income programs such as CARE (California Alternate Rates for Energy), EMA (Energy Management Assistance) and LIHEAP (Low Income Home Energy Assistance Program). The impetus for this education component is that more efficient use of energy throughout a home and participation in CARE can "free up" some of the household's budget for cooling when it is really needed.

The overall objective of this evaluation is to evaluate the effectiveness of the Cool Centers Program in order to improve program design and delivery and ensure program dollars are fully utilized and reach intended participants to achieve the greatest benefit. Moreover, by understanding the strengths and weaknesses of key program parameters, program planners can make appropriate changes as needed to improve program cost-effectiveness and delivery, and other customer benefits.

In particular, the program evaluation:

- Assesses the efficiency of the program design and operations. This includes the following program components: program targeting and outreach, center attendance, program costs (e.g., visitors per dollar spent), communication vehicles, site-specific activities offered, contractor delivery, data tracking, staffing and site operations.
- Examines and compares relative effectiveness of individual centers in attracting participants, reasons for participation, barriers to participation, program costs, etc.
- Identifies the specific types of low income customers who benefit from and are more receptive to the program (e.g., disabled, elderly, individuals, families, those with no AC systems, etc) – and what the key benefits are.
- Assesses the effects of the program on increasing EE awareness as well as interest and enrollment in SCE's CARE and EMA programs, as well as other non-SCE EE programs (e.g., LIHEAP, etc.)

III. Evaluation Methodology

To achieve the evaluation objectives, HINER & Partners' methodology includes: (1) a review of the Cool Center program with SCE's program manager; (2) a process evaluation of the Cool Centers that includes on-site visits (scheduled and unscheduled), interviews with Cool Center managers and employees, and qualitative interviews with Cool Center visitors; (3) quantitative on-site surveys among program participants (i.e., Cool Center visitors); and (4) a quantitative telephone survey among SCE's residential customer population in three Cool Center counties.

Combined, this methodology answers the evaluation questions regarding: (a) the efficiency of the program design and operations (including program targeting, outreach, site activities, attendance, operations, and costs); (b) the relative performance of individual centers; (c) program targeting and key customer benefits; and (d) program leverage of other low income programs. It also provides detailed feedback and corrective guidance for administration of the program.

3.1 Review with SCE Program Manager(s)

The review with SCE's Program Manager was used to clarify program objectives, give historical context and information, and provide prior documentation and research. Topics of discussion included: history of the program, short and long term goals, selection criteria for the center locations, relevant distinctions between centers in terms of their "parent" organizations or contracts, development and training of center staff, beliefs about center strengths and weaknesses (overall and for individual centers), and budgets and objectives (for each center).

3.2 Cool Center Process Evaluation

The purpose of the Cool Center process evaluation is to determine the effectiveness of: (1) the administration of the centers and their budgets; (2) the tracking of participants and the marketing activities used to increase Cool Center utilization; and (3) the promotion of other SCE (and non-SCE) low-income and EE programs to center visitors.

HINER conducted this evaluation step by (a) examining center participation records, program information, marketing materials, budgeting, and other documentation; (b) conducting site visits with each center; and (c) interviewing Cool Center program administrators, contractors, staff, and visitors. Our review focused on the current 2009 summer season, but some center staff were able to describe their organization's historical involvement with the Cool Center program.

HINER conducted a minimum of two visits per site to examine site operations. These visits included:

1. A prearranged visit with center staff that included staff interviews, a tour of the center and related facilities (e.g., parking), and a review of program documentation and other materials. These visits took between 2 to 3 hours. For some contractors, the program manager interviews were conducted at the contractor's main offices, with additional visits to the actual Cool Center locations for tours and additional staff interviews.
2. An unscheduled drop-in visit analogous to "mystery shopping" where a HINER team member recorded the activities and visitor experiences as they occurred during the visit. These visits were approximately 15 to 30 minutes each.

During the prearranged visits and unscheduled drop-in visits, HINER also conducted 20-minute qualitative discussion sessions with center visitors. The purpose of these discussion sessions was to further understand visitor experiences regarding such things as why they came to the center, what they get out of the center, what they expected and/or did not expect, center marketing, and facility activities, etc. These included some one-on-one interviews and some small groups depending on the conditions available at the center.

Qualitative interviews were conducted at most but not all Cool Centers. Some centers had very infrequent visitor traffic, so we did not encounter any visitors during our visits. We made up to four visits per center in our attempts to interview visitors.

3.3 Quantitative On-Site Participant Surveys

The quantitative on-site participant surveys are used to: (1) profile the participants at each center in terms of their frequency of visiting the Cool Center, how they got there, how they typically cool their home, and household income; (2) determine how they found out about the center and what prompted them to attend on this current visit; and (3) measure their “takeaway” about energy conservation and other SCE programs based on their visit to the Cool Center.

The surveys were distributed to the Centers in early August. Center staff asked visitors to complete the survey if they were first-time visitors. Based on staff feedback, some first-time visitors refused to complete the survey, and not all surveys were completely filled in.

3.4 Quantitative Telephone Survey

The quantitative telephone survey measured key indicators of program need and marketing effectiveness among the local residential customer population (e.g., those who reside in the three counties where centers are located and who live within 5 miles of a center).

HINER interviewed 497 households selected from around the geographic area of each of the 15 Cool Centers. This sample size does not allow for detailed comparison between centers, but provides a system-wide summary of program reach into the community and other findings. The margin of error with 497 interviews is 4% (at 95% confidence). The interview was 12 minutes long. Interviews were completed in English and Spanish.

The survey included questions concerning: awareness of the Cool Centers and its sponsors (e.g., SCE, local governments, non-profit organizations, etc.), sources of awareness, knowledge about what Cool Centers offer, perceived need for or interest in using a Cool Center facility, barriers to use, importance of benefits provided (e.g., cooling off, opportunity to interact with others, interest in the activities that are available, etc.), and demographic and other descriptive characteristics.

The results of the survey provide feedback concerning:

- Program reach into the community
- Effectiveness of different marketing and outreach tools
- Estimation of additional market potential for the Cool Centers
- Determination of most relevant target segments
- Identification of most important benefits for use in marketing and outreach

The table below summarizes the completed interview counts for the Cool Centers for each method of data collection.

Table 3.1: Completed Interviews

Centers	Qualitative Interviews			Quantitative Interviews		
	Contractor Program Manager	Contractor & Cool Center Employees	Cool Center Visitors	Mystery Shop Visits	On-Site Survey	Telephone Survey
--	2	--	1	373	46	
--	1	6	--	73	48	
--	--	3	1	67	38	
--	--	2	1	129	39	
--	1	2	1	91	45	
--	1	5	1	95	38	
--	1	1	1	210	42	
--	--	--	--	168	--	
--	--	3	1	95	49	
--	--	5	1	180	19	
--	1	--	1	268	19	
--	1	--	1	52	20	
--	2	--	1	270	19	
--	1	1	1	6	25	
--	1	2	1	34	25	
--	--	--	1	--	25	
Contractors						
1	2	--	--	--	--	
1	1	--	--	--	--	
1	2	--	--	--	--	
1	1	--	--	--	--	
1	3	--	--	--	--	
1	--	--	--	--	--	
1	3	--	--	--	--	
1	4	--	--	--	--	
1	4	--	--	--	--	
Totals	8	17	30	1,189	497	

The information collected is summarized in the following sections of this report. Section IV summarizes the review with SCE’s Program Manager. Section V lists the Cool Center contractors and provides brief descriptions of each organization and the physical facilities that house the Cool Centers. Sections VI and VII include information from the different qualitative interviews.

Section VIII discusses the findings from the unscheduled “mystery shop” visits. Section IX reviews the results of the self-administered site surveys, and Section X summarizes the quantitative telephone survey. **IV. Review with SCE’s Cool Center Program Manager**

The purpose of the interview with Southern California Edison’s Cool Center program manager was to establish program objectives and identify the expectations that SCE has set for its Cool Center contractors. Additionally, the interview provided an overview of how the program operates.

The interview was completed with both the current and the former SCE program managers. The current manager has been running the program for two years, and the former manager had overseen it prior to that since its inception in 2002.

4.1 Program Background and Objectives

The Cool Center program was established from a grass roots initiative in 2001 in the wake of California's energy crisis. The crisis became front-page news in the summer of 2000 when San Diego Gas & Electric customers were exposed to market-based prices and their electricity bills skyrocketed. Although SDG&E customers were subsequently sheltered from the direct affects of these higher energy costs, electricity rates across all of California's investor-owned utilities did increase, spurring concern that lower-income consumers would be at increased risk to heat-related health hazards.

In 2001, several community-based non-profit organizations lobbied the California Public Utility Commission (CPUC) to fund the establishment of Cool Centers, which are air conditioned places that people can go to keep cool during the summer months. The CPUC then ordered Southern California Edison to implement the Cool Center program for the 2002 summer season.

The purpose of the Cool Center program is to provide an air-conditioned facility primarily for low income, disabled, and senior Californians. Southern California Edison contracts with local organizations to provide these facilities. In addition, the organizations offer Cool Center visitors: (1) activities, (2) snacks and refreshments, (3) transportation assistance (through bus passes or rides), and (4) information workshops about energy-related programs and conservation practices. The activities and refreshments are provided to encourage visitors to stay long enough to derive the benefits of spending the hottest part of the day in an air-conditioned place. The information workshops are intended to assist Cool Center visitors with reducing their energy costs through conservation and assistance from other programs (CARE, EMA, LIHEAP). The facilities are also required to be handicap accessible.

The Cool Center program is tasked to provide "human value" and "comfort" benefits, but it does not have quantitative goals or objectives at the program level nor is there formal quantitative reporting to the CPUC. There is an expectation that the program increase attendance over time, so individual Cool Centers do have their own average daily attendance objectives. The program also has growth plans calling for 16 centers operating in 2009, 18 centers in 2010, and 20 centers in 2011.

Originally, the Cool Centers were established in "hot, isolated" areas, but since that time the Cool Centers have been increasingly located in low-income areas in population centers. The current mix of Cool Centers includes some of both types, but only a few are in areas that can be considered isolated.

Southern California Edison is not the only operator of Cool Centers in Southern California. A non-profit public benefit organization operates its own cool centers spread throughout one county and a few local governments have their own cool centers as well. Southern California Edison also operates a program of approximately 50 Rotating Outage Cooling Stations located primarily in health care, assisted living, and senior centers where people can go to keep cool if a rotating outage coincides with a high heat day. However, none of these other cool centers provides the level of service that SCE's Cool Center program does. The non-profit sponsored

cool centers are open only on designated high heat days, and the government-run centers do not offer much for people to do when they are there.

4.2 Program Operations

Cool Center contractors are responsible for providing a suitable facility, staffing the facility during the Cool Centers' operating hours (10am to 5pm Monday through Friday), offering activities and refreshments, conducting the energy workshops, and marketing and outreach. All of these obligations are included in a budget allocated to each Cool Center.

Program funding was reported to be very generous during the first year of operation, allowing for Cool Centers to make capital purchases of furniture, televisions, and other items, but this was subsequently scaled back. The current budget does not provide for capital expenditures, but does continue to support all other aspects of the program.

Also, in prior years SCE's Cool Center program had provided some of its contractors with seasonal start-up funds and then reimbursement for additional documented expenses. The start-up funds were provided to alleviate cash flow problems because virtually all of the contractors are non-profits and most operate on limited budgets. However, in 2009 the program did not provide start-up funds, so all costs were reimbursed after they were incurred.

The contractors either provide their own existing facility, or they subcontract with other organizations for suitable space. Likewise, contractors provide their existing staff for the Cool Center when they already have staff on site by allocating a portion of their time to the Cool Center or they hire dedicated, temporary Cool Center employees.

Refreshments are at the discretion of the contractor, who purchases them directly from local supermarkets or warehouse retailers. Likewise, activities such as games and books are purchased directly from local retailers, or they are subcontracted from local service providers (e.g., fitness classes, computer classes). Transportation is provided either by purchasing and distributing bus passes, or by giving rides with either a leased or existing vehicle. Each contractor is responsible for outreach for each of their Cool Centers, at the discretion of the contractor. SCE provided templates for flyers, which are a primary outreach tool. In addition, contractors are expected to run public service announcements (PSAs) in their local newspapers, and to contact other local media outlets (such as radio and TV stations) for additional publicity. Other outreach or promotional activities are limited only by the initiative and creativity of the contractor. SCE also provided each Cool Center with a large, approximately 4 foot by 8 foot banner for roadside display in front of the location. The banners have "Cool Center" in very large letters on a light blue background, along with "Southern California Edison" and the SCE logo.

To document their activities and to provide support for reimbursement, Cool Center contractors are required to submit monthly financial and operational reports to the SCE program manager due by the 15th of the following month. The financial reports provide documentation and receipts for reimbursable center expenses, which can include employee wages (or portions of staff salaries), refreshments, activities, transportation (e.g., bus pass or vehicle lease costs), portions of the facilities electric costs, and a proportional allocation of the contractors' overheads. The operational reports include a listing of the outreach and on-site activities that the contractor implemented during the month, supporting materials (such as copies of flyers that were distributed), daily visitor sign-in sheets, and the on-site visitor surveys that are part of this evaluation.

4.3 Areas of Interest for Evaluation

SCE's program manager pointed to four specific areas of focus for the evaluation:

- Monthly Reporting. Some of the contractors have had difficulty submitting accurate and complete financial reports, resulting in delays, resubmittals, and additional work at SCE. Some have had difficulty submitting the reports on time, which also delays their payments and creates additional work for the program manager.
- Quality Control and Compliance. Because the Cool Centers are widely dispersed, it is difficult for the program manager to know what happens at the Centers on a daily basis. Some of the Centers are run by subcontractors to a primary contractor, which imposes another level of communication and accountability challenges into the process.
- Contractor Support. For most of the contractors, Cool Center program funding represents only a small portion of their total operating budgets, so it is likely that the Cool Centers are a lower priority among the contractor organizations' portfolio of programs. A question is: how can SCE facilitate contractor participation?
- Selecting New Cool Center Locations. Because of turnover and expansion, SCE's Cool Center program must identify new contractors and facility locations each year. Guidelines for selecting both contractors and facilities would be helpful.

V. Cool Center Contractors, Locations, and Cost Per Visit

For 2009, there were 16 centers managed by 9 contractors. The centers were located in three Southern California counties. The list of contractors and the centers they oversaw are described below. The contractor information came from brochures and content posted on the organization's website, and from the contractors' program managers during their qualitative interviews. The center descriptions, and the evaluation of "facility strengths" and "facility weaknesses," are from observations during one or more in-person visits and site tours as part of the evaluation.

5.1 Contractors and Locations

CONTRACTOR A

This contractor is a private non-profit public benefit corporation designated by the State of California and is one of the 1,000 agencies nationwide dedicated to assisting low-income individuals and families to become stable and self-reliant. The vision of this contractor is to build healthy communities in the spirit of dignity and hope, free from poverty. To achieve this, the contractor administers many different programs and services to the low-income population. It operates under a variety of government and private funding sources. This contractor serves hundreds of thousands of low-income families and individuals, elderly, homeless and disadvantaged residents each year.²

This cool center is located in a separate room attached to the main lobby and waiting room for the contractor's main office building. The building is located in an industrial/office park area but is close to a dropoff-only bus stop. The Cool Center room is equipped with tables and chairs, and a television. There is a separate table containing informational brochures about CARE, EMA, and other program information. The room is also used for the workshops, which are part of another program that the contractor operates. The room is spacious and appears relatively new, though it looks more like a place for attending a class or workshop rather than a place to relax, socialize, and watch TV. Restrooms are available off the main lobby. There is ample free parking in the contractor's parking lot. When not being used for a Cool Center, this room continues to hold the workshops and could be used for overflow for the waiting area next to it (although the waiting area has seats for 30 or more and was never crowded during our visits).

Facility Strengths: Bus stop nearby, large space that can accommodate 30+ visitors at a time

Facility Weaknesses: Not located where people live, not conducive to a lengthy stay, appears to be a waiting room next to an existing waiting room

CONTRACTOR B

This contractor runs a small private k-12 school with about 15 to 20 students (most are in grades 6 through 12) and 2 teachers, and a local 200-watt Spanish-language radio station from its main building facility. It also operates day care for children who are not yet school age at two other locations. While its main purpose is alternative education for its students, the contractor

also perceives that its mission is to support the community in any way that it can. This contractor operates one SCE Cool Center at its school facility.

The building is located on a main street in a downtown area with plenty of available parking nearby. The Cool Center occupies a classroom with an attached library. It has tables and chairs, as well as a sofa and television. The center appears well-worn but is clean and comfortable. The Cool Center staff created large posters of energy saving tips and related SCE program information that adorn several walls. Restrooms in the building are also available for Cool Center visitors. The school actually started classes a week later than normal to accommodate the Cool Center in early September, and the Cool Center reduced its hours (opening at noon) once school started.

Facility Strengths: Centrally located/easy to find, bus stop nearby, comfortable and inviting, separate areas for different groups of people (e.g., seniors, families, etc.), conducive to a lengthy stay, restrooms available to visitors

Facility Weaknesses: relatively small – would be crowded with more than 15 visitors (although the facility has at least one other room that could accommodate overflow), some conflict with school hours

CONTRACTOR C

The mission of this contractor is to provide comprehensive services which affirmatively address and promote anti-discrimination rights and further other housing opportunities for all persons without regard to race, color, national origin, religion, sex, familial status, presence of children, disability, ancestry, marital status, or other arbitrary factors. The contractor provides assistance for: anti-discrimination, landlord-tenant issues, training and technical assistance, enforcement of housing rights, administrative hearings, special projects, foreclosure prevention, and first time buyers. The contractor is one of the “founding” agencies of the SCE Cool Center program and it operates two Cool Centers at two subcontracted facilities.

One of the centers is physically located adjacent to a senior apartment community and across the street from another one. The center itself is quite large with many rooms suitable for a variety of purposes such as classes, exercise, socializing, and serving meals. The Cool Center is located in an area of three adjacent rooms: (1) a large social room with 2 pool tables, tables and chairs for puzzles, games, or socializing, and a TV with seating in front of it, (2) a library and reading room, and (3) a small conference room used by Cool Center staff for meetings and as an office. When the Cool Center is not operating, these rooms appear to still function for this same purpose. The center is a standalone building with its own parking lot.

Facility Strengths: Large facility with room for 30+ visitors and other areas for any overflow, large membership of seniors, centrally located to local housing, comfortable and inviting, availability of many different activities, conducive to lengthy stays, nearby bus service, separate areas for different groups of people

Facility Weaknesses: Seniors only – not very conducive for families

The other center is a relatively large, new facility (adjacent to a fire station) with two large multipurpose rooms (divided by a flexible divider), a kitchen, restrooms, and office space. A daycare center operates in two separate buildings on the same property. There is ample parking for the facility. The Cool Center occupies one of the multipurpose rooms, and has several computer workstations with Internet access, a TV with an Apple Wii game, tables and chairs for seating, and a small library.

Facility Strengths: Large facility with room for 30+ visitors, availability of many different activities, separate areas for different groups of people

Facility Weaknesses: None noted

CONTRACTOR D

This contractor is a private non-profit facility. Its mission statement is to enrich, maintain, and protect the quality of life of senior adults. As a private facility, it does not rely on government grants for funding. The contractor provides numerous services to its members, including classes (exercise, computers, crafts), seminars (health topics, crime and safety), activities (bingo, Wii bowling, movies, karaoke), meals (breakfast and lunch), shared-ride services (provided by volunteers and coordinated at the center), and a place to gather and socialize. The center employs just two full-time and two part-time staff, plus makes use of hundreds of senior volunteers. This contractor operates one SCE Cool Center at its location.

The cool center facility is large with many different rooms available for different activities, including a lounge/TV room with Apple Wii video games, an exercise and music room, a classroom/computer workshop room, a cafeteria room with dining tables and chairs, a kitchen, restrooms, and several offices. The adjacent parking lot is large enough for dozens of cars. The Cool Center operates in many of these rooms – the center is activity-based so seniors attend classes, workshops, and activities – some of which are funded through the Cool Center. It's an older facility but clean and in good visible condition. When the Cool Center is not operating, the rooms serve all the same purposes.

Facility Strengths: Large facility with room for 30+ visitors and other areas for any overflow, large membership of seniors, centrally located to local housing, comfortable and inviting, availability of many different activities, conducive to lengthy stays, nearby bus service, separate areas for different groups of people

Facility Weaknesses: Seniors only – not very conducive for families

CONTRACTOR E

This contracting agency is a non-profit, community-based organization specializing in providing employment, training, education, and community service to the diverse population of four Southern California counties. The contractor has become a leader at improving the quality of life of farmworkers and other special need populations while providing local employers with a well-trained pool of applicants. They are committed to providing quality, excellence and continuous improvement in its daily operations with the goal of delivering services that meet or exceed customers' expectations. With this in mind, over 300 full-time staff in over 30 offices is readily available to assist job seekers, employers and all other stakeholders. The contracting agency seeks funding from federal, state, local public and private agencies that will enable the organization to do what it does best: train, educate, and nurture a self-sufficient customer. The contractor operates two SCE Cool Centers, one of which is located in their main facility while the other is housed in a subcontracted facility about half a block from the main office building.

