

Rulemaking: 12-03-014

Exhibit No.: CEJA x SCE – 2

Commissioner: Florio

ALJ: Gamson

Order Instituting Rulemaking to Integrate and Refine Procurement Policies and Consider Long-Term Procurement Plans

R.12-03-014

(Filed March 22, 2012)

A.08-06-001-Report of Southern California Edison Company (U 338-E) on Interruptible Load Programs and Demand Response Programs

BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA
October 28, 2013

September 23, 2013

Edward Randolph
Director of the Energy Division
California Public Utilities Commission
505 Van Ness Avenue
San Francisco, CA 94102

Re: A.08-06-001-Report of Southern California Edison
Company (U 338-E) on Interruptible Load Programs and
Demand Response Programs

Dear Mr. Randolph:

Enclosed is Southern California Edison Company's ("SCE") Report on Interruptible Load Programs and Demand Response Programs pursuant to Ordering Paragraph No. 39 of Decision 09-08-027.¹ SCE's report presented in Appendix A, follows the reporting requirements and uses the approved template from Energy Division. It is posted on a publicly available website:

- Go to www.sce.com;
- Click on the "Regulatory Information" link at the bottom right of the page;
- Select "CPUC Open Proceedings";
- Enter "A.08-06-001" in the search box;
- Locate and select the "SCE August 2013 Report on ILP and DR Programs" links to access associated documents.

Very truly yours,

/s/ R. Olivia Samad

R. Olivia Samad

cc: Kelly Hymes, Administrative Law Judge
Bruce Kaneshiro
All Parties of Record in A.08-06-001 and A.11-03-001 - *via email*

RMS: LIMS- 314-5299

Enclosure(s)

¹

Ordering Paragraph No. 39 requires PG&E and the other utilities to "...use a consistent monthly report format approved by Energy Division staff, and ...provide these monthly reports to the Director of the Commission's Energy Division, with service on and the most recent service list in this proceeding."

Appendix A

SCE WG2 Monthly Enhanced Report For August 2013

Table 1 1A
Average Load Impact kW/Customer
2013

Program Eligibility and Average Load Impacts based on April 1, 2013 compliance filing

Program	Average Ex Post Load Impact kW/Customer												Estimated Eligible Accounts as of Jan 1, 2013 ⁽¹⁾⁽²⁾⁽³⁾	Eligibility Criteria
	January	February	March	April	May	June	July	August	September	October	November	December		
Agricultural Pumping Interruptible (API)	39.5	39.5	39.5	39.5	39.5	39.5	39.5	39.5	39.5	39.5	39.5	39.5	7,782	All customers > 37kW on an Ag & Pumping rate
AMP Contracts/DR Contracts (AMP) - Day Ahead	153.5	153.5	153.5	153.5	153.5	153.5	153.5	153.5	153.5	153.5	153.5	153.5	634,304	All non residential customers
AMP Contracts/DR Contracts (AMP) - Day Of	97.2	97.2	97.2	97.2	97.2	97.2	97.2	97.2	97.2	97.2	97.2	97.2	634,304	All non residential customers
Base Interruptible Program (BIP) 15 Minute Option	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	11,484	All C & I customers > 200kW
Base Interruptible Program (BIP) 30 Minute Option	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	11,484	All C & I customers > 200kW
Capacity Bidding Program (CBP) Day Ahead	18.3	18.3	18.3	18.3	18.3	18.3	18.3	18.3	18.3	18.3	18.3	18.3	634,304	All non residential customers
Capacity Bidding Program (CBP) Day Of	32.6	32.6	32.6	32.6	32.6	32.6	32.6	32.6	32.6	32.6	32.6	32.6	634,304	All non residential customers
Demand Bidding Program (DBP)	60.5	60.5	60.5	60.5	60.5	60.5	60.5	60.5	60.5	60.5	60.5	60.5	634,304	All non residential customers
Optional Binding Mandatory Curtailment (OBMC)	1,517.0	1,517.0	1,517.0	1,517.0	1,517.0	1,517.0	1,517.0	1,517.0	1,517.0	1,517.0	1,517.0	1,517.0	N/A	All non res. customers who can reduce circuit load by 15%
Real Time Pricing (RTP)	4.1	4.1	1.9	0.3	0.3	0.0	17.5	137.2	0.0	125.2	4.2	4.2	2,817	All non res. bundled service customers > 500kW
Save Power Day (SPD/PTR)	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	4,187,046	All residential customers with SmartMeters excluding those on rates DM, DMS 1, DMS 2, DMS 3, and DS.
Scheduled Load Reduction Program (SLRP)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	21,695	All non res. bundled service customers > 100kW
Summer Advantage Incentive (SAI/CPP)	13.1	13.1	13.1	13.1	13.1	13.1	13.1	13.1	13.1	13.1	13.1	13.1	10,411	All non residential customers > 200kW
Summer Discount Plan (SDP) - Commercial	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	5.3	467,296	All commercial customers with air conditioning
Summer Discount Plan (SDP) - Residential	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	2,130,004	All residential customers with air conditioning

Notes:

Estimated Average Ex Post Load Impact kW/Customer = Average kW/Customer service account over actual event hours during the 11:15 pm window for the preceding year if events occurred omitting 0 and negative load values if program was available, but not dispatched. Some programs may experience no events or