The first center includes a 32-unit shelter for women and children, a six-days-a-week hot lunch program, a five-days-a-week clinic, a legal aid program, counseling services, and outreach. It is located about a half block from the contractor's main office, which is on a main street just north of the downtown area. The Cool Center is housed in a standalone building that is somewhat like a small house with a kitchen, dining area, two living areas, and bathroom facilities. It

includes tables and chairs, and a TV with seating in front of it. It's in good condition – plain but comfortable. There are different areas where multiple groups of people can congregate for different activities, such as TV watching, playing games, socializing, etc. There is a large parking area in front of the building.

Facility Strengths: Large facility with room for 30+ visitors, centrally located, separate areas for different groups of people, comfortable and inviting, conducive to lengthy stays
Facility Weaknesses: Located on property that primarily serves a homeless population – others may perceive the center to be dedicated to this group

The other center occupies a large store-front facility in the downtown area on a main street, and is located near several other community service-type organizations. There appears to be plenty of on-street parking in the area. A bus stop is located immediately outside the front door. The Cool Center located in the contractor's building in a large, separate room adjacent to the main lobby. The room appears to be very new. It has a large TV and tables and chairs, though appears somewhat space. Restrooms are off the lobby.

Facility Strengths: Large facility with room for 30+ visitors, centrally located in a downtown area, nearby bus service, separate areas for different groups of people
Facility Weaknesses: not conducive to a lengthy stay, appears to be a classroom or training room

CONTRACTOR F

This contractor hosts a variety of non-profit services that are supported by the members and visitors of the agency, and through donations and contributions from local businesses and community organizations. The programs are divided into: the Outreach Center, the Literacy Center, the Women's Center, the Senior Center, the Youth Center, the Men's Program, and the Media Center. The contractor's mission is to provide for the community's physical, social, and spiritual needs through counseling, training, social services, education, information, and referral. The contractor operates one SCE Cool Center at its facility.

The center is a very large facility with many rooms that can serve multiple purposes. These include a meeting hall that can hold 100+ people, multiple classrooms with tables and chairs, a senior's room with sewing machines and a large crafts table, a lounge type room with tables, chairs, computers and a TV, and multiple smaller rooms that serve as offices. The Cool Center occupies two of the rooms – the senior's room and the lounge room. Restrooms are available within the building. A large parking lot is part of the Center's property. This is an older building that could use a facelift and paint, but it appears to be clean and functional.

Facility Strengths: Large facility with room for up to 15 visitors in each of the two Cool Center rooms and with other areas for any overflow, large number of community services offered that draw many different people to the facility, centrally located to the local community (although the community suffers from "business flight" so there is not much else around the center), separate areas for different groups of people (e.g., seniors, families or others)
Facility Weaknesses: None noted

CONTRACTOR G

The mission of this contractor is to minister to the spiritual, intellectual, physical, emotional, and environmental needs of all people by spreading Christ's liberating gospel through word and deed. At every level of the connection and in every local church to seek and save the lost, and serve the needy through a continuing programs of: preaching the gospel; feeding the hungry; clothing the naked; housing the homeless; cheering the fallen; providing jobs for the jobless; administering to the needs of those in prison, hospitals, nursing homes, asylums and mental institutions; for the Senior Citizens Home: caring for the sick, the shut-in, the mentally and socially disturbed; and encouraging thrift, economic advancement.

As a recent addition to this agency, the purpose of their cool center is to serve as a gathering place for their members and community residents, where Christian values are practiced in fellowship, classes and group activities. They offer services which benefit the community and serve as a unifying force in the life of the members.

This cool center is a very large, newer facility with an expansive meeting hall that can hold 200+ people, a kitchen, restrooms, offices, and several other multi-purpose rooms. The Cool Center is based in the large meeting hall. During Cool Center operating hours, it is arranged with many separate activity areas for kids, reading, puzzles, games, sewing, movies, and socializing. Restrooms are immediately adjacent to the meeting hall. A large parking lot is part of the Center's property. The meeting hall is also used for many other community-based activities, including health fairs, bible study, senior groups, monthly worship, wedding receptions, and many others. In operation for less than two years, the community center has ambitious plans for developing into a hub for community gatherings. Several of the offices are leased to a housing assistance non-profit as well.

Facility Strengths: Very large facility with room for 100+ visitors in the Cool Center, large number of community services offered that draw many different people to the facility, centrally located to the local community, separate areas for different groups of people (e.g., seniors, families, or others)

Facility Weaknesses: None noted

CONTRACTOR H

This contracting agency's mission is to empower disenfranchised immigrant communities to become economically, socially, educationally, and civically self-sufficient while enhancing individual self-esteem. The overall purpose of the agency is to ensure equitable access to information and services for limited and non-English speaking people including immigrants and migrant workers throughout three Southern California counties. The agency provides access to Healthy Families, citizenship classes and legal services, social security benefits planning and assistance, vocational training, ESL classes, and other services through its main office and occasional satellite locations when needed, and through outreach into the community. The agency is a founding organization of the SCE Cool Center program, and operates four centers: one at its main offices and the other three at widely-dispersed subcontracted facilities owned by Catholic churches in three different cities..

The agency is located on a main downtown street. One center is located within the main building. There is plenty of on street parking around the building. The building includes a lobby, a receptionist's office, additional offices for other employees, a computer room, and a classroom. The Cool Center is located in the facility's main classroom. Cool Center visitors are also able to use the computer room where about 8 or so desktop computers are set up. The facility itself is a bit old but appears clean and in good condition. The Cool Center room is set

up for its primary purpose of conducting classes for immigrants – ESL, U.S. History, etc. There are tables with chairs arranged in rows facing the front of the classroom, a desk and chair at the front for the instructor, and a TV. The room could comfortably hold about 30 people. It is well-suited for classes, but not for just hanging out.

Facility Strengths: Large enough facility with room for up to 30 visitors in the main room plus another 6-8 in the computer room, large number of services offered that draw people (nearly all immigrants) to the facility, centrally located to the local community, separate areas for different groups of people (e.g., in the classroom and in the computer room)

Facility Weaknesses: Immigrant and legal focus – others may not perceive this center to be for everyone

This cool center is located in a mostly residential area. The Cool Center at the contractor's building is housed in a classroom on the property in a building of several similar rooms located between the contractor offices (near the front of the facility) and the main building (near the back of the facility). The Cool Center is difficult to find on the property without specific directions. It contains tables and chairs, and little else – it is not the type of facility where someone would want to spend much time. Bathrooms are located on the property. Ample parking is on the property.

Facility Strengths: Convenient for church members

Facility Weaknesses: Not comfortable and inviting, not conducive to lengthy stays, few activities available, lack of separate areas for different groups of people, non-contractor members may not perceive this center to be for everyone

Another cool center operated by this contractor is located about 1 block from the main downtown area. While it is convenient to get to, this area is not very central to where potential Cool Center visitors live. The Cool Center is housed in a room on the side of the church that is adjacent to a side street, which makes it relatively easy to find once at the church property. The Cool Center is a single room, not much larger than an office. There is a single table and about a dozen chairs around the perimeter of the room. There is also a keyboard (belonging to the church) and a small TV. Any more than 5 or 6 people would make the room feel crowded. Because of its small size and lack of activities, it is not a facility someone would want to spend much time in. Restrooms are available in another church building across a parking lot. There is plenty of street parking and some church parking.

Facility Strengths: Convenient for church members

Facility Weaknesses: Not comfortable and inviting, not conducive to lengthy stays, few activities available, lack of separate areas for different groups of people, non-church members may not perceive this center to be for everyone

A fourth center operated by this contractor is located in a residential area just off a main street. It is a large facility with plenty of parking on site. The Cool Center is housed in a classroom at the back of the property that requires either parking in a back lot or walking through a pre-school area. It is difficult to find without directions once on the church property. The room holds two tables with chairs at the front (much like teacher's desks and chairs) plus about 25-30 chairs arranged in a classroom layout all facing the front of the room. Restrooms are in a separate building away from the Cool Center. This facility does not seem comfortable or inviting for anyone to spend much time there – it looks just like the schoolroom that it is.

Facility Strengths: Convenient for church members

Facility Weaknesses: Not comfortable and inviting, not conducive to lengthy stays, few activities available, lack of separate areas for different groups of people, non-church members may not perceive this center to be for everyone

Contractor I

This contractor is a non-profit primarily dedicated to providing counseling, guidance, and job training services to troubled youth and their families – although in 2009 it did not provide any of these services nor does it currently have its own offices or facility. This contractor has three staff members. This is one of the founding organizations of SCE's Cool Center program and previously operated as many as seven Centers. In 2009, Contractor I operated three Cool Centers located at three different subcontracted facilities.

One center operated by this contractor is located in a building that is separate from the main contractors building and across the street from the main part of the church, and which shares a parking lot with the school. The Cool Center shares the building with a non-profit tutoring organization. Though the building is essentially one large room, the space is large enough to accommodate both purposes – the Cool Center occupies one side and the tutoring uses the other side. There are tables and chairs, a sofa seating area with a TV, and games and books for entertainment. The facility itself appears adequate for Cool Center purposes, but was shut down before the end of the program because the subcontractor for this location was not staffing the Cool Center during all operating hours.

Facility Strengths: Large enough facility with room for up to 30 visitors, centrally located to the local community, separate areas for different groups of people (e.g., around tables, in front of TV)

Facility Weaknesses: None noted

Another center operated by this contractor shares a building with a second hand retail store, and is the hub of the community. It's an older building visibly in need of some repair –stains from a recent water leak are visible in the ceiling and the window AC units strain to keep the place cool. The Cool Center occupies a large room with an attached kitchen area – there are lots of tables and chairs for the various scheduled activities that go on here – a weekly gardening club, a quilting club, etc.

Facility Strengths: Large enough facility with room for 30+ visitors, number of activities offered that draw people to the facility, centrally located to the local community and separate areas for different groups of people.

Facility Weaknesses: None noted

A third center operated by this contractor is a large facility suitable for many different community uses – it has outdoor fields and a playground, an adjacent outdoor area used for swap meets, three large multi-purpose rooms (divided by accordion-type walls, so they can be joined to create one space), offices, and restrooms. It is located about two blocks off the main highway through town. Bus routes run along the main highway. The Cool Center occupies one of the multi-purpose rooms in the facility. The main activity of the Cool Center is midday movie time, so the room is set with chairs facing a projector and screen, although at other times visitors can just hang out, play games, and socialize around the chairs and tables.

Facility Strengths: Very large facility (largest of all the Cool Centers), centrally located to the local community, separate areas for different groups of people

Facility Weaknesses: None noted

5.2 Cost Per Visit

Each contractor provided monthly expense and operational reports to the SCE Program Manager. The expense reports support payments to contractors for running the program, and the operational reports summarize the number of visitors during the month, along with outreach activities and other noteworthy events.

The tables below include reported monthly expenses for two months (August and September for most centers, and September and October for the centers that opened later in the season), the number of visitors recorded per month, and a calculated “cost per visitor (CPV)” (total expenses / total visitors per month) for each of the Cool Centers. Additional metrics are administrative and staff labor expenses, and the number of repeat visitors.

This information provides a basis for comparison between the centers in terms of cost effectiveness (i.e., the cost for each visit to the Cool Center). Since each of the Cool Centers is located in a different facility with its own unique clientele, some variation between centers is inherent. In sum, the Cost Per Visitor (CPV) varies considerably between the Centers primarily because of differences in the total number of visitors to each center, and secondarily because of differences in monthly expenses. Centers with low CPVs tend to have a lot more visitors than centers with higher CPVs. Discussion of the results for each center follow:

- One center has a relatively high CPV at \$11.95. Monthly expenses are among the lowest (\$5,688 for two months), but the total visitor count is also very low at 476. The percent of repeat visitors is low as well at 15% (71/476), suggesting that visitors are either at the facility for another purpose, or that the Cool Center at this location is not a place that they want to spend much time.
- Another center has a CPV that is below the median at \$6.74 – based on average costs (\$9,207 for two months) and above average visits (1,366 for two months). 79% of visitors are repeats – representing both new and recurring visitors. The appears to be a very cost effective Cool Center.
- Another center has a much lower than median CPV of \$2.29, based on average expenses (\$9,995 for two months) and well above average attendance (4,341 for two months). However, 99% are repeat visitors, suggesting that the center does not attract new visitors but rather serves its existing clientele of seniors. Also, this center has relatively high labor costs but low facility costs.
- Another center has a relatively low CPV of \$6.00. Expenses are about average (\$9,915 for two months), while attendance is above average (1,653). 97% of visitors were repeats – indicating relatively few new visitors.
- Another center has the lowest CPV of all centers by a substantial margin at \$0.50. Expenses are below average (\$7,445 for two months) while the number of visits far surpasses any other center (14,761 for two months). This facility requires visitors to sign in for each activity they participate in, so unique visits to the center are probably

overstated. Nonetheless, this center probably serves more people than any other. Repeat visitors comprise 60% of all visitors.

- This center was established at the end of August, this center has a moderate CPV of \$8.46 based on above average expenses of \$9,946 (for 1.5 months, September through mid-October) and above average attendance of 1,175 visitors (for 1.5 months). We note that the refreshments cost is quite high at this location – possibly because many of the visitors are homeless. 76% of the visitors are repeats.
- An additional center was also established near the end of the summer season, the CC7 has a relatively high CPV of \$16.06 based on extremely high expenses (\$14,519 for 1.5 months) and a moderate number of visitors (904 for 1.5 months). Expenses are driven mainly by very high facility costs.

Table 3.1a Cost Per Visitor

	CC1	CC2	CC3	CC4	CC5	CC6	CC7
Expenses							
Total Expenses	\$5,688	\$9,207	\$9,955	\$9,915	\$7,445	\$9,946	\$14,519
August	\$3,089	\$5,318	\$4,679	\$4,751	\$3,339	-	-
September	\$2,599	\$3,890	\$5,276	\$5,165	\$4,106	\$5,402	\$8,723
October	-	-	-	-	-	\$4,544	\$5,796
Administrative Labor	\$156	\$225	\$362	\$362	\$2,050	\$3,337	\$3,914
August	\$83	-	\$185	\$185	\$875	-	-
September	\$73	\$225	\$177	\$177	\$1,175	\$2,109	\$2,351
October	-	-	-	-	-	\$1,228	\$1,563
Staff Labor	\$2,811	\$5,154	\$8,055	\$8,188	\$2,911	\$2,771	\$1,837
August	\$1,445	\$2,723	\$3,997	\$4,119	\$1,312	-	-
September	\$1,366	\$2,432	\$4,058	\$4,069	\$1,599	\$1,763	\$938
October	-	-	-	-	-	\$1,008	\$900
Visitors							
Total Visitors	476	1,366	4,341	1,653	14,761	1,175	904
August	189	659	1899	840	6,744	728	629
September	287	707	2442	813	8,017	447	275
October	-	-	-	-	-	-	-
Repeat Visitors	71	1,082	4,312	1,610	8,856	888	485
August	28	498	1,882	816	4,046	512	264
September	43	584	2,430	794	4,810	376	221
October	-	-	-	-	-	-	-
Cost Per Visitor	\$11.95	\$6.74	\$2.29	\$6.00	\$0.50	\$8.46	\$16.06
August	\$16.34	\$8.07	\$2.46	\$5.66	\$0.50	\$7.42	\$13.87
September	\$9.06	\$5.50	\$2.16	\$6.35	\$0.51	\$10.17	\$21.08
October	-	-	-	-	-	-	-

(continued)

- This center was established late in the season so September was its first full month of operation. The CPV is relatively high at \$13.89, based on expenses that are well above the median (\$12,102 for 1.5 months), and a very modest visitor count (871 for 1.5 months). 69% of visitors are repeats.
- This center has a modest CPV of \$7.62 based on average expenses (\$9,482 for two months) and visitor counts (1,245 for two months). Repeat visitors represent 73% of all visitors.
- This center has a slightly above the median CPV of \$10.30, primarily because expenses are slightly above average (\$10,489 for two months). The number of visitors is 1,018 for two months. Repeat visitors represent 25% of all visitors – suggesting that most are first-timers but some have visited more than once.
- Contributing to a very high CPV of \$36.66, the CC11 has above average costs (\$12,098 for two months) and below average visits (330 for two months). 76% of visitors are repeat.
- This center has the highest CPV of \$167.75 – about five times the next highest (CC11) and over twenty times the median. This CPV is driven in part by high expenses (\$12,246 for two months), but more so by extremely low visitor counts (73 for two months). Repeat visitors are almost non-existent.
- has an above the median CPV of \$17.63, based on relatively high expenses (\$11,371) and modest visitor counts (645 for two months). 30% of visitors are repeats (nearly all in September).
- This center has an above the median CPV of \$11.56, based on relatively low expenses (\$7,270 for two months, excluding administrative labor costs) but also relatively few visitors (629 for 2 months). 80% of the visitors are repeats. Staff labor costs are extremely low, but facility rent is relatively high. Note that this contractor (Contractor I) submitted expenses for administrative labor (\$2,930 per center) are under review at this time, so we did not include them in this calculation. If approved, the CPV will increase to \$16.22.
- This center has a modest CPV of \$9.62. Expenses (excluding administrative labor) are near the median (\$9,546 for two months) while the number of visitors is also near the median (992 for two months). 73% of the visitors are repeats. If administrative costs are approved, the CPV will increase to \$12.58.

Table 3.1b Cost Per Visitor

	CC9	CC8	CC10	CC11	CC12	CC13	CC16	CC15
Expenses								
<u>Total Expenses</u>	<u>\$12,102</u>	<u>\$9,482</u>	<u>\$10,489</u>	<u>\$12,098</u>	<u>\$12,246</u>	<u>\$11,371</u>	<u>\$7,270+</u>	<u>\$9,546+</u>
August	-	\$4,446	\$5,290	\$5,963	\$5,886	\$5,318	\$3,635	\$4,308
September	\$6,297	\$5,036	\$5,198	\$6,135	\$6,054	\$6,054	\$3,635	\$5,238
October	\$5,805	-	-	-	-	-	-	-
Administrative Labor								
<u>Administrative Labor</u>	<u>\$2,000</u>	<u>\$2,840</u>	<u>\$431</u>	<u>\$431</u>	<u>\$431</u>	<u>\$431</u>	<u>???</u>	<u>???</u>
August	-	\$1,420	\$215	\$215	\$215	\$215	???	???
September	\$1,000	\$1,420	\$215	\$215	\$215	\$215	???	???
October	\$1,000	-	-	-	-	-	-	-
Staff Labor								
<u>Staff Labor</u>	<u>\$1,816</u>	<u>\$3,600</u>	<u>\$6,319</u>	<u>\$8,136</u>	<u>\$8,285</u>	<u>\$7,441</u>	<u>\$914</u>	<u>\$6,020</u>
August	-	\$1,600	\$3,127	\$4,166	\$4,091	\$3,552	\$457	\$2,940
September	\$1,048	\$2,000	\$3,192	\$3,970	\$4,194	\$3,888	\$457	\$3,080
October	\$768	-	-	-	-	-	-	-
Visitors								
<u>Total Visitors</u>	<u>871</u>	<u>1245</u>	<u>1018</u>	<u>330</u>	<u>73</u>	<u>645</u>	<u>629</u>	<u>992</u>
August	-	731	530	140	36	340	340	502
September	635	514	488	190	37	305	289	490
October	236	-	-	-	-	-	-	-
Repeat Visitors								
<u>Repeat Visitors</u>	<u>598</u>	<u>903</u>	<u>252</u>	<u>250</u>	<u>1</u>	<u>196</u>	<u>505</u>	<u>725</u>
August	-	514	75	99	0	4	237	310
September	412	389	177	151	1	192	268	415
October	186	-	-	-	-	-	-	-
Cost Per Visitor								
<u>Cost Per Visitor</u>	<u>\$13.89</u>	<u>\$7.62</u>	<u>\$10.30</u>	<u>\$36.66</u>	<u>\$167.75</u>	<u>\$17.63</u>	<u>\$11.56</u>	<u>\$9.62</u>
August	-	\$6.08	\$9.98	\$42.59	\$163.51	\$15.64	\$10.69	\$8.58
September	\$9.92	\$9.80	\$10.65	\$32.29	\$171.87	\$19.85	\$12.58	\$10.69
October	\$24.60	-	-	-	-	-	-	-

VI. Contractor Program Manager and Employee Interviews

Interviews were completed with the Cool Center contractor Program Managers and with employees at each of the Cool Centers. The purpose of these interviews was to understand how the Cool Centers are administered at each location, and how the Cool Center fits with the contractor organization.

The contractor Program Manager is the key point of contact for Southern California Edison, and is the most senior person in the contractor organization who has direct oversight of the Cool Center program. This person is responsible for hiring other Cool Center staff, for directing and overseeing the Cool Center budget, and for creating (or reviewing) and submitting the monthly operational and expense reports.

For three of the Cool Centers), the contractor Program Manager is also the on-site supervisor for the Cool Center program. These managers are located at the Cool Center and are physically present to supervise Cool Center activities nearly every day.

For the others, each location has an on-site employee who directly supervises and implements the daily operation of the Cool Center. The on-site supervisor reports to the contractor Program Manager regarding their Cool Center responsibilities. Some of the Cool Centers employ additional staff as well.

Findings from these interviews are summarized together, with situations or issues that are unique to a specific contractor being indicated.

6.1 Program Administration and Bookkeeping

Most of the contractors feel that the Cool Center program requires a substantial amount of paperwork considering the program's small size in comparison to other programs that the organization is running. Two of the contractors even mentioned that the paperwork requirements might be a reason not to participate in the future – although they are compensated for their time, there is an opportunity cost where their time is better spent doing other things.

- The sign-in sheets are burdensome at the one center where the seniors are asked to sign in for each activity in which they participate, and for every time that they attend. Since many of them are frequent visitors, they get tired of doing this.

Most of the contractors have a bookkeeper or finance department to handle expense reports and reimbursements. Bookkeepers also complained that the program requires too much of their time.

- For example, the bookkeeper at at one contracting organization mentioned that the effort required to justify their general overhead allocation to the Cool Center program far exceeded the amount of the reimbursement for this line item.
- Another person at a different center pointed out that the payroll information that is required is confidential, so had concerns that other staff can see how much their co-workers earn.

Timely reimbursement is also a problem for some contractors. Contractors would like reimbursement within a month of submittal to support their own cash flow needs. 2008 was an extreme situation where SCE's conversion to SAP delayed payments by nearly a year for some contractors. Two of the contractors mentioned that they refused to participate in 2009 until they had received payment from 2008. This delayed the opening of several centers. Going forward, SCE's normal contractor standard of payment within 30-45 days should be sufficient, although the Cool Center contractors would likely appreciate even prompter payments.

Otherwise, administering the Cool Center program does not seem to be too difficult. The actual tasks required to establish and maintain a Cool Center are not burdensome to the contractors. In fact, several of the Program Managers mentioned their appreciation for the program because the funds allow them to offer additional services to people who have come to their facility.

6.2 Cool Center Staffing

Cool Center staffing is an area of concern for some locations. Among the nine contractors, there are widely different levels of staffing. The functions that different staff members perform vary as well.

Some Cool Centers are staffed by existing employees at the location, who divert a certain percentage of their time to Cool Center tasks and activities. This approach makes sense for these Centers since these are on-going facilities where the Cool Center is an "augment" for existing activities. Existing staff are already on-site and appear to have the time to devote to the Cool Center.

For these centers, the SCE Cool Center Program Manager should ensure that the Cool Center program funds incremental Cool Center specific tasks and activities but should try to limit paying for tasks and activities the employees would perform anyway as part of their normal job responsibilities.

Staff at these locations also need to ensure that they can effectively represent not only the host facility (who is their primary employer) but also the Cool Center. New visitors to the facility should be told about the Cool Center and invited to make use of its services. During the site and mystery shop visits, we observed that facility staff tend to ignore the Cool Center when they welcome new visitors to the facility.

Other Cool Centers are staffed by dedicated Cool Center employees (or subcontractors) who report directly to the contractor's program manager. This approach makes sense where the center is otherwise an unused space (as is the case for four centers located in church facilities, and one other center, when the contractor does not employ staff with the available time to staff the Cool Center

One contracting agency also employs two supervisory-level staff who oversee the two location-specific employees at each of their two Cool Centers. They are the only contractor that does so. The Cool Centers are located at existing sites with other on-going activities so it's not clear why Cool Center-specific supervisors are needed.

For the locations with dedicated Cool Center staff, staffing needs to be commensurate with the duties that the staff members are required to perform. Based on our own observations (during site visits and mystery shop visits) and interviews with staff, one dedicated staff person should be sufficient for each center – with perhaps a "roving" staff person who can fill in on sick days or

other days off. The staff person needs to: (1) “open” and “close” the center each day, and be physically present during all hours that the Cool Center is open (10:00am to 5:00pm); (2) greet visitors, request that they sign in, and provide information about energy conservation and low income programs; (3) provide a minimal level of security and cleanliness to the facility (e.g., ensuring that visitors are not offensive to others, straightening up, restocking refreshments); and (4) provide oversight of activities (e.g., start and stop movies, coordinate group activities, etc.). All of these tasks can be accomplished by one person, as evidenced by the Cool Centers that operated throughout the season with only one staff person. The second person at all locations with two dedicated Cool Center staff members appeared superfluous, with little to do that added value to the program or the visitors’ experience.

Also, most of the Centers with repeat visitors can enlist volunteers to assist with some of the basic tasks, such as greeting and signing in new visitors, informing them about the Cool Center and its activities, and offering refreshments. The senior center locations already do this, and others could as well. Frequent visitors would likely appreciate having something to do.

6.3 Staff Supervision

Staff supervision is an issue for some of the Cool Centers. As with any other enterprise, employees demonstrated various levels of motivation and performance. Direct supervision and training could be improved to boost lower performance levels. Comments about staffing at various centers follow.

- We encountered an employee in the Cool Center during our mystery shop visit. The employee appeared to have little or no knowledge about energy conservation and did not attempt to welcome the mystery shop interviewer. This staff person did not demonstrate that she had been trained regarding the program.
- At another center they employed two very outgoing and dedicated employees. The visitors had very favorable comments about them (friendly, helpful, and in charge), and they appeared to have made themselves experts on energy conservation tips and the energy-related programs through their own research on the Internet.
- The Cool Center employed two full-time staff plus two supervisors. One of the staff members appeared to do most of the work at this Cool Center and received high praise from the visitor interviews while the other staff member appeared to do less. This suggests that the two supervisors were not providing sufficient oversight or direction to either balance out the workload or to eliminate an unneeded position.
- The two full-time Cool Center staff at another facility were very friendly and welcoming. This Cool Center, however, did not appear busy enough to warrant two full-time employees plus the two supervisors.
- The Cool Center staff person, who also assists with running the entire senior center, is extremely busy but friendly and helpful when she has the time. This is a very busy center where it appears that hiring an additional Cool Center employee might have been warranted.

- During our visits to another center we did not encounter any of the staff (except for the Program Manager), so cannot comment about them.
- At another center, the contractor Program Manager is also the site supervisor, who was assisted by one staff person. The Program Manager was a friendly, outgoing person who is dedicated to expanding the number of people who come to the center. We did not meet the staff person.
- A single staff person runs the center at another facility. She seemed friendly and knowledgeable about energy efficiency. The manager of this job training center had also taken an interest in the Cool Center and drops in on occasion.
- For another center we observed, a single staff person runs this center. She was very friendly and welcoming as well as knowledgeable about energy conservation and the low income programs. During our visits, she seemed quite busy but in control.
- For another center, the Cool Center manager seemed to meet the needs of visitors – providing ESL instruction and information about other SCE and low income programs.
- The two employees at this location knew very little about energy conservation or about the other SCE and low income programs other than what they read in the brochures. This was surprising, considering that the staff at other locations were very knowledgeable and that the contractor Program Manager had informed us that all the staff received special Cool Center training. Also, one of the employees was bilingual but the other had difficulty communicating in English. This did not appear to be a problem inasmuch as the church membership was almost exclusively Spanish-speaking, but it would be difficult for this person to assist non-Spanish speaking visitors who might drop in from the surrounding community. This center was empty of any visitors during all of our visits, so two staff members are probably not needed.
- This center employed two staff. We encountered one of them, who was very outgoing and energetic about energy conservation, during our mystery shop visit, but on three other visits during normal Cool Center hours the staff were not present. The center shared a space with an after-school tutoring organization that apparently kept the Cool Center doors open. This contractor mentioned finding the Cool Center unoccupied on one of their visits as well. This is not in compliance with the SCE contract so the agency closed the center before the end of the season. However, the center apparently operated for several weeks in this diminished way before any corrective action was taken.
- This center employed staff who also run the community center during the rest of the year. The front of the building houses a thrift shop that is also staffed by one of these same people. They are a very friendly group of locals in this isolated community where most people seem to know each other. However, they did not appear to be very knowledgeable about energy conservation nor did they provide our mystery shop interviewer with energy efficiency information. Additional training or oversight could have corrected this. Also, this center could operate effectively with a single staff person – the visitors are all “locals” who drop in and out year-round.

- This center used the services of an existing employee to run the Cool Center. The employee was friendly, but not well-versed in energy conservation or low income programs. As with another location, additional training or oversight could have improved this aspect. Occasionally when needed, another Community Center employee would fill in, but a full-time dedicated Cool Center employee would probably be able to represent the program and provide energy education more effectively.

We note that one contracting agency's Program Manager informed us that the contractor's representative visited each of the Centers once a week to ensure they are running the Cool Centers in accordance with their contract, but the staff at the Cool Centers told us they had very little contact with the contracting agency – no more than 2 to 3 times so far during the season. Since the staff at these Cool Centers would benefit from additional training and oversight, our impression is that the contractor's visits were not effective or they were not conducted as often as needed. We do recommend that weekly visits be conducted for all Cool Center locations where the contractor is not physically located.

6.4 Training

New for 2009, SCE provided training on the monthly reporting and expense requirements for all contractors. The contractors evaluated this training as excellent, and virtually all of them found the training to be valuable. SCE should continue this in the future.

With one exception, contractor staff did not receive any formal training regarding their duties or responsibilities. Some contracting agencies brought their staff members together to review their job responsibilities, and energy conservation and SCE programs. It's not clear that this was entirely effective though. The staff at one center location knew only the basics from program brochures. Nonetheless, staff training should be considered for all Cool Center staff to ensure that they are ready and able to provide energy conservation and program information, and to effectively represent the Cool Center to new as well as repeat visitors.

6.5 Goals and Objectives

Other than attempting to reach or exceed their numerical visitor targets that are specified in their contracts with SCE, the Cool Center contractors do not have any other goals or objectives related to the program. This seems sufficient.

6.6 Marketing and Outreach

Most of the contractors followed very similar marketing and outreach efforts. Primary tools include distributing flyers and inserting PSA's into the local newspaper and on radio. Senior and Community Centers also include Cool Center information in their own monthly newsletters. A few other noteworthy activities are:

- One paid ad in the local newspaper per season
- Local TV stations sometimes pick up information
- Distributing flyers at community events where will typically set up a booth or table to promote all of their services
- Include notices in the Senior Center's monthly newsletter
- Director promotes the Cool Center at monthly Chamber of Commerce meetings

- Hold two “outreach” events (e.g., Ice Cream Social, Pizza party, Karaoke, “Go Green” Day, etc.) monthly to encourage new people to come to the Center
- A local major TV news visited the Senior Center for a story about the Cool Center
- Include notices in the Center’s monthly newsletter
- Include information about the Cool Center in the organizations own outreach
- Hired a full-time promotion specialist who distributed flyers and initiated word-of-mouth discussion throughout two of the cities it serves. Canvass neighborhoods by knocking on doors and passing out information that people could use, including information about the Cool Centers

Of note, one outreach specialist spent his days walking through the local communities distributing flyers and talking up the centers. He targeted areas where people who might need the benefits of a Cool Center were likely to go: bus stops, train depots, libraries, job centers, Chamber of Commerce, health clinics, social service offices, the Department of Motor Vehicles, local stores (near the Cool Centers), and job fairs. His approach was to talk for a few minutes with the people who work at the places he visited, and then provide them with flyers that they can pass out along with spreading the word verbally. He estimated contacting about 200-500 people a day.

- Another person suggested a similar outreach approach – assigning someone from the community to go out into neighborhoods. One agency described doing this as well, but we did not see much evidence of success for either several of their cool centers.

6.7 Food and Refreshments

All of the Cool Centers offer light refreshments – typically water and prepackaged snacks. Other items that Centers have offered include: coffee, tea, fruit, and occasional “meal” type foods such as sandwiches and hot dogs.

Some make an effort to offer “healthier” items, including lower salt and lower sugar snacks for seniors, but others have cookies, candy, and soft drinks.

Nearly all of the Cool Centers ration their refreshments by only putting out limited quantities at one time – otherwise visitors are likely to fill their purses and bags with all of the food items that are available.

Centers are allowed to hold special events where food is served, so centers have held ice cream socials and barbeques as a way to bring in new visitors. The centers that have held these events, primarily the senior and community center locations, believed them to be successful and worthwhile.

In sum, the food and refreshment aspect of the Cool Center program seems sufficient with no need to make any changes.

6.8 Energy Information and Workshops

Energy workshops are generally conducted when enough visitors are available at a location at one time. The workshops are simple, short lectures that take about 10 minutes about things to do at home to use less energy. A few locations that consistently have groups of visitors appear

to conduct these routinely, including the senior center locations. For the others, workshops are more sporadic.

In lieu of workshops, visitors receive information about energy efficiency and low income programs one-on-one. Based on qualitative interviews with staff and visitors, plus the on-site quantitative surveys, it appears that most visitors do receive this information. However, our mystery shop interviewer was not provided with energy efficiency or low income program information at most locations that she visited. A conclusion is that the centers do not provide this information consistently to all visitors.

- At one center a person suggested offering the workshops through the Internet. Their facility (and many of the other Cool Centers) has computer workstations with Internet access so visitors could complete the training while they are there. Online training would improve the consistency of the training and might encourage visitors to do more of it.
- One agency often gives pre- and post- seminar tests to demonstrate to people that they can learn something new, and after someone attends five of their workshops the person receives a certificate of “graduation.” When SCE had provided them with CFLs, the Center gave them away to workshop participants as well.

6.9 Transportation

Most of the Centers do not believe that transportation is a problem that the Cool Center needs to address. Visitors arrive in their own cars, they get rides from friends, they take the bus, and some are even close enough to walk. Clearly, there are people among low income and senior populations who do not have access to transportation, yet coordinating and providing door-to-door ride services seems to be more than the Centers are willing to take on except on a very limited basis.

Most Centers do pass out bus passes, which expands access to the Center to those who are close enough to a bus line. The contractor Program Managers agreed that this is a beneficial service that should continue, since most of the Centers are reasonably close to a bus stop. But, they also mentioned that they control distribution of the passes so that visitors won't abuse them. For example, the Centers typically provide just two passes at a time – one to go home and one to come back.

6.10 Cool Center Locations

A few of the Cool Center contractor Program Managers and staff made comments about their particular locations.

- One center is located close to tourist areas but it is not close to the areas where low income people live. This is a new location for 2009. According to the Cool Center staff person, the only visitors were from the church, a few local homeless people, and people who had received LIHEAP financial assistance in 2008 who were directed (perhaps mistakenly) to this Cool Center for 2009 assistance.
- Another center office facility and Cool Center are located in an industrial area away from residential neighborhoods. According to the contractor Program Manager, people come

to this agency for the services that it offers but very few just for the Cool Center. This contractor would look into relocating this Cool Center to a facility that is more convenient to people seeking cooling benefits.

- Another center provides a place for homeless people from the on-site shelter to spend time, but not for people from the general community. As such, it is redundant to the shelter itself, other than that the shelter closes its doors for two hours every afternoon so the people staying there must go somewhere else during that time.

VII. Visitor Qualitative Interviews

Qualitative interviews with Cool Center visitors were completed during the evaluation. The purpose of the interviews was to better understand visitor experiences and perceptions about each of the centers. The interviews were conducted as intercepts, where an evaluation interviewer went to the center unannounced and requested random visitors to participate in the short, 15-minute discussion. Some of the interviews were completed one-on-one, while others were completed in a group depending upon the available areas and number of visitors at the location at that time.

Interviews were not completed at all of the centers. The evaluation team made up to three attempts at each center spread over different days and times, but did not encounter visitors at 5 of the Center locations.

Although visitors were selected at random, nearly all interview participants were frequent attendees at the center. At any given moment, frequent attendees outnumber new or first-time visitors by a substantial margin at the centers where we were able to conduct interviews, while the centers with greater numbers of first-time visitors are the same ones where we were unable to encounter a visitor since they are empty much of the time.

7.1 Visitor Qualitative Interview Results

In sum, virtually all of the visitors were very positive and complimentary about their experiences at the Cool Center.

Most visitors also mentioned their appreciation for the cooling benefits that the center offers although very few said they would spend time at the center just to keep cool. Activities that are appropriate to the interests of the visitors are critical to the centers' success in retaining visitors for more than just a few minutes. Examples of activities mentioned by visitors include:

- Movies: popular at nearly all of the centers and appealing to people of all ages
- Sewing or quilting circles: popular with seniors
- Computers with Internet access: appealing to younger people, and also other ages
- English as a Second Language (ESL) classes: important to immigrants
- Books and other reading materials like newspapers: appealing to people of all ages
- Games, cards, and puzzles: popular for all ages

Activities are vitally important because they encourage visitors to stay longer at the center, and some visitors even arrange their visiting time around the schedule of activities (at the senior centers where activities are scheduled).

Feeling welcome and comfortable is also very important to visitors – attentive and caring Cool Center staff have much to do with this, as well as the presence of other visitors with whom the person has developed friendships. Some visitors come with other people, but many of them meet people and develop friendships at the center.

- Seniors in particular value social contact.
- The visitors who were interviewed at the senior centers were also all “volunteers” at the center assisting with jobs such as greeting new visitors, signing them in, and offering

and serving refreshments. In addition to the social aspects, seniors want to contribute. One recommendation is that all of the Cool Centers that have “regulars” could enlist their assistance – this helps ensure that new visitors are greeted and made welcome.

Safety and security matter – seniors mentioned this, as did visitors at centers that attract more homeless New visitors are greeted and made to feel welcome but anyone who is offensive (including those with poor personal hygiene) or belligerent needs to be asked to leave. None of the centers appeared to have active problems with safety or security, but visitors clearly feel more comfortable when center staff are able to take charge.

- Several of the visitors at one center said they had recently been released from the one of the penitentiaries in the area so were temporarily homeless and unemployed. The Cool Center kept them off the streets and out of trouble with the law.
- Seniors at two of the senior center locations also mentioned the importance of staff who are attentive to potential health needs. For example, there is one center that is located very close to a medical facility.

Refreshments are appreciated and considered adequate – not over the top but enough to alleviate any thirst or hunger if spending a few hours there. One visitor described the refreshments as “free so I can’t complain.” Snacks at nearly all the Cool Centers consist of pre-packaged chips, crackers, etc. One visitor mentioned that when they’ve tried fresh food, it goes to waste.

- Seniors mentioned receiving more elaborate snacks and even meals on occasion during special events such as ice cream socials and barbeques, which they unanimously enjoyed.
- All of the senior center locations and at least two of the community center locations also provide low cost or free lunch to seniors, which are big draws to the facility. Some people plan their visit to receive the free meal, and then would either arrive early or stay after.
- Visitors at the one location requested more “meal” type foods like hamburgers and hot dogs.

Information about energy programs (such as CARE, EMA, and LIHEAP) and energy conservation practices is appreciated. Most interview participants were familiar with the centers’ attempts to provide information about energy programs and practices, although two frequent visitors at one of the centers did not, which suggests that once center staff become familiar with someone they stop providing the energy information. Some said the information they received was just a reminder of things they already knew, but still thought it was useful, while others said they learned new things too.

- Immigrant visitors are particularly interested in the programs, which provide very tangible financial benefits.
- One visitor mentioned learning about CFLs at the Cool Center and that a representative from Lowe’s came to the center to talk about energy efficiency.

All interview participants were also aware that Southern California Edison is the sponsor of the centers - they are aware that SCE is on all the flyers, the sign-in sheets, and the signs.

Most of the visitors who participated in the interviews found out about the Cool Center while at the facility for another purpose – for example, the seniors were already active members of the senior center, the immigrants some centers had come to the offices for the other services that were provided.

- Some heard about it through word-of-mouth – , particularly at centers where there is a high proportion of homeless visitors.
- One mentioned seeing it in the newspaper.
- Another mentioned seeing the Cool Center sign in the front.
- One visitor saw a flyer in a local laundry-mat.
- A visitor at one site learned about the Cool Center at a local job fair.

Transportation is not a problem for most current visitors – a majority drive themselves to the Cool Center, some walk, or they get rides from friends and relatives. No one traveled further than 6 miles to get to the center, although a couple of the visitors at more remote centers) reported knowing others who live as far as 20 miles away.

When asked how the center could be improved, visitors had trouble coming up with any suggestions.

- Immigrants suggested U.S. History along with ESL classes (required for citizenship), more meal-type foods (such as hamburgers), and computer instruction.
- One person wanted to learn about online services offered by SCE.
- Seniors wanted the program to extend into the winter so they can continue to make use of the expanded center when the weather turns cold.
- Some wanted the Cool Center to be open on weekends. Weekends are just as hot.
- One visitor complained that a Cool Center employee did not work as hard as another, and sometimes left early.
- A visitor in a facility with just tables and chairs requested getting a couch.
- A few suggested a bigger selection of movies –many of the movies are brought in by Center staff from their own homes or are occasionally rented, although one of the Centers seemed to have just a handful of movies that were shown repeatedly.

Nearly all visitors interviewed did not know of an alternative to the Cool Center that would meet their needs – those who were familiar with other city or county-run Cool Centers mentioned that these other centers are open only during limited hours and that they do not offer the same range of activities.

- For example, one visitor who had also been to another center described it as “chairs in the lobby” and not a place that he felt comfortable spending any time at.
- Seniors and the homeless in particular do not feel that they have many alternatives that don't cost money.
 - Several of the visitors interviewed at the one center described themselves as homeless, or living in a trailer or car. They get chased away by the police from nearly all other public places, and are careful not to overstay their welcome at a nearby truck stop. Similarly, the visitors who were interviewed at another site sleep in the church-run shelter that is also on the property, but are forced to leave the shelter facility for part of the afternoon. There is no other air-conditioned place in the area that they can use during this time.
 - Visitors sometimes say the only alternatives are a bar or the post office.

VIII. Unscheduled Mystery Shop Visits

The purpose of the unscheduled “mystery shop” visits was to provide a snapshot impression of what a typical visitor would experience during their first visit at each of the Cool Centers. Since the interviewer visited each center only once, it is possible that other visits to the location might have resulted in a different experience.

Unscheduled “mystery shop” visits were conducted at most of the centers. The mystery shop was completed by a professional market research interviewer who could plausibly pass for a Cool Center visitor (a female in her 50’s who dressed casually for the visits). The visits were completed in September. Each Cool Center was visited once, and the interviewer varied the times of day of the visits.

The interviewer was given the street address of the Cool Center, the name of the facility that the Center is located in, and an interview guide with the following areas of focus:

1. Ease of locating the Cool Center
2. Greeting by Cool Center staff
3. Offered the sign in sheet
4. Provided information about SCE programs and about saving energy
5. Number of visitors at the time of the visit
6. Activities in progress or available at the time of the visit
7. Available refreshments
8. Brief description about the appearance of the center during the visit
9. Other noteworthy observations or experiences

If needed, the interviewer explained to Cool Center staff that she had heard about the Cool Center and decided to check it out. The interviewer did not encounter any particular difficulties (other than finding some of the centers) while conducting the visits.

8.1 Unscheduled Mystery Shop Results

In sum, there are three key findings from the unscheduled “mystery shop” visits:

(1) Experiences were very inconsistent between the centers – some centers provided high levels of service (e.g., friendly greeting, tour and/or explanation about the center, information about energy conservation and SCE programs, etc.), while others offered very little (in particular, some of the locations did not make it clear that they are a Cool Center);

(2) Most of the centers did not provide information about energy conservation or about SCE’s low income programs, nor did they request that our interviewer sign in; and

(3) Several of the centers appear to cater to the contractor’s or facility’s existing clientele (e.g., seniors, immigrants, church members, shelter residents) almost to the exclusion of others who may drop in to use the Cool Center.

Additionally, most centers were easy to find, but some were very difficult to locate, especially when a Cool Center sign was not displayed. Several of the Cool Centers are located in rooms within a facility (such as at a church, or community or senior center) and there are no signs

identifying the particular room or rooms. Better signage and directions for visitors once they have reached the street address are needed at several of the Centers.

The highlights of the unscheduled visits for each center are discussed below.

- One center was well marked and easy to find. The center employee was busy texting and did not greet our interviewer nor offer a sign-in sheet. When asked to explain what the Cool Center was, the employee said it is a place for people to wait when they were waiting for other areas of the facility to help them. She did not have any knowledge of any SCE programs nor did she try to explain them. The table of SCE brochures was messy with brochures strewn about. The employee did not offer any refreshments nor were any readily visible (water is kept in a cooler in the room, but it's not well marked). No other visitors were there.
- The center was easy to find with the Cool Center banner visible in front. Once inside the building, a person at the front desk was busy talking with two other visitors so did not greet our interviewer. The interviewer went into the Cool Center area (directly adjacent to the front entrance), where she was greeted by a woman who asked her to sign in and then showed her the facility and available activities (the woman is a "regular" at the senior center who has volunteered to greet all visitors). SCE brochures were available on the table with the sign-in sheet, but no one explained anything about saving energy or about SCE's programs. There were 18 visitors at the time, all seniors. Most were playing pool or watching a movie. One of the pool players was younger than the rest (possibly one of the Cool Center employees). The center seemed comfortable and the visitors were clearly enjoying themselves with the activities.
- Another center was easy to find with a banner in the front and the entry door clearly marked. Our interviewer was greeted at the front entrance and shown into the Cool Center room where she was introduced to two women (the Cool Center employees at the location). They were very friendly and welcoming. They showed our interviewer around, and talked about SCE's programs and other activities that went on at the center. Our interviewer did not see a sign-in sheet nor was she asked to sign one. There were 8 visitors at the time – all at one table socializing. Other activities were easily visible: computers, movies, games, and reading material. The employees also talked about other services at the center though not one's that are sponsored by the Cool Center, including an after school program for children. Coffee, water, and ice tea were available, and the staff mentioned that on some days they bring in food.
- Another center was well marked and easy to find. Once inside the building, though, it was difficult to find the actual Cool Center area (several of the rooms in the building are considered part of the Cool Center). No one greeted our visitor initially. Once she found someone who worked there, the employee was friendly but very busy and did not offer any information about SCE. The employee did provide SCE program brochures when asked about these – they were buried under other brochures on a table. Our interviewer was not asked to sign in. The center at the time was very busy with approximately 50 seniors participating in many different activities (bingo, reading, exercise, movies) and apparently having a good time. Coffee was available and candy bars were \$0.50.
- There was another site in which location was easy to find with the large banner out front that is very visible from the street. Once inside the building, though, it was difficult to find

the Cool Center – there are no signs. Our interviewer found an employee in an office and asked for the Cool Center. There weren't any SCE brochures visible, nor could the employee find any when she looked. Our interviewer did not receive any information about saving energy or about SCE's programs. Seven other visitors were using the Cool Center – all were on the computers in the room although there was a TV and movies available. When our interviewer asked about other areas where people can "hang out," she was told that there is a senior center (another room in the facility dedicated to seniors and also part of the Cool Center), but that it was closed today. Water was available in a large jug but nothing to eat. The employee said they sometimes bring food in. The employee was very friendly and talked about "fellowship" at the center, although said nothing about SCE programs or saving energy.

- The Cool Center at another location was easy to find with the banner clearly displayed in the front and the Cool Center (a room) just inside the main door. Our interviewer was greeted by a friendly employee who explained the purpose of the Cool Center. Brochures and a sign-in sheet were available on a table but the employee did not ask her to sign in and did not explain anything about SCE programs or energy efficiency. There was one other visitor at the time – sitting at a table while eating a hot dog and reading a newspaper. Hot dogs, Coke, and popcorn were available. Our interviewer left for lunch and came back about 25 minutes later and there were still no other visitors.
- The location was difficult to find from the street, in part because the Cool Center banner and the building that houses the Cool Center itself are set back from the street across a large parking area. There were several people hanging out in front of the center, talking and smoking. When our interviewer entered the center, she encountered a long line of about 20 people waiting for bus passes. The Cool Center employee greeted her, explained that a Cool Center is a place to stay cool in hot weather, and showed her the SCE brochures, but did not have time to talk since she had to pass out the bus passes. The other Cool Center visitors were nearly all younger people in their twenties. It appeared that they were all "regulars" who knew each other, and that many of them were there at that time just for the bus passes. Our interviewer did not feel comfortable in this center and did not stay long.
- This Cool Center location was easy to find. There was a Cool Center banner displayed in front. However, when the interviewer approached the front door it was locked although the posted hours said it was open until 5pm. An employee did open the door and let our interviewer in, but she was told that the Cool Center is only open from 10am to 2pm and did not let our interviewer go into the room. Our interviewer did not see a sign-in sheet nor was she asked to sign in. She noticed some SCE brochures on the counter but the employee did not explain them nor offer them. There were no other visitors at the time. There were no visible activities. When asked what people do in the Cool Center, the employee said they have a TV and for Spanish-speaking people she will teach them English. When asked about refreshments, she was told they have water. Our interviewer did not feel welcome and was not invited to stay, so she left.
- In another center that was within a church, the church itself was easy to find, but the Cool Center on the property was not. There was no banner or sign visible anywhere. A janitorial person for the church had never heard of it. Our interviewer asked about it at the parish office, where she received directions to the center. A small 8 ½ x 11 sign was on the door. Entering the room, our interviewer was greeted by the friendly center

employee, who then explained the SCE programs and provided energy conservation tips. There was a sign in sheet but our interviewer was not asked to sign in. No other visitors were present. The employee explained that some days they might have just one visitor while other days as many as 20 at one time (although how or why they all arrived at the same time is unclear – perhaps they have just finished with another function at the church). The Cool Center has a TV but it wasn't on, nor were there any other activities available. The room contained just long tables with hard chairs that looked uncomfortable. There were no visible refreshments, although water was available when our interviewer asked.

-). The Cool Center was easy to find with the banner hanging on a fence. The banner was draped over the fence, though, because the grommets had torn out of the corners. Our interviewer was warmly greeted by the friendly young man who offered her a chair and refreshments. There was a sign-in sheet on the table but she was not asked to sign in. There were a lot of brochures on a table, mostly in Spanish, but two were in English. The Cool Center employee did provide the two brochures in English and he explained the programs available for low income families, including the 20% discount. There were no other visitors in the room when our interviewer arrived. She was told that the center usually does not get visitors except after mass when they come in to get the SCE brochures. No one stays long. Sometimes kids come in after school to get a snack and cool off. There were no activities available, just a TV that did not work and a guitar and keyboard. The room was very small and drab with just a few padded chairs. Refreshments available included bottled water, cookies, and candy.
-). There was a Cool Center banner in the front of the church grounds, but the Cool Center itself was very difficult to locate. It was not marked with any other signs. Our interviewer asked numerous other people on the property but none had heard of the Cool Center. She asked at the church office and was given directions to the center. Even with directions, it was difficult to find the center since the door is not marked in any way. Once inside the room that houses the center, two staff members greeted our interviewer and asked her to sign in. The SCE brochures were all printed in Spanish, with one exception (the CARE application). The employee explained that filling out the brochure would get her a 20% discount, and that everyone qualifies. There were no other visitors at the time. When asked if people ever visited, the employee answered “not really.” There was nothing to do in the center – no TV, nothing to read except the brochures in Spanish. Bottled water was available. Our interviewer felt that she would not want to spend any time in the room – it was small and dreary with nothing to do but read brochures in Spanish.
- The center is located across the street from the church, but the Cool Center banner in front of the building was easy to spot. Our interviewer was warmly greeted by a Cool Center employee, who asked her to sign in and showed her around the room by pointing out available activities. SCE brochures were available on a table near the entrance door, but the employee did not provide any information herself about energy conservation or the SCE programs. No other visitors were present. The employee mentioned that they occasionally get a senior or two, and sometimes kids come in after school (the facility shares a parking area with a grade school), but the center opened only recently and they were not allowed to hand out flyers anywhere so getting the word out was difficult.

-). The facility for another center was also easy to find – it was well marked with the Cool Center banner in front and another on the side near the entrance. The hours stated at the door are 11-5 daily, closed on Mondays. Inside, our interviewer was warmly greeted and told about the various activities offered at the center. The SCE brochures and pamphlets were available on a table, but no one provided any information about SCE or about saving energy. The sign in sheet was also available but our interviewer was not asked to sign it. There were about 12 visitors at the time – all apparently active seniors. They were reading, quilting, and socializing, and they invited our interviewer to join them. Refreshments available included coffee, water, chips, and cake.
- On the other hand, there was another center that was difficult to find – it is not well-marked at the road and is at the end of a long driveway. There wasn't a Cool Center banner or any signs anywhere. Inside the center, a line of people were waiting to sign in and go into a large room (i.e., the Cool Center area), but it was not clear if these people were signing in for the Cool Center or a community center activity. A community center employee was in an office near the entrance but did not greet our interviewer. SCE brochures were available on a table, but no one provided any energy efficiency or other program information. There were about 30 other visitors (all seniors) participating in a variety of activities – playing cards and games, preparing for bingo, and socializing before a movie that was scheduled to start at 1pm. Coffee and water were available.

IX. Quantitative On-Site Visitor Surveys

Cool Center visitors were asked to complete a short, one-page survey on site at each of the Cool Centers. The purpose of the survey was to gain a better understanding of what brings people to the Cool Centers, and to help evaluate the benefits that they received from their visits.

Surveys were administered in August and September 2009, and visitors were asked to complete the survey only once. The survey was provided in both English and Spanish. Cool Center employees reported that many visitors were resistant to completing a survey – visitors just did not want to be bothered with it. It is also likely that some of the Cool Center staff, particularly those with other responsibilities, did not want to be bothered with it either. In total, 2,109 surveys were completed and submitted across all the Cool Centers.

The three Cool Centers operated by a particular contractor did not distribute surveys in August but did so in September. However, the survey they distributed was a previous version, and relatively few were completed. The agency had been instructed and reminded to distribute the new surveys – it's not clear why they did not follow this requirement. Nonetheless, the previous survey included some of the same questions, so partial results are available for these Centers.

The surveys completed at one center appeared to have all been filled in by one person. During the site visit, one of the Cool Center employees mentioned helping visitors fill out the survey. Since the answers to some of the questions are identical across all respondents, it appears that some questions were completed by the employee rather than the visitor.

Results of the surveys are summarized in the tables below. Results differ considerably between the Cool Centers, so results are shown in total and for various Cool Centers

9.1 Quantitative On-Site Visitor Survey Results

Visitors first indicated how many times they had visited the Cool Center. Assuming this is a “snapshot” of the typical visitor’s frequency of visits, the answers confirm some of our other observations about the centers:

- For several centers, a majority of visitors come only once. Some centers (including these) are not set up to encourage repeat visits (tables and chairs are the only furniture, activities are limited) nor are the majority of center visitors actively seeking the cooling benefits offered by the centers.
- In some cases, a high proportion recorded first time visits in the later part of the season.
- Several centers have the highest frequency of repeat visits. This is no surprise since a high percentage of seniors who use a Senior Center visit frequently and year-round.
- The remaining Cool Centers have both first-timers and repeat visitors. This is perhaps what should be expected since repeat visits indicate that the Cool Center provides a comfortable place where people want to spend time to receive the cooling benefit, and new visits indicate more effective community outreach.

Table 9.1 How many times have you visited this Cool Center this summer?

	Total								
	(n=1,910)	(n=352)	(n=71)	(n=63)	(n=124)	(n=80)	(n=85)	(n=202)	
1 (includes “0”)	59%	89%*	39%	5%	15%	8%	80%*	63%	
2	8%	5%	11%	3%	13%	6%	6%	17%*	
3 to 5	12%	4%	17%	5%	13%	13%	9%	17%*	
6 to 10	8%	1%	20%*	-	13%	25%*	2%	2%	
11 to 20	7%	<1%	13%*	29%*	15%*	15%*	-	-	
21 to 30	4%	<1%	-	16%*	19%*	16%*	-	-	
31 or more	3%	<1%	-	43%*	12%*	15%*	2%	-	
		(n=158)	(n=84)	(n=165)	(n=266)	(n=52)	(n=208)	(n=na)	(n=na)
1 (includes “0”)	84%*	-	44%	23%	94%*	98%*			
2	6%	-	72%	10%*	4%	<1%			
3 to 5	7%	-	36%*	21%*	-	1%			
6 to 10	3%	-	12%	18%*	-	-	na	na	
11 to 20	-	-	2%	23%*	2%	-			
21 to 30	-	-	-	6%	-	-			
31 or more	-	-	-	-	-	-			

* = significantly greater than total

Visitors were asked how they heard about the Cool Center. Most of the visitors for all the centers heard about it either through word of mouth from friends and family, or because they go to the facility already. A few said they heard about it through a flyer, radio, television, or the newspaper. This does differ somewhat, though, by center – suggesting that some centers have more effective promotional activities. Specifically:

- A couple of centers have done particularly well with flyers, although the Cool Center employee at one center was not aware of any flyers other than among the church membership.
- Others have done well with radio/TV - note that the one center promotes itself through their own non-profit local radio station.
- One draws heavily from the church membership at their facility.

Table 9.2 How did you hear about this Cool Center?

	Total (n=2,049)							
		(n=357)	(n=72)	(n=66)	(n=126)	(n=86)	(n=89)	(n=197)
Friend or relative / Word of mouth	47%	38%	61%*	-	-	26%	65%*	43%
Visiting this facility for something else	38%	43%*	14%	-	-	49%*	18%	32%
Church	9%	-	-	-	-	-	-	-
Flyer / Brochure	8%	4%	7%	-	-	20%*	9%	12%*
Radio / Television	5%	6%	13%*	-	-	-	2%	2%
Newspaper	3%	1%	-	-	-	14%*	2%	3%
Other	8%	13%	15%	-	-	15%	15%	12%
	(n=165)	(n=93)	(n=178)	(n=267)	(n=50)	(n=264)	(n=6)	(n=33)
Friend or relative / Word of mouth	35%	45%	29%	97%*	30%	35%	17%	45%
Visiting this facility for something else	33%	31%	63%*	37%	6%	32%	83%	61%
Church	19%*	6%	-	-	4%	56%*	-	-
Flyer / Brochure	5%	3%	5%	1%	52%*	7%	-	9%
Radio / Television	-	3%	1%	23%*	-	<1%	-	9%
Newspaper	-	22%*	3%	-	-	3%	-	9%
Other	11%	4%	3%	<1%	8%	<1%	-	6%

* = significantly greater than total

Visitors were asked if they had ever visited the facility prior to the start of the Cool Center program. About four out of ten visitors (39%) said they had visited the facility prior to the start of the Cool Center program.

- The Cool Center visitors a few of the centers almost exclusively had been to the facility before, suggesting that these Cool Centers are familiar and appeal to existing clientele, but these centers are probably not serving other “new visitors” in the community in which they are located.
- It’s unclear why nearly all the visitors at the three centers indicated that they had not been to the facility before since the employees at those locations indicated that the Cool Center is promoted to church membership – visitors were perhaps considering the actual room in which the Cool Center is located on church property.

Table 9.3 Have you ever visited this facility prior to the start of the Cool Center program?

	Total							
	(n=1,956)	(n=361)	(n=68)	(n=66)	(n=123)	(n=87)	(n=92)	(n=193)
Yes	39%	27%	43%	-	-	79%*	9%	33%
No	61%	73%*	57%	-	-	21%	91%*	67%*
	(n=159)	(n=89)	(n=173)	(n=265)	(n=52)	(n=228)	(n=na)	(n=na)
Yes	61%*	34%	87%*	7%	15%	19%	na	na
No	39%	66%*	13%	93%*	85%*	81%*		

* = significantly greater than total

Next, visitors were asked why they visited the Cool Center today. Respondents could select one or more reasons. Almost half (41%) said they were already at the facility and decided to check out the Cool Center. Another large percentage (36%) said they visited to learn about other programs they might qualify for. Third and fourth on the list, although substantially below the top two, are being in the area and needing relief from the heat (mentioned as a reason by 21%), and visiting friends (mentioned by 19%), which emphasizes the strong social aspect that encourages visitors to stay longer than just a few minutes. Another 15% said they visited to save money by not running their AC, and 11% came for the refreshment. 10% mentioned their AC at home does not cool well. Among the individual Cool Centers:

- One contracting agency attracts people who are already at the facility and people visiting to learn about other programs. Relatively few visited for relief from heat.
- Another center appears to attract a majority of visitors who are seeking cooling. Other reasons are minimal.
- Several senior centers appeal most strongly because of the social aspects, but also to save money by not running AC. The visitors are also drawn to the Center to attend classes.
- Another center draws people in for similar reasons as the Senior Centers (saving money on AC and meeting with friends), and also for cooling relief from the heat and refreshments (the Community Center serves low income lunches).
- Heat relief is also prominent for a few of the centers.

Table 9.4a Why did you decide to visit the Cool Center today?

	Total							
	(n=2,013)	(n=335)	(n=72)	(n=67)	(n=127)	(n=88)	(n=90)	(n=199)
Already at the facility	41%	37%	14%	36%	-	22%	41%	44%
Learn about other programs	36%	34%	15%	9%	-	38%	23%	22%
Needed relief from heat	21%	7%	53%*	22%	-	14%	32%*	20%
Visiting friends here	19%	10%	13%	39%*	-	42%*	19%	15%
Save money not running AC at home	15%	9%	21%	24%	-	39%*	4%	9%
Refreshment are provided here	11%	3%	11%	12%	-	38%*	27%*	18%*
AC at home does not cool well	10%	12%	17%	18%	-	8%	4%	8%
Other	8%	19%*	8%	7%	-	26%*	1%	5%

* = significantly greater than total

(continued)

- One center draws people for a wide variety of reasons, though more so to learn about programs and to meet with friends, and less so for cooling reasons compared to some of the other Cool Centers.
- Another facility attracts visitors primarily among people who are already at the facility (and few other reasons). One center also draws people who are already there and who want to learn about other programs. The facility in one location attracts people who are predominantly looking for information about other programs. While the facility in another draws people looking for information about other programs, many of its visitors are also seeking heat relief. All four of these centers cater to Hispanic immigrants – clearly there is a need for information about assistance programs among this community, but apparently less of a need for cooling except in one center.

Table 9.4b Why did you decide to visit the Cool Center today?

	(n=167)	(n=89)	(n=165)	(n=268)	(n=52)	(n=254)	(n=6)	(n=34)
Already at the facility	29%	29%	70%*	39%	13%	66%*	67%	59%*
Learn about other programs	16%	37%	16%	63%*	71%*	65%*	17%	32%
Needed relief from heat	7%	12%	7%	54%*	13%	2%	83%	65%
Visiting friends here	56%*	28%*	3%	9%	2%	20%	-	3%
Save money not running AC at home	13%	10%	8%	34%*	10%	8%	17%	12%
Refreshment are provided here	6%	13%	5%	3%	-	3%	17%	35%*
AC at home does not cool well	5%	11%	1%	18%*	4%	8%	17%	32%*
Other	4%	18%*	10%	-	2%	-	-%	9%

* = significantly greater than total

Most Cool Center visitors (64%) drive themselves to the center. 16% live close enough to walk. Another 9% get a ride from a friend or relative, and 8% said they took the bus. Only a handful said they used the Cool Center bus passes or transportation (although some of those who said they took the bus might have also used the bus passes). Transportation among those who have visited the Cool Centers does not appear to be much of a problem, although this survey obviously excludes those who cannot get to a Cool Center because of transportation issues. Specific differences for some of the Cool Centers include:

- Visitors of some were more likely to walk.
- Visitors to others had a higher incidence of taking the bus – perhaps because a bus stop is directly outside the front entrance.
- Visitors to a couple of others had a higher incidence of getting transportation from a friend or relative.

Table 9.5 How did you get to the Cool Center today?

	Total							
	(n=2,001)	(n=366)	(n=73)	(n=66)	(n=126)	(n=87)	(n=95)	(n=204)
Drive	64%	72%	38%	53%	71%*	86%*	33%*	41%
Walk	16%	2%	47%*	33%*	17%	1%	58%	35%
Friend or relative	9%	17%	5%	8%	5%	6%	2%	8%
Bus	8%	9%*	8%	5%	3%	9%	7%	15%
Cool Center bus pass	1%	1%	1%	3%	2%	-	2%	1%
Other	6%	1%	10%	2%	3%	-	4%	4%

	(n=165)	(n=93)	(n=174)	(n=264)	(n=51)	(n=234)	(n=na)	(n=3)
Drive	63%	89%	17%	71%	49%	98%	-	33%
Walk	16%	5%	19%	2%	13%	-	-	-
Friend or relative	8%	7%	23%	23%	1%	-	-	-
Bus	5%	-	12%	2%	13%	-	-	-
Cool Center bus pass	1%	-	3%	2%	-	-	-	67%
Other	10%	1%	1%	-	36%	2%	<1%	-

* = significantly greater than total

When asked how they typically cool their home in hot weather, about four out of ten (40%) said they open a window. About one in three (38%) use central AC, and slightly fewer (28%) use fans. Another 17% have window or wall AC units, and 13% have evaporative coolers. Combined, about two out of three have some type of AC or evaporative cooling but this still leaves about one-third without – a much higher percentage than the 20% of the general population without AC-type cooling. This does suggest that those who visit the centers are more in need of cooling benefits than the general population.

Table 9.6 How do you typically cool your home in hot weather?

	Total (n=2,040)							
		(n=366)	(n=68)	(n=67)	(n=126)	(n=89)	(n=88)	(n=189)
Open window	40%	27%	25%	36%	21%	9%	45%	38%
Central AC	38%	42%*	24%	45%	41%	61%*	16%	28%
Floor, ceiling or whole house fan	28%	22%	19%	15%	29%	17%	25%	17%
Window or wall AC	17%	23%*	29%*	6%	15%	17%	18%	20%
Evaporative cooler	13%	11%	4%	9%	4%	11%	10%	12%
Other	2%	3%*	9%*	-	1%	1%	6%	4%

		(n=166)	(n=93)	(n=176)	(n=264)	(n=51)	(n=257)	(n=6)
Open window	10%	33%	22%	94%*	16%	67%*	50%	41%
Central AC	73%*	27%	62%*	9%	78%*	25%	-	21%
Floor, ceiling or whole house fan	8%	31%	28%	92%*	8%	1%	-	41%
Window or wall AC	7%	23%	25%*	20%	6%	8%	-	3%
Evaporative cooler	10%	18%	2%	33%*	-	<1%	50%	76%*
Other	1%	2%	1%	2%	-	<1%	-	3%

* = significantly greater than total

Cool Center visitors also report a high incidence of health related issues that are affected by heat and power outages. About one in three (30%) said they have either minor or serious issues, although this varies considerably between the centers.

- Not surprisingly, certain centers have high proportions of visitors reporting health issues.
- Somewhat surprising is the extremely high incidence reported in one center where 3 out of 4 reported a health issue. This is the center where all of the surveys were filled in by one employee who reported helping people complete the surveys, so it might be that this employee misunderstood the question.

Table 9.7 Do you have any health related issues that are affected by the heat or by power outages?

	Total								
	(n=2,005)	(n=353)	(n=68)	(n=66)	(n=126)	(n=89)	(n=91)	(n=190)	
No	70%	69%	54%	58%	83%*	55%	82%*	69%	
Yes (NET)	30%	31%	46%*	42%*	17%	45%*	18%	31%	
Minor	24%	21%	31%	35%*	15%	37%*	13%	24%	
Serious	6%	10%	15%*	8%	2%	8%	4%	6%	
		(n=163)	(n=86)	(n=175)	(n=251)	(n=50)	(n=258)	(n=5)	(n=34)
No	72%	67%	95%*	99%*	88%*	26%	40%	21%	
Yes (NET)	28%	33%	5%	1%	12%	74%*	60%	29%	
Minor	18%	31%	-	1%	12%	64%*	20%	18%	
Serious	9%	1%	1%	-	-	10%*	40%	12%	

* = significantly greater than total

When asked if they learned anything at the Cool Center that would help them save energy at home, most survey respondents (91%) said they did learn something. This result probably overstates the proportion of all visitors who received energy conservation information inasmuch as those who were offered the survey (and who took the time to complete it) are also likely to be those who were offered energy conservation information (and took the time to listen to it). During our own unscheduled (“mystery shop”) visits, a majority of the centers did not provide our interviewer with information about saving energy nor did they request that she complete a survey.

Table 9.8 Did you learn anything at the Cool Center that will help you save energy at home?

	Total							
	(n=1,793)	(n=216)	(n=70)	(n=65)	(n=125)	(n=86)	(n=90)	(n=194)
Yes	91%	92%	81%	88%	91%	56%	84%	86%
No	9%	8%	19%*	12%	9%	44%*	16%*	14%*
	(n=164)	(n=90)	(n=165)	(n=263)	(n=51)	(n=214)	(n=na)	(n=na)
Yes	97%*	83%	99%*	100%*	96%*	100%*	na	na
No	3%	17%*	1%	-	4%	-		

* = significantly greater than total

A similarly high percentage (79%) said they learned about programs that they plan to sign up for or participate in. Visitors to one center operated Cool Centers had the highest proportions. Again, these results probably overstate the true proportion.

Table 9.9a Did you learn about any programs while at the Cool Center that you plan to sign up for or participate in?

	Total							
	(n=1,837)	(n=293)	(n=66)	(n=64)	(n=116)	(n=87)	(n=84)	(n=184)
Yes	79%	70%	47%	73%	59%	61%	63%	71%
No	21%	30%*	53%*	27%	41%*	39%*	37%*	29%*
	(n=132)	(n=90)	(n=173)	(n=267)	(n=52)	(n=229)	(n=na)	(n=na)
Yes	87%*	69%*	95%*	91%*	96%*	100%*	na	na
No	13%	31%*	5%	9%	4%	-		

* = significantly greater than total

The programs that customers said they learned about are shown in the table below. EMA and CARE top the list followed by saving money, saving energy, and changing light bulbs. Some of the other responses, such as Lifeline, IDA, computer class, and nutrition class, reflect other training that is provided by the Cool Center host.

Table 9.9b Which program(s) did you learn about?

	Total (n=1,070)							
		(n=109)	(n=23)	(n=40)	(n=60)	(n=23)	(n=38)	(n=91)
EMA	30%	-	4%	-	3%	-	3%	2%
CARE	17%	11%	22%	3%	7%	4%	50%*	18%
Save Money	11%	6%	17%	15%	5%	-	3%	13%
Save energy	8%	7%	-	-	2%	-	3%	41%
Change light bulbs	6%	-	-	-	-	-	3%	-
Appliance recycling	3%	5%	-	-	-	-	3%	5%
FERA	2%	-	-	-	5%	-	32%*	3%
Weatherization	2%	21%*	-	-	-	-	-	-
Lifeline	2%	15%*	-	-	-	-	-	-
IDA	2%	17%*	-	-	-	-	-	-
Close windows	2%	-	-	-	-	-	-	-
LIHEAP	2%	-	-	-	5%	-	-	1%
English class	2%	-	-	-	-	-	-	2%
HEAP	1%	10%	-	3%	-	-	-	-
Computer class	1%	-	-	5%	-	39%*	-	-
Turn off lights	1%	1%	-	-	-	-	-	1%
Nutrition	1%	1%	-	-	-	-	-	-
Tips of the week	1%	-	-	-	-	-	-	-
Disconnect unused appliances	1%	1%	-	-	-	-	-	-
Change AC filters	<1%	-	-	-	-	-	-	-
NA	5%	-	30%*	60%*	42%*	-	-	1%
Other	11%	18%*	26%	15%	37%*	57%*	37%*	15%

	(n=76)	(n=26)	(n=123)	(n=237)	(n=36)	(n=188)	(n=na)	(n=na)
EMA	3%	12%	74%*	83%*	56%*	3%		
CARE	25%*	12%	13%	29%*	50%	1%		
Save Money	13%	12%	3%	-	3%	38%*		
Save energy	9%*	-	3%	-	-	16%*		
Change light bulbs	7%	-	-	-	-	28%*		
Appliance recycling	22%*	-	-	-	-	-		
FERA	-	4%	-	2%	-	-	na	na
Weatherization	-	-	-	-	-	-		
Lifeline	-	-	-	1%	3%	-		
IDA	-	-	-	-	-	-		
Close windows	-	-	-	-	-	10%*		
LIHEAP	1%	4%	1%	4%	6%	-		
English class	-	-	12%	-	-	-		
HEAP	-	4%	-	-	6%	1%		
Computer class	-	-	2%	-	-	-		
Turn off lights	1%	-	2%	-	-	3%*		
Nutrition	-	31%	-	-	-	-		

Tips of the week	11%	-	-	-	-	-	-
Disconnect unused appliances	-	-	-	-	-	-	3%*
Change AC filters	-	-	-	-	-	-	3%*
NA	-	-	-	-	-	-	-
Other	14%	31%*	1%	-	3%	2%	-

* = significantly greater than total

Most visitors (87%) say they are responsible for paying their electric bill, but not all. Those at a few of the centers are more likely to say someone else pays the bill.

Table 9.10 Who is responsible for paying the electric bill for your residence?

	Total (n=1,912)							
		(n=345)	(n=62)	(n=64)	(n=122)	(n=87)	(n=74)	(n=184)
I (or someone in my household) pay it	87%	88%	61%*	-	-	-	66%	77%
Someone else pay the bill for me	9%	8%	16%	-	-	-	20%*	14%*
Electricity is included with rent	5%	4%	23%*	-	-	-	14%*	9%*
	(n=163)	(n=91)	(n=169)	(n=264)	(n=48)	(n=203)	(n=4)	(n=33)
I (or someone in my household) pay it	90%	71%*	91%*	100%*	88%	97%*	100%	64%
Someone else pay the bill for me	7%	19%*	8%	-	13%	<1%	-	36%
Electricity is included with rent	3%	10%	2%	-	-	2%	-	-

* = significantly greater than total

About nine out of ten (89%) say they receive their electric service from Southern California Edison. Visitors at a number of the centers are more likely to say they do not get service from SCE compared to those at other centers, probably because of their proximity to other service providers and for two of the locations their high incidence of homeless visitors.

Table 9.11 Do you receive your home electricity services from Southern California Edison?

	Total							
	(n=1,958)	(n=355)	(n=67)	(n=66)	(n=122)	(n=89)	(n=82)	(n=196)
Yes	89%	90%	67%	92%	75%	94%*	72%	70%
No	11%	10%	33%*	8%	25%*	6%	28%*	30%*

	(n=163)	(n=92)	(n=166)	(n=266)	(n=47)	(n=247)	(n=na)	(n=na)
Yes	98%*	89%	95%*	100%	87%	100%*	na	na
No	2%	11%	5%	-	13%	-		

* = significantly greater than total

A slight majority (56%) say they are enrolled in CARE. This, too, varies considerably between centers ranging from a low of about one in five at some centers, to nearly all (98%) at several others.

Table 9.12 Are you currently enrolled in the CARE program?

	Total							
	(n=1,922)	(n=344)	(n=69)	(n=65)	(n=122)	(n=81)	(n=89)	(n=202)
Yes	56%	70%*	25%	52%	21%	26%	31%	41%
No	44%	30%	75%*	48%	79%*	74%*	69%*	59%*

	(n=162)	(n=90)	(n=165)	(n=265)	(n=49)	(n=219)	(n=na)	(n=na)
Yes	19%	39%	77%*	83%*	31%	98%*	na	na
No	81%*	61%*	29%	17%	69%*	2%		

* = significantly greater than total

The last question, listed as “optional,” asked for household income. Most survey respondents - about 75% - provided this information. The amounts validate that the centers appeal to low income people.

Table 9.13 Please indicate the range that best describes your household income.

	Total							
	(n=1,577)	(n=343)	(n=68)	(n=61)	(n=127)	(n=65)	(n=81)	(n=185)
Less than \$15k	50%	70%*	85%*	70%*	53%*	18%	75%*	61%*
\$15k to < \$30k	34%	26%	10%	26%	33%	42%	16%	26%
\$30k to < \$60,000	13%	4%	4%	3%	10%	25%*	6%	9%
More than \$60k	3%	-	-	-	4%	15%*	2%	4%

	(n=150)	(n=85)	(n=41)	(n=34)	(n=143)	(n=260)	(n=5)	(n=29)
Less than \$15k	17%	67%*	27%	74%*	30%*	15%	60%	55%
\$15k to < \$30k	25%	22%	66%*	24%	65%*	65%*	40%	28%
\$30k to < \$60,000	42%*	9%	7%	3%	5%	19%*	-	17%
More than \$60k	17%*	1%	-	-	-	<1%	-	-

* = significantly greater than total

X. Quantitative Telephone Survey

A final component of the Cool Center evaluation is a telephone survey among residents in the areas immediately around each of the Cool Centers. The objectives of the telephone survey are: (1) determine program “reach” into the immediate communities around the centers; (2) identify sources of information about Cool Centers; (3) assess the need for and interest in a Cool Center; and (4) identify the demographic characteristics of those most interested in using the Cool Center.

10.1 Quantitative Telephone Survey Methodology

HINER & Partners completed 497 interviews among Southern California Edison residential customers between September 30 and October 8, 2009. The average interview length was 12.8 minutes. 425 of the interviews were completed in English and 72 (14.5% of the total) were completed in Spanish.

Southern California Edison provided 15 sample files of 600 customer records selected randomly from within a 5-mile radius of the geographic location of each of the Cool Centers. From these lists, SCE customers were called and interviewed.

Approximately 15% of these records were identified as “Spanish language preference” based on customers’ prior interactions with SCE. These customer records were called by bilingual interviewers who allowed customers to complete the interview in either English or Spanish based on customer preference. 86% of these customers chose to conduct the interview in Spanish and the remaining 14% chose English. All other customer records were called randomly by English-speaking interviewers. When Spanish-speaking customers were encountered by the English-speaking interviewers, the interviewer either passed the call to a bilingual interviewer if available, or the customer was called back by one of the bilingual interviewers.

The survey results are summarized in Section 10.2 of this report. Results are shown for all customers who answered the question, as well as for specific subgroups that are relevant for this analysis of the Cool Centers. The subgroups were created based on customer answers to questions in the survey.

The first subgroup set that includes three categories is based on customer awareness and past visitation of a Cool Center: (a) customers who are aware of and have visited a Cool Center (note that this subgroup is small at n=24), (b) customers who are aware of but have not visited a Cool Center, and (c) customers who are not aware of the Cool Centers.

The second subgroup set is comprised of two groups based on customers’ stated likelihood of visiting a Cool Center: (d) customers who say they are “very likely” or “somewhat likely” to visit a Cool Center in the future, and (e) customers who say they are “very unlikely” or “somewhat unlikely” to visit a Cool Center in the future.

Significant differences between subgroups at a 90% confidence level are indicated by letters.

10.2 Quantitative Telephone Survey Results

10.2.1 Air Conditioning and Keeping Cool During Summer

Most residences (92%) in the targeted areas around the Cool Centers have some type of air conditioning, but not all do. Also, about one in eight (13%) rely on the less effective evaporative or swamp coolers. Combined, at least one in five SCE customers in the Cool Center area has either inadequate or non-existent home cooling during the hottest times of the year. While there are no “standards” concerning the percentage of a population who should have air conditioning, this proportion of about 20% does seem large enough to conclude that out of home cooling is probably needed for a substantial number of people.

Table 10.1 Does your home have air conditioning? (IF YES) What type of air conditioning do you have?

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238) c	Likely to Visit in Future (n=192) d	Not Likely to Visit in Future (n=305) e
		Visited (n=24) a	Not Visited (n=235) b			
Yes	92%	88%	93%	91%	90%	93%
Central AC	70%	58%	76% ^{ac}	65%	61%	76% ^d
Evaporative or swamp cooler	13%	21%	12%	14%	16%	12%
Window units	10%	17%	8%	12%	11%	10%
Not sure what type	6%	4%	4%	8% ^b	9% ^e	4%
No	8%	13%	7%	9%	10%	7%

To keep cool during the summer, most people rely on their AC systems, but again not all. In particular, those without air conditioning obviously use other methods including less energy intensive measures such as fans, open windows, and going elsewhere.

Table 10.2 How do you usually keep cool during the summer when you are at home and it is really hot?

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238) c	Likely to Visit in Future (n=192) d	Not Likely to Visit in Future (n=305) e
		Visited (n=24) a	Not Visited (n=235) b			
Use air conditioning	75%	67%	77%	74%	71%	77%
Use fans	31%	29%	31%	31%	30%	31%
Open windows	7%	8%	6%	8%	11% ^e	5%
Use a swamp cooler	7%	8%	7%	8%	10%	6%
Go somewhere cool	4%	-	3%	4%	4%	3%
Go to a pool	3%	4%	3%	3%	2%	4% ^d
Close windows / blinds	2%	4%	3%	<1%	1%	2%
Do nothing	1%	4%	<1%	1%	1%	1%
Stay inside	1%	-	1%	-	-	1%
Other	1%	4%	<1%	1%	2%	1%
Don't Know /Not sure	1%	4%	<1%	1%	1%	1%

Also, not all who have some type of air conditioning make use of it – about one in twelve (8% who have AC) say they rarely or never use it even when it is really hot. Qualitative interviews with visitors confirmed that some households cannot afford high electric bills associated with running AC even if it means enduring extremely hot temperatures. Again, this provides further support for the need for out-of-home cooling alternatives.

Table 10.3 (IF HAVE AIR CONDITIONING) How do you typically run your air conditioner during these times?

	Total (n=456)	Aware Cool Centers		Not Aware of Cool Centers (n=216) c	Likely to Visit in Future (n=172) d	Not Likely to Visit in Future (n=284) e
		Visited (n=21) a	Not Visited (n=219) b			
Always on	23%	10%	26% ^a	21% ^a	17%	27% ^d
On most of the time but sometimes have it off	21%	38% ^c	23%	18%	18%	23%
On occasionally just when the heat gets to be too much	45%	52%	42%	49%	54% ^e	40%
Rarely or never use it even when it's really hot out	8%	-	5%	11% ^{ab}	10%	7%
Don't Know /Not sure	2%	-	4% ^c	1%	1%	3%

Customers who do run their AC tend to restrain its cooling – over half set their thermostats at 78 degrees or higher. Very few (just 1%), though, set it at an extreme level of 86 degrees or more.

Table 10.4 (IF USE AIR CONDITIONING) At what temperature do you typically set your AC thermostat at during hot summer afternoons?

	Total (n=409)	Aware Cool Centers		Not Aware of Cool Centers (n=189) c	Likely to Visit in Future (n=153) d	Not Likely to Visit in Future (n=256) e
		Visited (n=21) a	Not Visited (n=199) b			
60 to 74 degrees	18%	24%	16%	20%	27% ^d	13%
75 to 77 degrees	17%	14%	15%	19%	18%	16%
78 to 79 degrees	29%	29%	35% ^c	22%	22%	32% ^d
80 to 85 degrees	25%	24%	24%	25%	18%	29% ^d
86 degrees or higher	1%	-	2%	1%	-	2%
Don't Know /Not sure/NA	11%	10%	9%	14% ^b	14% ^e	9%

To understand the extent that SCE customers endure extreme temperatures in their homes during the summer, the survey asked what is the hottest temperature it will get inside their home when they are there during hot summer afternoons. One in four (25%) said the temperature will reach 90 degrees or more.

Based on responses to other questions, a majority of these customers do use their air conditioning, so conditions of extreme heat are probably short lived. However, 12 respondents who said they experience extreme heat at home (2% of all the survey respondents) do not have AC, and another 51 respondents (10% of all survey respondents) have either window units or evaporative coolers. We note that even 2% who are within 5 miles of a Cool Center represents a substantial number of households.

Table 10.5 And what is about the hottest temperature it will get inside your home when you are there during hot summer afternoons?

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
60 to 79 degrees	17%	21%	19%	15%	16%	18%
80 degrees	19%	25%	19%	19%	13%	24% ^d
81 to 89 degrees	29%	21%	32%	26%	25%	31%
90 degrees or more	25%	25%	23%	26%	31% ^e	21%
Don't Know /Not sure	10%	8%	7%	14% ^b	16% ^e	7%

The idea of leaving home to escape the heat (either because cooling is not adequate or to save on electric bills) is relatively common. About three in ten (29%) of respondents said they sometimes leave their home for the specific purpose of cooling off. This indicates relatively high receptivity for this practice among residential customers.

Those who have visited a Cool Center are even more likely to leave home to cool off – 46% said they have done so. However, this does suggest that the remaining 54% who have visited a Cool Center did not do so to cool off.

Table 10.6 Do you ever leave your home on hot summer afternoons for the specific purpose of cooling off somewhere else?

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
Yes	29%	46% ^b	21%	35% ^b	45% ^e	18%
No	71%	54%	79% ^{ac}	65%	54%	82% ^d
Don't Know /Not sure	<1%	-	-	<1%	1%	-

Some of those who leave their home to cool off do so quite frequently. 15% leave home daily and another 32% said they leave home to cool off several times a week.

Table 10.7 (IF LEAVE TO COOL OFF) How often do you leave your home to go somewhere to specifically cool off?

	Total (n=143)	Aware Cool Centers		Not Aware of Cool Centers (n=83)	Likely to Visit in Future (n=87)	Not Likely to Visit in Future (n=56)
		Visited (n=11) a	Not Visited (n=49) b			
Daily or almost daily	15%	9%	22% ^c	12%	15%	16%
Several times a week	32%	27%	31%	34%	40% ^e	20%
Once a week	24%	18%	18%	29% ^b	24%	25%
Once or twice a month	15%	36% ^{bc}	14%	12%	11%	20% ^d
Once or twice during the summer	10%	9%	8%	12%	8%	14% ^d
Don't Know /Not sure	3%	-	6% ^c	1%	1%	5% ^d

People who leave their homes to cool off go to a variety of places. Shopping malls and stores are the most common – mentioned by half those who go somewhere. Other frequent places are: parks, out of the area (to the coast or mountains), friend or relatives home, community pools, restaurants, and movie theatres. Cool Centers were mentioned by just 2% - far down on the list. This list suggests that people who already make it a practice to leave their home to cool off somewhere else have many different options, and Cool Centers represent just a small fraction of available places to cool off. It does beg the question: “Are Cool Centers needed given the availability of these other options?” From the qualitative interviews with Cool Center visitors, other options are probably not viable for all people – many of these options cost money (including travel costs), require too much travel, or do not accept all visitors (e.g., homeless have very few options where they are welcome).

Table 10.8 Where do you go most often? Where else do you go?

	Total (n=127)	Aware Cool Centers		Not Aware of Cool Centers (n=74)	Likely to Visit in Future (n=79)	Not Likely to Visit in Future (n=48)
		Visited (n=11) a	Not Visited (n=42) b			
Shopping mall or store	53%	55%	52%	53%	48%	60%
Park	23%	-	19% ^a	28% ^{ab}	30% ^e	10%
Out of area (to coast/mountains)	19%	18%	19%	19%	19%	19%
Friend or relatives home	19%	9%	29% ^{ac}	15%	15%	25%
Community pool	18%	18%	21%	16%	19%	17%
Movie theatre	13%	-	14% ^a	15% ^a	9%	21% ^d
Restaurant	9%	-	12% ^a	8%	5%	15% ^d
Lake / river / waterpark	7%	9%	5%	8%	6%	8%
Work or office	6%	9%	12% ^c	3%	4%	10%
Community / Senior center	3%	18% ^{bc}	2%	1%	5%	-
Cool Center	2%	18% ^{bc}	2%	-	4%	-
Church	2%	-	2%	1%	3%	1%
Don't know/ Not sure	1%	-	-	1%	1%	-
Other	13%	27%	14%	9%	13%	13%

10.2.2 Awareness of Cool Centers

Following the questions regarding home cooling practices, customers were asked questions about Cool Centers. Awareness of Cool Centers is quite high at 52%. Among those who are aware of Cool Centers, most (37% of all respondents) responded affirmatively to just the name “Cool Centers,” and an additional 15% responded affirmatively after hearing a description of what a Cool Center is. However, a high proportion of those who say they are likely to visit a Cool Center in the future (57%) had not heard about them prior to the survey – indicating considerable room for improvement in awareness.

Table 10.9 Have you seen or heard anything about Cool Centers in your area? [IF NO or Don't Know] A Cool Center is Have you heard about these places called Cool Centers?

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
Yes (NET)	52%	100% ^c	100% ^c	-	42% ^d	58% ^d
Yes (NAME ONLY)	37%	83% ^c	71% ^c	-	31%	42% ^d
Yes (DESCRIPTION)	15%	17% ^c	29% ^c	-	11%	17% ^d
No	47%	-	-	99% ^{ab}	57% ^e	41%
Don't Know /Not sure	1%	-	-	1% ^{ab}	1%	<1%

Also, the concept of Cool Centers is very positive. Two-thirds (67%) said their opinion is positive, while another 21% said their opinion is neutral. Just 5% said it is negative.

Table 10.10 What is your opinion of these Cool Centers? Would you say you are ...

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
Extremely positive	40%	46% ^c	48% ^c	31%	53% ^e	32%
Somewhat positive	27%	42% ^b	20%	31%	28%	26%
Neutral	21%	13%	20%	22%	14%	25% ^d
Somewhat negative	3%	-	2%	4%	1%	4% ^d
Extremely negative	2%	-	1%	3%	2%	2%
Don't Know /Not sure	8%	-	9% ^a	8% ^a	4%	11% ^d

Customers recognize that it is important for people who don't have AC or can't afford AC, especially the elderly, to have someplace they can go to keep cool. Negative comments predominantly reflect a lack of knowledge about the centers – again, this represents another opportunity for outreach activities to improve customer perceptions.

Interestingly, those who have visited a Cool Center site mention “brings people together” significantly more often than those who have not visited or those who were not aware of Cool Centers before this survey. This is further supported by the qualitative interviews with visitors in which the social aspects of the Cool Centers were frequently mentioned as a reason to spend time at the Center. Program outreach and communications should probably stress this strong motivation.

Table 10.11 Why do you say that? (BASED ON OPINION RATING)

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238) c	Likely to Visit in Future (n=192) d	Not Likely to Visit in Future (n=305) e
		Visited (n=24) a	Not Visited (n=235) b			
Positive Comments (NET)	66%	67%	69%	63%	73%^e	61%
Good place to go if you don't have AC	33%	42%	34%	30%	36%	30%
Good for people who can't afford AC	14%	4%	18% ^{ac}	11%	10%	16%
Good for the elderly	13%	4%	16% ^a	11%	7%	16% ^d
Good idea (general)	6%	13%	4%	7%	9% ^e	4%
Conserves energy	4%	-	2%	7% ^{ab}	9% ^e	1%
Brings people together	4%	17% ^{bc}	3%	3%	6% ^e	2%
Good for the homeless	3%	4%	5% ^c	2%	2%	4%
Saves money	3%	8%	3%	4%	6% ^e	2%
Free	1%	-	-	1%	2%	-
Negative Comments (NET)	20%	17%	19%	21%	15%	23%^d
Don't know enough about them	6%	4%	4%	9% ^b	5%	8%
Never been to one	5%	7%	3%	7% ^b	5%	6%
Can't go to centers due to health	3%	4%	2%	5% ^c	3%	4%
Don't like places like that	2%	4%	1%	2%	1%	2%
People should take care of themselves	1%	4%	2%	1%	1%	2%
Waste of tax dollars	1%	-	<1%	1%	-	1%
Wastes energy	1%	-	1%	<1%	-	1%
People abuse these centers	<1%	-	<1%	-	-	<1%
Neutral: It doesn't apply to me	8%	4%	7%	10%	4%	11%^d
Don't Know /Not sure	5%	4%	5%	5%	5%	5%

Sources of information about Cool Centers are varied, but generally reflect the types of communications that SCE's Cool Centers have used for their own promotion. TV ads or Public Service Announcements (PSAs) are the most commonly mentioned source (by 51% of those aware of Cool Centers). Since Cool Centers are not advertised on TV, it is possible that customers are referring to PSA-type announcements that can be carried on local cable or news

stations. Based on interviews with Cool Center Contractor Program Managers, only one of the contracting organizations had evidence that they had generated direct TV coverage, although it is possible that TV stations pick up information about Cool Centers from their own sources, or from SCE's Public Affairs coordinators.

Newspaper ads and listing are also frequently mentioned (by 28% of those aware). Nearly all of the Cool Center Contractors mentioned running PSA listings in their local newspapers. From the qualitative interviews with visitors, it's apparent that people who visit Cool Centers actively search for community services in their local newspaper.

Third on the list are signs (mentioned by 11%). SCE provided each Cool Center with a large banner sign that most of the centers prominently displayed along the street in front of the center. These are apparently paying rewards in terms of greater awareness. During the evaluation site visits, we noticed that a few centers did not have the sign on display or it was not visible from the street. All Centers should be encouraged (and perhaps required) to display the SCE-provided banner sign. Also, some centers that were difficult to locate could benefit from an additional sign. The cost of additional signs is justified by the visibility benefits. A smaller sign that could be attached on or next to an entry door would also help.

Word of mouth is fourth (mentioned by 10%), followed by flyers (7%). Flyers are used by nearly all the Cool Centers as their primary method of promotion. These results provide confirmation that the flyers are working and should be continued.

Interestingly, those who have visited a Cool Center are more likely to have mentioned word of mouth or a flyer, while those who say they are more likely to visit a Cool Center are also more likely to have mentioned these two sources as well as seeing a sign. These are all local and relatively personal methods – apparently well-suited for promoting the Cool Centers.

Table 10.12 [IF AWARE OF COOL CENTERS] Where do you recall seeing or hearing about Cool Centers?

	Total (n=259)	Aware Cool Centers		Not Aware of Cool Centers (n=238) c	Likely to Visit in Future (n=81) d	Not Likely to Visit in Future (n=178) e
		Visited (n=24) a	Not Visited (n=235) b			
TV Ad or Public Service Announcement	51%	25%	54% ^a	-	43%	54% ^d
Newspaper ad or listing	28%	33%	28%	-	19% ^e	33% ^d
Sign / Driving by	11%	13% ^{bc}	11%	-	6%	8%
Word of mouth	10%	25% ^{bc}	9%	-	14%	8%
Flyer received or saw in community	7%	33% ^{bc}	5%	-	11%	6%
Radio ad	7%	4%	8%	-	6%	8%
Separate mail from SCE	1%	-	1%	-	1%	1%
SCE – other sources	<1%	-	<1%	-	-	1%
Other	2%	4%	2%	-	4%	2%
Don't Know /Not sure	4%	4%	4%	-	6%	3%

When those who were aware of Cool Centers before the survey were asked who sponsors Cool Centers, about one in three (38%) didn't know and an equal number (37%) said their city or county. Only 8% mentioned Southern California Edison. Cool Center sponsorship was attributed to California and government in general as well.

Based on the qualitative visitor interviews conducted on site, it's apparent that many of those who visit SCE's Cool Centers know that SCE is the sponsor.

Also, SCE Cool Center promotions, such as flyers, indicate both SCE and the center location, which could be a source of confusion for customers. However, its important to note that SCE's Cool Center contractors promoted the centers using self-generated PSAs, flyers, and signs up through 2008, so there was no consistency or SCE-brand prominence prior to this current year. A conclusion is that SCE should continue to require its contractors to use the SCE-branded templates, signage, and other collateral for virtually all outreach activities, or that SCE should take a more active and direct role in outreach.

Table 10.13 [IF AWARE OF COOL CENTERS] Who do you believe is the sponsor of the Cool Centers?

	Total (n=259)	Aware Cool Centers		Not Aware of Cool Centers (n=238) c	Likely to Visit in Future (n=81) d	Not Likely to Visit in Future (n=178) e
		Visited (n=24) a	Not Visited (n=235) b			
City / County (including senior centers)	37%	29%	37%	-	27%	41% ^d
Southern California Edison	8%	13%	8%	-	11%	7%
State of California	6%	8%	6%	-	7%	5%
Government (general)	4%	4%	4%	-	5%	3%
Taxpayers	2%	-	3%	-	1%	3%
Community Action Partnership (CAP)	1%	4%	<1%	-	1%	1%
Church	1%	4%	<1%	-	-	1%
CPUC	<1%	-	<1%	-	1%	-
Other	3%	17% ^b	2%	-	5%	3%
Don't Know /Not sure	38%	21%	40% ^a	-	41%	37%

Customers who said they had heard of Cool Centers were asked if they had ever visited one. About one in ten of those aware (5% of all survey respondents) said they had visited a Cool Center in the past – a relatively strong showing. Also, among all those who have visited a Cool Center, a majority indicated they are likely to visit again. Yet, these customers represent only about one in ten (9%) of all those who say they are likely to visit in the future, suggesting that customer interest in Cool Centers far exceeds current use.

Table 10.14 [IF AWARE OF COOL CENTERS] Have you ever visited a Cool Center?

	Total (n=259)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
AWARE (NET)	52%	100%^c	100%^c	-	42%	58%^d
Yes – visited	5%	100% ^{bc}	-	-	9% ^e	2%
No – not visited	47%	-	100% ^{ac}	-	33%	56% ^d
Not Aware/Not Sure	48%	-	-	100% ^{ab}	58% ^e	42%

Those who are aware but had not visited a Cool Center were asked why they had not visited. Most (63%) cited no need (meaning they have and run their AC, or they don't get hot enough to need to use a Cool Center). However, some comments reflect issues that Cool Center marketing might address: don't know where they are (mentioned by 6%), and did not know much about them (5%). Note that this group includes customers who said they are likely to visit a Cool Center in the future, yet the top reason for not visiting before is "do not need them."

Table 10.15 [IF AWARE OF COOL CENTERS BUT NOT VISITED] Why haven't you visited a Cool Center?

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=64)	Not Likely to Visit in Future (n=171)
		Visited (n=24) a	Not Visited (n=235) b			
Do not need them	-	-	63%	-	41%	71%^d
Like to stay home	-	-	7%	-	6%	7%
Don't know where they are	-	-	6%	-	14% ^e	4%
Too busy	-	-	5%	-	13% ^e	2%
Did not know much about them	-	-	5%	-	9% ^e	3%
Not interested	-	-	3%	-	6%	2%
I work	-	-	3%	-	3%	3%
Can afford AC	-	-	2%	-	-	3%
Expensive to travel there	-	-	1%	-	3%	1%
Like the mall better	-	-	1%	-	2%	1%
Other	-	-	2%	-	2%	2%
Don't Know /Not sure	-	-	2%	-	2%	2%

All customers, whether aware of Cool Centers before taking the survey or not, were asked their likelihood of visiting a Cool Center in the future. About one in six (17%) said they are very likely to visit and another 22% said they are somewhat likely. These results, though, would in no way translate into actual visits from all of these people. However, responses do suggest that the Cool Center concept is relatively appealing to people and that there is additional potential demand in the marketplace.

Table 10.16 Would you say you are very likely, somewhat likely, somewhat unlikely, or very unlikely to visit a Cool Center in the future?

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
Very likely	17%	46% ^{bc}	11% ^b	20% ^b	44% ^e	-
Somewhat likely	22%	25%	16%	26% ^b	56% ^e	-
Somewhat unlikely	14%	8%	15%	14%	-	24% ^d
Very unlikely	43%	17%	53% ^{ac}	37% ^a	-	70% ^d
Don't Know /Not sure	4%	4%	5%	3%	-	6% ^d

Reasons given for not intending to visit a Cool Center in the future are shown in the table below. Very few of these comments would be worth addressing with either program design or marketing changes, yet if a household's individual situation were to change, these barriers might no longer apply – for example, retirement or loss of a job could eliminate several of these barriers including “Can Afford AC,” “Don't need it,” “I work,” and “Too busy.”

Table 10.17 [IF SOMEWHAT OR VERY UNLIKELY TO VISIT IN FUTURE] Why do you think you are unlikely to visit a Cool Center in the future?

	Total (n=287)	Aware Cool Centers		Not Aware of Cool Centers (n=121)	Likely to Visit in Future (n=0) d	Not Likely to Visit in Future (n=287) e
		Visited (n=6) a	Not Visited (n=160) b			
Can afford AC / House keeps cool	40%	33%	45% ^c	33%	-	40%
Don't need it	27%	50%	32% ^c	20%	-	27%
Prefer someplace else to keep cool	7%	-	8%	7%	-	7%
I work	6%	-	5%	7%	-	6%
Too busy	5%	-	4%	7%	-	5%
Don't like to socialize	3%	-	1%	7% ^b	-	3%
Have a pool	3%	-	2%	5%	-	3%
Too far away	2%	17%	1%	2%	-	2%
Don't know enough about it	2%	-	1%	3%	-	2%
Medical reasons	2%	-	1%	2%	-	2%
Have animals to take care of	2%	17%	1%	2%	-	2%
Other	2%	-	2%	3%	-	2%
Don't Know /Not sure	2%	-	1%	4% ^b	-	2%

Survey respondents were read a list of Cool Center activities and other benefits (existing and potential) and asked if this would increase, make no difference, or decrease their likelihood of visiting a Cool Center. These are rank ordered in Table 10.18 below based on the percentage who said it would increase their likelihood of visiting. Higher ranked items are appealing to a greater number of potential visitors, so might be given greater priority for implementation. Also, based on the evaluation site visits and qualitative interviews, some of the SCE Cool Centers offer very few activities or other benefits for visitors – limiting their potential as a place people would spend their time.

Top activities are: a small library of books, arts and crafts activities, job fairs and jobs skills development, separate areas for younger and older visitors, and activities and entertainment for children. Since virtually all of the activities on the list provide a positive boost, new Cool Centers should be selected based on their ability to provide these things and existing Cool Centers should seek to expand their range of activities when economically feasible.

Table 10.18 Would this increase, make no difference, or decrease your likelihood of visiting a Cool Center? [PERCENT “INCREASE” SHOWN]

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238) <i>c</i>	Likely to Visit in Future (n=192) <i>d</i>	Not Likely to Visit in Future (n=305) <i>e</i>
		Visited (n=24) <i>a</i>	Not Visited (n=235) <i>b</i>			
A small library of books	51%	71% ^b	43%	55% ^b	76% ^e	34%
Arts and crafts activities	48%	50%	40%	56% ^b	79% ^e	29%
Job fairs and job skills development	47%	58% ^b	39%	53% ^b	75% ^e	29%
Separate areas for younger people like children and teens and for older people	47%	67% ^b	41%	51% ^b	72% ^e	31%
Activities or entertainment for children	46%	58% ^b	37%	54% ^b	76% ^e	28%
Snacks and refreshments	45%	67% ^b	34%	54% ^b	71% ^e	29%
TV or DVD movie entertainment	44%	54% ^b	34%	52% ^b	69% ^e	28%
Tables and seating for people to congregate and socialize	44%	46%	36%	51% ^b	74% ^e	24%
Door to door transportation to and from the center	42%	63% ^{bc}	38%	45%	70% ^e	25%
Services for seniors, such as health fairs	41%	63% ^{bc}	34%	45% ^b	61% ^e	28%
Information and education about using less electricity in your home	40%	42%	32%	48% ^b	68% ^e	23%
Bus passes to and from the center	37%	63% ^{bc}	33%	37%	66% ^e	18%
Located in a shared use facility like a community center	33%	50% ^b	25%	40% ^b	56% ^e	19%
Located in a church facility	29%	38%	23%	34% ^b	47% ^e	18%
Located in a hospital or medical center	19%	25%	17%	21%	27% ^e	14%

Survey respondents were also asked their awareness of, and their participation in, other SCE programs. Of note, those who are aware of Cool Centers have higher awareness of all of these other programs, and those who have visited Cool Centers in the past have higher awareness of the programs targeted toward low income households: EMA, LIHEAP, and CARE and FERA. While this does not necessarily mean that those who visited a Cool Center learned about these programs at the Cool Center, it does suggest that Cool Center visitors are more likely to be among the low income population to whom these programs are targeted. It also suggests that Cool Center information could be included in marketing materials for these other SCE low income programs in the areas where the Cool Centers are located.

Table 10.19 Are you aware of, or have you heard of ... ? [PERCENT "YES" SHOWN]

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238) c	Likely to Visit in Future (n=192) d	Not Likely to Visit in Future (n=305) e
		Visited (n=24) a	Not Visited (n=235) b			
SCE's Appliance Recycling Program for getting rid of unwanted refrigerators or freezers	81%	83%	89% ^c	72%	78%	83%
Rebates from SCE for energy efficient appliances or other home improvements	79%	96% ^{bc}	87% ^c	71%	72%	84% ^d
Energy surveys you can complete of your home to find ways to save energy	69%	75%	77% ^c	60%	59%	75% ^d
SCE's Energy Management Assistance or EMA program where Edison will inspect and weatherize homes and provide new refrigerators and AC units for low income households	61%	79% ^c	66% ^c	54%	66% ^e	57%
Discounts provided by SCE when you buy compact fluorescent light bulbs	54%	71% ^c	61% ^c	46%	51%	56%
The LIHEAP program where low income households can get help paying their energy bill once a year	53%	75% ^{bc}	52%	52%	51%	54%
The CARE and FERA programs	38%	71% ^{bc}	38%	35%	48% ^e	31%

Program participation is substantially higher among Cool Center visitors as well for virtually all of these SCE programs. Again, these supports cross marketing Cool Centers with these other programs, or perhaps even targeting Cool Center information to those who have participated in other programs before.

Table 10.20 [IF AWARE] Have you ever (received/completed/disposed of/participated in) ...? [PERCENT “YES” SHOWN]

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238) c	Likely to Visit in Future (n=192) d	Not Likely to Visit in Future (n=305) e
		Visited (n=24) a	Not Visited (n=235) b			
SCE’s Appliance Recycling Program for getting rid of unwanted refrigerators or freezers	28%	55% ^{bc}	27%	26%	26%	29%
Rebates from SCE for energy efficient appliances or other home improvements	23%	43% ^{bc}	24%	19%	17%	26% ^d
Energy surveys you can complete of your home to find ways to save energy	41%	72% ^{bc}	35%	44% ^b	39%	42%
SCE’s Energy Management Assistance or EMA program where Edison will inspect and weatherize homes and provide new refrigerators and AC units for low income households	12%	21% ^b	9%	14% ^b	11%	13%
Discounts provided by SCE when you buy compact fluorescent light bulbs	44%	65% ^{bc}	47% ^c	37%	45%	43%
The LIHEAP program where low income households can get help paying their energy bill once a year	8%	22% ^{bc}	7%	7%	9%	7%
The CARE and FERA programs	51%	76% ^{bc}	45%	53% ^b	62% ^e	41%

10.3 Demographic Profile Summary

Customer demographic profiles are summarized in the tables below.

Although the sample size of those who visited a Cool Center in the past is very small (n=24), there are distinct differences between those who have visited and those who indicate they are interested in visiting in the future. This suggests that there is a gap between current visitors and the potential demand.

Both current visitors and those who indicate a higher likelihood of visiting in the future have characteristics that set them apart from the rest of the population:

- Lower income (under \$25k)
- Smaller homes
- Smaller summer energy bills
- More likely to have trouble paying their summer electricity bill

Yet, current visitors compared to the rest of the survey sample are more likely to be:

- Older (55+)
- Retired
- English speakers

Whereas those who indicated higher likelihood of visiting a Cool Center in the future were more likely to be:

- Younger (under 35)
- With larger household size / more kids
- Homemakers
- Hispanic or African American
- Lower education levels (less than high school)
- Spanish speakers

10.3.1 Demographic Results

Among the survey respondents, two-thirds (67%) own their home and one-third (31%) rent. Renters are significantly more likely to say they will visit a Cool Center in the future, whereas homeowners are more likely to say they will not visit a Cool Center.

Table 10.D1 Do you rent or own the home where you live?

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
Rent	31%	29%	23%	39% ^b	43% ^e	23%
Own	67%	63%	75% ^c	60%	56%	75% ^d
Don't know/Not sure	2%	8% ^{bc}	2%	1%	2%	2%

Most renters (96%) pay their electric bill themselves – although even those who say it’s included in rent still have accounts in their name with SCE so these could be cases where the customer is mistaken.

Table 10.D2 (If renter) Do you pay your electric bill directly or is it included in your rent?

	Total (n=153)	Aware Cool Centers		Not Aware of Cool Centers (n=93) c	Likely to Visit in Future (n=82) d	Not Likely to Visit in Future (n=71) e
		Visited (n=7) a	Not Visited (n=53) b			
Pay myself directly	96%	86%	98%	96%	96%	96%
Included in rent	3%	14%	2%	3%	2%	4%
Don't know/Not sure	1%	-	-	1%	1%	-

The proportion of home types among survey respondents is shown next. Residents in multi-family dwellings are more likely to say they will visit a Cool Center in the future, while single-family residents are more likely to say they will not visit.

Table 10.D3 Is your home a ... ?

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238) c	Likely to Visit in Future (n=192) d	Not Likely to Visit in Future (n=305) e
		Visited (n=24) a	Not Visited (n=235) b			
Single family residence	78%	79%	83% ^c	74%	71%	83% ^d
Duplex or triplex	3%	-	2%	4%	4%	2%
Townhouse, condominium, or apartment with 4 or more units	16%	21%	12%	20% ^b	22% ^e	12%
Mobile home	2%	-	2%	1%	2%	2%
Don't know/Not sure	1%	-	-	1%	1%	1%

The age of homes is shown in the following table. Those in newer homes are less aware of Cool Centers – probably because they have less need so are less likely to pay attention to Cool Center communications.

Table 10.D4 In what year was your home built?

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
1949 or before	7%	-	9% ^a	6%	5%	8%
1950 to 1959	13%	29% ^{bc}	12%	12%	13%	9%
1960 to 1969	10%	8%	11%	8%	9%	9%
1970 to 1979	13%	13%	16%	11%	10%	11%
1980 to 1989	18%	21%	18%	17%	19%	24%
1990 to 1999	13%	25% ^c	14%	11%	12%	8%
2000 or newer	12%	4%	9%	16% ^{ab}	11%	12%
Don't know/Not sure	14%	-	10% ^a	18% ^{ab}	21% ^e	9%

Customers in larger homes (more than 1,800 square feet) are less likely to have visited a Cool Center, and they are less likely to think they will visit in the future. Again, this is likely a result of need – customers with fewer resources (less income) and greater need of a Cool Center are more likely to occupy smaller residences.

Table 10.D5 What is the approximate square footage of your home?

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
1 to 1,200	19%	21%	18%	19%	18%	19%
1,201 to 1,500	14%	21%	17% ^c	11%	14%	15%
1,501 to 1,800	13%	13%	14%	13%	9%	16% ^d
1,801 to 2,200	13%	4%	14% ^a	12% ^a	7%	16% ^d
2,201 or more	13%	4%	14% ^a	13% ^a	7%	17% ^d
Don't know/Not sure	28%	38%	23%	32% ^b	46% ^e	16%

Interestingly, those with the largest households are less likely to be aware of Cool Centers, yet they are also those who believe they are likely to visit in the future. This is related to primary language spoken – Spanish-speakers tend to have lower awareness of Cool Centers, yet larger families and greater need of what the Cool Centers offer (based on their lower income).

Table 10.D6 How many people live in your household?

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
1	15%	33% ^c	18% ^c	11%	13%	17%
2	30%	21%	35%	27%	19%	37% ^d
3	17%	17%	19%	15%	16%	18%
4	17%	13%	14%	20% ^b	20%	15%
5	11%	8%	7%	16% ^b	19% ^e	7%
6 or more	8%	4%	5%	11% ^b	12% ^e	5%
Don't know/Not sure	2%	4%	1%	2%	2%	2%

Households with seniors tend to have greater awareness of Cool Centers – perhaps because some of SCE’s Cool Centers are located in senior centers, and Cool Center marketing activities tend to focus on reaching seniors. However, seniors as a group are less likely to believe they will visit a Cool Center in the future.

Table 10.D7 How many are 65 or older?

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
0	68%	63%	63%	74% ^b	77% ^e	63%
1	18%	29% ^c	21% ^c	13%	15%	20%
2	12%	4%	14% ^a	11%	7%	15% ^d
3	1%	-	1%	1%	1%	1%
Don't know/Not sure	1%	4%	1%	1%	1%	1%

Households with children are somewhat more interested in visiting Cool Centers.

Table 10.D8 How many are under 18?

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
0	53%	50%	62% ^c	45%	39%	65% ^d
1	16%	8%	14%	19% ^a	19%	14%
2	16%	17%	14%	18%	21% ^e	13%
3	9%	13%	6% ^c	11%	16% ^e	4%
4	2%	4%	1%	2%	2%	1%
5	1%	-	-	2%	1%	1%
6 or more	<1%	-	-	1%	1%	<1%
Don't know/Not sure	3%	8%	3%	3%	2%	1%

Customer-reported summer electric bill amounts are shown next. Although not statistically significant, those with smaller bills tend to be more likely to say they'll visit a Cool Center in the future. Smaller bills are associated with lower income households.

Table 10.D9 Thinking about this past year, what was your average monthly SCE bill during the summer?

	Total (n=492)	Aware Cool Centers		Not Aware of Cool Centers (n=235)	Likely to Visit in Future (n=190)	Not Likely to Visit in Future (n=302)
		Visited (n=23) a	Not Visited (n=234) b			
0 to \$60	19%	22%	21%	17%	22%	17%
\$61 to \$100	20%	22%	19	21%	23%	18%
\$101 to \$150	13%	9%	15%	12%	11%	15%
\$151 to \$250	17%	13%	16%	17%	15%	18%
\$251 or more	17%	-	18%	17%	13%	19%
Don't know/Not sure	18%	35% ^{bc}	15%	20%	20%	17%

More importantly, customers who say they have difficulty paying their electric bill are more likely to say they have visited a Cool Center before, and to say they will visit a Cool Center in the future.

Table 10.D10 And during the summertime, would you say you ...?

	Total (n=492)	Aware Cool Centers		Not Aware of Cool Centers (n=235)	Likely to Visit in Future (n=190)	Not Likely to Visit in Future (n=302)
		Visited (n=23) a	Not Visited (n=234) b			
Rarely or never have difficulty paying your electric bill	62%	61%	65%	55%	49%	67% ^d
Sometimes have difficulty paying your electric bill especially if it's been particularly hot	28%	9%	27% ^a	31% ^a	35% ^e	24%
Frequently have difficulty paying your electric bill	9%	22% ^{BC}	6%	11%	13%	6%
Don't know/Not sure	3%	9%	2%	3%	3%	3%

Most households have motor vehicle transportation, though about one in twenty (5%) do not. While there are potential and current Cool Center visitors who rely on public transportation or rides from others, from the qualitative interviews and site visits, transportation does not appear to be a substantial problem for Cool Center attendance.

Table 10.D11 Does your household have motor vehicle transportation like a car, truck, or motorcycle?

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
Yes	94%	88%	95%	93%	91%	95%
No	5%	8%	4%	5%	7%	4%
Don't know/Not sure	2%	4%	1%	2%	2%	1%

Those without transportation in their household rely about equally on friends and relatives, and public transportation.

Table 10.D12 (IF NO TRANSPORTATION) To get around, do you rely primarily on public transportation like buses, shared ride services, rides from friends or relatives, or something else?

	Total (n=32)	Aware Cool Centers		Not Aware of Cool Centers (n=17)	Likely to Visit in Future (n=17)	Not Likely to Visit in Future (n=15)
		Visited (n=3) a	Not Visited (n=12) b			
Public transportation	31%	-	17%	47% ^{ab}	29%	33%
Shared ride services	3%	-	-	6%	6%	-
Rides from friends or relatives	34%	67% ^c	50% ^c	18%	29%	40%
Something else	3%	-	-	6%	6%	-
Don't know/Not sure	28%	33%	33%	24%	29%	27%

Age of survey respondents is shown next. Those under 34 are less likely to be aware of Cool Centers, yet those who are 25 to 44 years old are more likely to be interested in visiting one in the future. Also, those 65 and older are among the least likely to say they will visit in the future.

Table 10.D13 Are you ...?

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
Under 24 years old	5%	4%	3%	7% ^{ab}	7%	3%
25 to 34 years	14%	13%	8%	20% ^{ab}	19% ^e	10%
35 to 44 years	18%	8%	19%	18%	23% ^e	14%
45 to 54 years	20%	17%	20%	20%	18%	20%
55 to 65 years	21%	25%	23%	18%	20%	21%
Older than 65 years	22%	29% ^c	27% ^c	16%	10%	29% ^d
Don't know/Not sure	2%	4%	2%	2%	2%	2%

Non-white (Hispanic, African-American, and Mixed Race) customers are less likely to be aware of Cool Centers, yet have greater interest in visiting a Cool Center in the future.

Table 10.D14 Do you consider your ethnicity to be ...?

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
White but not Hispanic	52%	63% ^c	60% ^c	42%	30%	65% ^d
Hispanic or Latin American	29%	29%	24%	35% ^{ab}	49% ^e	17%
African-American	6%	4%	4%	8%	8% ^e	4%
Asian or Pacific Islander	3%	-	3%	4%	2%	4% ^d
Native American	1%	-	2%	1%	1%	1%
Mixed Race	4%	-	2%	6% ^{ab}	5%	3%
Something else	1%	-	1%	<1%	-	1%
Refused	5%	4%	4%	5%	4%	5%

Those with less education and lower income have greater intent to visit a Cool Center in the future. Lower income customers are also more likely to have visited in the past.

Table 10.D15 What is the last year of school you completed?

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
Some high school or less	18%	17%	14%	21% ^{ab}	30% ^e	10%
High school graduate	32%	42%	30%	33%	31%	32%
Trade or technical school	14%	21%	17%	11%	13%	16%
Undergraduate degree	23%	-	29%	20%	15%	27% ^d
Masters degree	8%	13%	6%	9%	5%	10% ^d
Doctorate degree	2%	4%	2%	1%	1%	3% ^d
Refused	4%	4%	3%	4%	5%	3%

Table 10.D16 What is your annual household income before taxes?

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
Less than \$15,000	15%	21%	12%	17%	26% ^e	8%
\$15,000 to < \$25,000	14%	38% ^{bc}	11%	15%	21% ^e	10%
\$25,000 to < \$35,000	10%	4%	13%	9%	9%	11%
\$35,000 to < \$45,000	7%	4%	7%	8%	9%	7%
\$45,000 to < \$60,000	8%	13%	7%	8%	7%	9%
\$60,000 to < \$75,000	7%	-	6%	9%	4%	9% ^d
\$75,000 to < \$100,000	8%	-	9%	8%	6%	9%
\$100,000 to < \$150,000	6%	-	8%	6%	1%	10% ^d
\$150,000 to < \$200,000	3%	4%	3%	2%	2%	3%
\$200,000 or more	2%	4%	1%	3%	1%	3%
Refused	19%	13%	22%	16%	14%	22% ^d

Retired SCE customers have greater awareness of Cool Centers yet comparatively lower interest in visiting in the future, whereas homemakers have lower awareness yet greater interest in visiting in the future.

**Table 10.D17 Are you currently employed full or part time?
(IF NOT EMPLOYED) Are you ...?**

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
Employed full-time	37%	29%	38%	37%	33%	39%
Employed part-time	15%	13%	13%	16%	17%	13%
Not employed	46%	54%	46%	44%	47%	45%
Retired	24%	29% ^c	29% ^c	17%	13%	30% ^d
Homemaker	11%	8%	9%	14% ^{ab}	19% ^e	7%
Disabled	4%	4%	5%	4%	6%	4%
Looking for work	4%	13%	2%	5%	6%	3%
Student	2%	-	1%	3% ^{ab}	3%	1%
Refused	3%	4%	3%	3%	4%	2%

Survey respondents' gender is summarized in the table below. More females than males participated in the survey.

Table 10.D18 GENDER (by observation)

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
Male	42%	38%	39%	45%	39%	43%
Female	58%	63%	61%	55%	61%	57%

Language preference is another relevant variable. Those who completed the survey in Spanish tend to have lower awareness of Cool Centers, yet much greater interest in visiting a Cool Center in the future.

Table 10.D19 LANGUAGE OF INTERVIEW

	Total (n=497)	Aware Cool Centers		Not Aware of Cool Centers (n=238)	Likely to Visit in Future (n=192)	Not Likely to Visit in Future (n=305)
		Visited (n=24) a	Not Visited (n=235) b			
English	86%	96%	89%	81% ^{ab}	68%	96% ^d
Spanish	14%	4% ^c	11% ^c	19%	32% ^e	4%

Appendix

Survey Instruments

2009 Cool Center Program Visitor Survey

For Administrative Purposes Only:

Cool Center:

Date:

Please answer a few questions regarding your visit to the Cool Center. Your responses will help up improve your experience at the Cool Center. Mark ALL that apply.

1. Home Zip Code: _____

2. Why did you visit the Cool Center?

- I was at the facility for another reason and decided to check it out
- I needed some relief from the heat
- I could not afford to run my air conditioner (or other cooling device)
- My home is uncomfortable because the air conditioner can not keep up with the heat
- I heard that I could get some refreshments here
- I wanted to learn about other programs that I might qualify for
- Other: _____

3. Did you use transportation provided by the Cool Center to get here today?

- No Yes – bus pass Yes – car service

4. Who is responsible for paying the electric bill for your residence?

- I pay the bill
- Someone else in the household pays the bill
- The electricity is included in my rent

5. How do you typically cool your home in hot weather?

- Open a window
- A floor or ceiling fan
- Evaporative cooler
- Window air conditioner
- Central air conditioner
- Other- _____

6. How did you hear about the Cool Center?

- I learned about it while here participating in something else at the facility
- I heard about it on the radio/television
- I read about it in a newspaper
- I saw a flyer/brochure about it somewhere (besides here at the facility)
- A friend or relative told me about it
- Other: _____

7. Do you have any health related issues that are affected by the heat (or power outages)?

- No Yes – minor Yes – serious

8. Please indicate the range that best describes your household's TOTAL annual income.

- Less than \$5000
- \$5,000 - \$9,999
- \$10,000 - \$19,999
- \$30,000 - \$39,000
- \$40,000 - \$49,000
- \$50,000 - \$59,000

\$20,000 - \$29,999

More than \$60,000

9. Have you completed this survey during a prior visit to the Center?

No

Yes

Cool Center Evaluation

Site Manager Interviews

8/6/09

1. OVERVIEW FOR SITE MANAGERS:
 - Utility-funded energy efficiency programs like this one require an independent 3rd party evaluation. The evaluation informs SCE and the CPUC about the overall effectiveness of the program and provides feedback to program managers and contractors for improvements. .
 - HINER & Partners is conducting this evaluation.
 - We are doing the following: (1) interviews / facility tours with Cool Center site managers, (2) interviews with a few center visitors conducted during this site visit, (3) telephone surveys among residents of the surrounding communities conducted at the end of September, and (4) drop in “mystery shopping” visits of each Cool Center site conducted in August and September.
 - The purpose of this interview is to inform me about the details of how you are operating the Cool Center.

2. Tell a little about yourself ... your background/experience, responsibilities for the Cool Center, responsibilities in addition to the Cool Center if any

3. Tell me a little about the background of your organization -
 - What is its main purpose?
 - Who in the community do you serve?
 - What needs does the organization meet?
 - How do you go about meeting these needs?
 - What alternatives, if any, do your customers have?
 - How does the Cool Center program fit into your operations?
 - i. What overlap is there between Cool Center visitors and people visiting for other purposes? Who are your Cool Center visitors? Where do they come from? How do they find out about your Cool Center location?
 - ii. How does your facility accommodate the Cool Center?
 - iii. Are there synergies between your organization and the Cool Center?
 - iv. Any conflicts, problems, or disadvantages in having the Cool Center associated with your organization?

4. Tell me about your facility(s) – what are its positive and negative characteristics regarding the Cool Center program.

(TOUR THE FACILITY AT END OF INTERVIEW)

5. What, if anything, is a benefit to you in having the Cool Center here? (e.g., it attracts people who may not have come there otherwise, it is good PR, provides needed funding)

6. Do you (or the organization here) have goals with regard to what you want to accomplish with the Cool Center Program here?
7. (IF GOALS) What are your objectives or goals for the Cool Center Program? What do you want or need to accomplish?
 - Prompts if not mentioned: Providing a cool location for people to escape the heat, educating about energy efficiency, promoting other SCE and income qualifying programs
 - What is your plan for achieving these objectives and goals?
8. Are you the one who handles most of the administrative activities of the program? Tell me a little bit about how you administer the program ... OPEN ENDED FIRST... AND THEN PROBE INTO SPECIFIC AREAS IF THEY DO NOT TALK ABOUT THEM).

Bookkeeping and Expense Reporting

- Who does the bookkeeping and monthly expense reports?
 - i. What is that person's background/experience?
- How much time do these reporting activities generally take?
- Are these activities done daily, weekly, monthly, or sporadically?

Operations Reporting

- Who does the monthly operations reports?
 - i. What is that person's background/experience?
- How much time do these reporting activities generally take?
- Are these activities done daily, weekly, monthly, or sporadically

Other Staff

- Are there others, besides you, who are dedicated to working at the Cool Center? Who? What is their background/qualifications?
- What do they do?
- Do they have other responsibilities for your organization?

Workshops

- How often and where do you do the workshops?
- How do you conduct the training?
 - i. Who does the workshops/seminars? What do they know about energy efficiency?
 - ii. How do you track and document the training?
 - I. On average, about how many people attend the workshops?
 - iii. Do you know what drives people to the workshops? In other words, is there anything you are aware of that may account for higher attendance on some days as opposed to others?
 - iv. Is there anything that you have heard folks say about the workshops... either positive or negative?

Marketing and Outreach Activities

- How do you promote or advertise the Cool Center?
- What have you done so far this year?
- What else are you planning to do?
- Why do you do marketing and outreach? (PROBE IS IT JUST BECAUSE IT IS “REQUIRED” OR IF IT OFFERS OTHER VALUE TO THE CENTER – LIKE IT HELPS GET MORE FOLKS TO THE CENTER – IN GENERAL.)

Refreshments

- What do you generally offer, in terms of refreshments?
- Does this vary? Why?
- Do visitors like the refreshments?
 - i. Do they complain about them or suggest other things to get?
 - ii. Are you able to accommodate them in this?
 - iii. Are you aware of whether they actually come JUST for the refreshments?
- Who buys the refreshments?
 - i. How often are they purchased?
 - ii. Where do you usually purchase them?

Transportation

- How do you provide transportation?
- How do you track and document transportation/rides that you provide?
- How do people usually make transportation requests?
- Are there certain types of visitors who mostly use the transportation (e.g., elderly, etc)?

Other Activities

- What, if any, activities do you provide for visitors as part of the Cool Center?
 - Have your visitors requested certain activities that are (or are not) provided?
 - How do you determine what you will offer?
 - Are you aware if people come to the center specifically for any of these activities?
9. What are the main challenges or barriers to participating as a Cool Center and fulfilling your contract with SCE? (PROBE EXTENSIVELY HERE)
- Budgeting and Financial?
 - i. Completing and submitting reports?
 - Supervision? Time required to supervise?
 - Staffing?
 - Facility?
 - Equipment (computers, etc)?
 - PROBE: Want to do more – but can't?
 - PROBE: It is more hassle than it is worth? Why?
10. What else do you think is needed, if anything, in terms of additional support, funding, etc.

11. Tell me about the relationship and experiences you've had with the SCE program managers.

- What have been the strengths of this relationship?
- What have been the weaknesses?
- How can this relationship be improved?

12. Review of the following:

- Budget –expenses
- Records and Reporting – attendance, training, any others?
- Marketing plans / materials
- Training plans / materials

**Cool Center Evaluation
Visitor Qualitative Interviews
ONE-ON-ONE INTERVIEWS**

I. INTRODUCTION:

- Interviewer introduction
- Purpose of the interview:
 - i. This Cool Center is part of a program funded through what's called the Public Goods Charges on your utility bill.
 - ii. We want to hear about your experience in order to try to understand how the program is working and what improvements we might be able to make to the program.

II. REASON FOR VISIT:

1. Have you been here before or is this the first time you have been here?
IF THEY ARE REPEAT VISITORS, ASK:
 - How many times have you been here?
 - Why do you continue to come back?
2. What prompted you to visit The Center today? (PROBE: already here for another reason, see friends, relief from heat, good food, etc.)

IF CAME FOR THE INTENDED PURPOSE (TO COOL OFF) ASK:

- 2A. Did you consider any other places you could have gone to for this reason?
 - Where else did you consider going?
 - If you couldn't come to this Cool Center (or any other Cool Center) where would you have gone?
 - Why did you choose the Cool Center over somewhere else you may have gone (PROBE AS NEEDED: What do you get from the Cool Center that you don't get elsewhere/)

IF CAME FOR ANY OTHER REASON – EXPLAIN PURPOSE OF THE COOL CENTER PROGRAM AND ASK:

- 2B. Now that you know a little more about the purpose of this Cool Center, if (OTHER REASON THEY CAME) was not involved, would you come to the Center? (E.G, IF THEY DID NOT HAVE FRIENDS HERE, OR BINGO NEXT DOOR IN THE SENIOR CENTER WOULD THEY COME?)

ALSO, IF NOT AWARE OF THE PURPOSE OF THE COOL CENTER ASK....

- 2C. What do you think about this idea of a "Cool Center"? PROBE: IF THEY THINK IT IS CRAZY – WHY? IF THEY LIKE THE IDEA... WHY?

III. OVERALL EXPERIENCE:

Now I am going to be shifting direction a little here and asking you about some of your personal experiences with your visit (or visits) here.

1. How did you first learn about this cool center?
 - When was that?
 - Do recall the source of this information? That is, what organization provided it?
2. Is the center what you first expected? Why? Why Not?
3. Tell me a little about your experience(s) here at the Cool Center.
 - a) Can you tell me one or two things that you like (or look forward to - if repeat) with regard to your visit to the Cool Center today. (PROBE: food, friends, activities, saving on electric bill? Etc).
 - b) Have you had any negative experiences here?
 - c) Is there anything that you can think of that might improve your experience here?
4. On a scale of 1 to 10, how would you rate your overall satisfaction with the cool center? Why do you give that rating?
 - i. PROBE FOR DETAILS: WHAT ASPECTS ARE GOOD AND NOT SO GOOD.

IV. TRANSPORTATION, ACTIVITIES & WORKSHOPS

What you have told me so far has been very helpful.... Now, I just have a few more questions about some of the different components of the Center.

1. Roughly, how far from the Center do you live?
2. How did you get here today?
 - 1A. IF THEY USED THE "PROVIDED TRANSPORTATION" ASK....
 - Why did you use the transportation provided?
 - Is this the first time you have used it? Or have you used it before?
 - How did you know that the Center provided transportation?
 - Did you have any problems in working out the transportation with the Center?
 - 1B. IF THEY USED THEIR OWN TRANSPORTATION ASK....
 - Did you know that the Cool Center provides transportation?
 - Have you ever used this? Why or why not?
 - IF YES....How was the experience?

- IF NO.... Do you think you might ever use it? Why? Why not? (IF NOT, PROBE – INCONVENIENT, UNRELIABLE, ETC?)
3. Did you come by yourself, or with someone else?
 4. How long do you plan to stay here today?
 5. What activities are offered here that you have participated in, or plan to participate in?
 6. How has your experience been with the various activities offered by the Center?
 7. Did you have any refreshments? (PROBE: WHY? WHY NOT? OTHER COMMENTS ON REFRESHMENTS OFFERED?)
 8. Have you ever attended one of the “workshops” that the Center offers regarding saving energy?

8A. IF YES, ASK....

- Can you describe a little bit about the workshop?
- How long was it?
- What did they talk about?
- Did you learn anything that was helpful to you?
- Were you given any “materials” etc.? What? (PROBE IF NEEDED: brochures, CARE/FERA application, EMA, LIHEEP? etc)
- Did you fill out a survey while you were there?
- Was the information offered new to you?
- Have you taken any action based on any of this information?
- Is there anything that you can think of that you would have liked them to discuss (with regard to energy saving opportunities)?

8B. IF NOT, ASK....

- Are you familiar with these workshops?
- Why haven't you attended?
- Have you received any information about saving energy from this Cool Center? (PROBE IF NEEDED: brochures, CARE/FERA application, EMA, LIHEEP?)

V. FINAL THOUGHTS & COMMENTS

- Do you know who sponsors this Cool Center? What leads you to believe that?
- Have you heard of other places called Cool Centers?

Cool Center Unscheduled Site Visits Guide

LOCATION: _____

DATE: _____ ARRIVAL TIME: _____ DEPART TIME: _____

RECORD QUALITATIVE COMMENTS ABOUT EXPERIENCES AT THE CENTER

1. Ease or difficulty locating the Cool Center once at the site address?
- Is the Cool Center banner (about 4 x 8 foot) displayed in an appropriate location to make it easier to find the center?

2. Greetings by Cool Center staff? To introduce yourself, try "I heard about the Cool Center so wanted to visit." Were you made welcome? Shown around?

3. Offered the sign-in sheet (requires name, address, etc.)?

4. Provided information about SCE programs (forms and pamphlets should be available and offered) and about saving energy (daily seminars are given, short tips are sometimes announced)?

5. Number of other visitors at time of visit? _____ (Try to distinguish between visitors and staff. Staff sometimes have name tags.) Who are they? (seniors, young adults, families with children, etc.)

6. Activities going on during the visit? (e.g., movies, puzzles, reading, socializing...)

7. Refreshments available? What types?

8. Other comments or experiences concerning this visit?

**Cool Center Evaluation
General Market Survey
September 2009**

Screeners

INTRODUCTION:

Hello, my name is _____, calling on behalf of the State of California from Hiner & Partners, a national marketing research company. We are conducting a short survey regarding summertime energy use. We are not selling anything, but would like to include your opinions in our study.

Are you the male or female head of your household?

[IF NOT AVAILABLE, SCHEDULE CALLBACK]

[IF NEEDED] The survey will take about 10 minutes.

ONCE HEAD OF HOUSEHOLD IS ON THE LINE, REPEAT INTRO IF NEEDED AND CONTINUE

For quality purposes this call may be monitored or recorded.

S1a. Does your home have air conditioning? (INCLUDING CENTRAL AC, WINDOW UNITS, AND EVAPORATIVE UNITS OR SWAMP COOLERS)

Yes	1
No.....	2
Don't Know/Not Sure/Refused.....	9

S1a. [IF S1a=YES] What type of air conditioning do you have? (READ IF NEEDED)

Central AC	1
Window units	2
Evaporative or swamp cooler air conditioning	3
Don't Know/Not Sure/Refused.....	9

Questionnaire

Dealing With Hot Weather

HW1. How do you usually keep cool in the summer when you are at home and it is really hot?
(MULTIPLE RESPONSE OKAY. IF NEEDED, REALLY HOT IS 85 DEGREES)

- Do nothing 1
- Open windows 2
- Use fans..... 3
- Use air-conditioning..... 4
- Go somewhere where it is cool or air-conditioned 5
- Other (Specify: _____) 97
- Don't know / Refused 98

HW2. [IF S1a=1] How do you typically run your air conditioning during these times? (READ)

- Always on 1
- On most of the time but sometimes have it off..... 2
- On occasionally just when the heat gets to be too much ... 3
- Rarely or never use it even when it's really hot out 4
- Don't know / Refused 98

HW3a. [IF HW2=1,2,3] At what temperature do you typically set your AC thermostat at during hot summer afternoons?

- [RECORD TEMP: 60-97)..... 1
- Don't set it at a temperature/Doesn't have a thermostat..... 2
- Don't know / Refused 98

HW3b. [ALL] And what is about the hottest temperature it will get inside your home when you are there during hot summer afternoons?

- [RECORD TEMP: 60-97)..... 1
- Don't know / Refused 98

HW4. (SKIP IF HW1=5) Do you ever leave your home on hot summer afternoons for the specific purpose of cooling off somewhere else? Leaving your home to go to work, or to go somewhere you would go to anyway regardless of the weather does not count.

- Yes 1
- No..... 2
- Don't know / Refused 98

HW5. [IF HW4=1 OR HW1=5] How often do you leave your home to go somewhere to specifically cool off? (READ)

Daily or Almost Daily.....	1
Several times a week.....	2
Once a week.....	3
Once or twice a month.....	4
Once or twice during the summer.....	5
Don't know / Refused.....	98

HW6. [IF HW4=1] Where do you go most often? (DO NOT READ. CLARIFY IF NEEDED)

Church.....	1
Community or senior center.....	2
Community pool.....	3
Cool Center.....	4
Friend or relatives home.....	5
Hospital / medical center.....	6
Movie theatre.....	7
Out of the area / to the coast / to the mountains.....	8
Restaurant.....	9
Shopping mall or store.....	10
Work or office location.....	11
Other (Specify: _____).....	97
Don't know / Refused.....	98

HW7. [IF HW4=1] Where else have you gone to cool off? (DO NOT READ)

Church.....	1
Community or senior center.....	2
Community pool.....	3
Cool center.....	4
Friend or relatives home.....	5
Hospital / medical center.....	6
Movie theatre.....	7
Out of the area / to the coast / to the mountains.....	8
Restaurant.....	9
Shopping mall or store.....	10
Work or office location.....	11
Other (Specify: _____).....	97
Don't know / Refused.....	98

Awareness of Cool Centers

CC1. Have you seen or heard anything about Cool Centers in your area?

Yes	1
No.....	2
Don't know / Refused.....	98

CC2. [IF CC1=2, 98, 99] A Cool Center is an air-conditioned place where people can go during the summertime to avoid high heat if they do not have or choose not to use their air conditioning at home. Cool Centers are located in places like churches, community centers, and medical centers, and are free of charge. Have you heard about these places called Cool Centers?

Yes	1
No.....	2
Don't know / Refused.....	98

CC2b. [ALL] What is your opinion of these Cool Centers? Would you say you are ... (READ)

Extremely positive	5
Somewhat positive	4
Neutral.....	3
Somewhat negative	2
Extremely negative	1
Don't know / Refused.....	98

CC2c. Why do you say that?

CC3. [IF CC1 OR CC2=1] Where do you recall seeing or hearing about Cool Centers? (DO NOT READ. IF SOUTHERN CALIFORNIA EDISON MENTIONED, PROBE FOR SPECIFIC SCE SOURCE. IF "MY ELECTRIC COMPANY" MENTIONED, PROBE FOR SPECIFICS AND RECORD IN "OTHER" DO NOT "AID" BY MENTIONING SCE HERE.)

Southern California Edison (SCE) bill or bill inserts	1
Separate mail from SCE.....	2
SCE's web site, SCE.com.....	3
SCE employee.....	4
SCE other or SCE not sure (SPECIFY: _____).....	5
Newspaper ad or listing	6
Flyer you received or saw in the community.....	7
Word of mouth from friends or family or doctor.....	8
Sign / Driving by.....	9
T.V. ad or Public Service Announcement	10
Other (SPECIFY: _____).....	97

Don't know / Refused 98

CC4. [IF CC1 OR CC2=1] Who do you believe is the sponsor of the Cool Centers? (DO NOT READ)

CAP Riverside 1
CAP San Bernardino 2
Church (Name _____)..... 3
Hospital / Medical center (Name _____) 4
Southern California Edison (SCE)..... 5
City / County 6
State of California 7
California Public Utilities Commission (CPUC)..... 8
Other (SPECIFY: _____)..... 97
Don't know / Refused 98

CC5a. [IF CC1 or CC2=1] Have you ever visited a Cool Center?

Yes 1 SKIP TO CC6
No..... 2
You've not visited and probably won't 3
(DO NOT READ) Don't know / Refused..... 98

CC5b. [IF CC5a=2,9] Why haven't you visited a Cool Center? [DO NOT READ]

Did not know about them 1
Not interested 2
Do not need them 3
Other (Specify: _____) 97
(DO NOT READ) Don't know / Refused..... 98

CC6. [IF CC5a=1] How many times have you visited?

(RECORD NUMBER: 1 TO 997) 1
Don't know / Refused 998

CC7. [ALL] [IF CC2=2 OR 98, READ: If you knew about a Cool Center in your community ...
][ALL] Would you say you are very likely, somewhat likely, somewhat unlikely or very unlikely to visit a Cool Center in the future?

Very Likely 4
Somewhat Likely 3
Somewhat unlikely..... 2
Very unlikely 1
Don't know / Refused 98

CC8. [IF CC7=2 or 1] Why do you think you are unlikely to visit a Cool Center in the future?
(PROBE FOR SPECIFICS)

.....
Don't know / Refused 98

CC9. Cool Centers are typically rooms that are set aside in community centers, churches, or other places specifically as a place for people to keep cool during really hot weather. The Cool Centers can offer other services as well. For each of the following, tell me if this would increase, make no difference, or decrease your likelihood of visiting a cool center.

- a. Offering snacks and refreshments
- b. Providing a small library of books you could read while there or check out
- c. Providing TV or DVD movie entertainment
- d. Providing arts and crafts activities
- e. Providing information about or hosting job fairs and job skill development workshops
- f. Providing information about or hosting other community services for seniors, such as health fairs
- g. Providing door-to-door transportation to and from the center
- h. Providing bus passes for you to get to and from the center
- i. Providing tables and seating for people to congregate and socialize
- j. Providing activities or entertainment for children
- k. Having separate areas for younger people like children and teens and for older people
- l. Located in a hospital or medical center
- m. Located in a shared use facility like a community center
- n. Located in a church facility
- o. Providing information and education about using less electricity in your home
- p. _____

OTHER PROGRAM PARTICIPATION

PP1. In addition to Cool Centers, there are other types of energy assistance. Are you aware of or have you heard of ... (READ EACH. ROTATE ITEMS. YES, NO, OR DON'T KNOW FOR EACH)

- a. Rebates from Southern California Edison for energy efficient appliances or other home improvements
- b. Energy surveys you can complete of your home to find ways to save energy
- c. SCE's Appliance Recycling Program for getting rid of unwanted refrigerators and freezers
- d. Discounts provided by SCE when you buy compact fluorescent light bulbs
- e. The CARE (pronounced "Care") and FERA (pronounced "Fera") programs
- f. SCE's Energy Management Assistance or EMA (pronounced "emma") Program, where Edison will inspect and weatherize homes, and provide new refrigerators and AC units for low income households
- g. The LIHEAP (pronounced "lyheap") program, where low income households can get help paying their energy bill once a year.

PP2. Have you ever ... (ONLY ASK ITEMS AWARE OF IN PP1 IN SAME ORDER AS PP1. YES, NO, OR DON'T KNOW FOR EACH)

- a. Received an energy efficiency rebate from SCE?
- b. Completed an Edison home energy survey?
- c. Disposed of a refrigerator or freezer through SCE's Appliance Recycling Program?
- d. Purchased compact fluorescent light bulbs that had an SCE discount?
- e. Participated in the CARE or FERA programs?
- f. Participated in the Energy Management Assistance or EMA ("emma") program?
- g. Participated in the LIHEAP ("lyheap") program?

DEMOGRAPHICS

I have just a few more questions about your household for statistical purposes.

D1a. Do you rent or own the home where you live?

- Rent..... 1
- Own..... 2
- Don't Know/Not Sure/Refused..... 9

D1b. [IF D1=1] Do you pay your electric bill directly, or is it include in your rent?

- Pay myself directly 1
- Included in rent to landlord..... 2
- Don't Know/Not Sure/Refused..... 9

D2. Is your home a ... (READ)

- Single family residence..... 1
- Duplex or Triplex..... 2
- Townhouse, condominium or apartment with 4 or more units3
- Mobile home 4
- Or some other home type (Specify:_____)..... 5
- Don't Know/Not Sure/Refused..... 9

D3. In what year was your home built? Your best estimate is fine.

- 1929 or earlier 1
- 1930-1939 2
- 1940-1949 3
- 1950-1959 4
- 1960-1969 5
- 1970-1979 6
- 1980-1989 7
- 1990-1999 8
- 2000 or newer 9
- Don't Know/Not Sure/Refused..... 9

D4. What is the approximate square footage of your home?

- [RECORD NUMBER: 1-9997] 1
- Don't know / Refused 9998

D5. How many people live in your household?

- [RECORD NUMBER: 1-97] 1

	Don't know / Refused	98
D6.	How many are 65 or older?	
	None	0
	[RECORD NUMBER: 1-97]	1
	Don't know / Refused	98
D7.	[IF D5 = MORE THAN 1 IN HOUSEHOLD] How many are under 18?	
	None	0
	[RECORD NUMBER: 1-97]	1
	Don't know / Refused	98
D8a.	<i>[SKIP IF D1B=2] Thinking about this past year, what was your average <u>monthly</u> SCE bill during last summer?</i>	
	____(RECORD NUMBER 0-9999)	
	Don't know/refused	99999
D8b.	<i>[SKIP IF D1B=2] And during the summertime, would you say you (READ)</i>	
	Rarely or never have difficulty paying your electric bill.....	1
	Sometimes have difficulty paying your electric bill especially if it's been particularly hot	2
	Frequently have difficulty paying your electric bill	3
	Don't know/refused	99999
D9.	Does your household have motor vehicle transportation like a car, truck or motorcycle?	
	Yes	1
	No.....	2
	Don't Know/Not Sure/Refused.....	9
D10.	[IF D13=2, 9] To get around, do you rely primarily on public transportation like buses; shared ride services; rides from friends or relatives; or something else?	
	Public transportation	1
	Shared ride services	2
	Rides from friends or relatives.....	3
	Something else (SPECIFY: _____)	4
	Don't Know/Not Sure/Refused.....	9
D11.	Are you ... (READ LIST)?	
	Under 24 years old	1

25 to 34	2
35 to 44	3
45 to 54	4
55 to 65, or	5
Over 65 years	6
Don't Know/Not Sure	9

D12. Do you consider your ethnicity to be (READ LIST)?

White (but not Hispanic),	1
African-American,	2
Asian or Pacific Islander,	3
Hispanic or Latin American	4
Native American,	5
Mixed race, or	6
Something else (SPECIFY: _____)	98
(DO NOT READ) Refused	99

D13. What is the last year of school you completed (READ LIST UNTIL ANSWERED)?

Some high school or less	1
High school graduate	2
Trade or technical school graduate	3
Undergraduate college degree	4
Masters degree, or	5
Doctorate degree	6
(DO NOT READ) Refused	99

D14a. Are you currently employed full or part-time?

Employed full-time	1
Employed part-time	2
Not employed	3
(DO NOT READ) Refused	99

D14b. [IF D14a=3 NOT EMPLOYED] Are you ... (READ)

Retired	1
Student	2
Homemaker	3
Or some other situation (SPECIFY: _____)	4
(DO NOT READ) Refused	99

D15. What is your annual household income before taxes? (READ LIST UNTIL ANSWERED)

Less than \$15,000	1
\$15,000 to less than \$25,000.....	2
\$25,000 to less than \$35,000.....	3
\$35,000 to less than \$45,000.....	4
\$45,000 to less than \$60,000.....	5
\$60,000 to less than \$75,000.....	6
\$75,000 to less than \$100,000.....	7
\$100,000 to less than \$150,000.....	8
\$150,000 to less than \$200,000.....	9
\$200,000 or more	10
Refused	99

D16. (BY OBSERVATION)

Male	1	CONTINUE
Female.....	2	CONTINUE

CLOSING

Thank you very much! Those are all the questions I have today. Have a great day/evening.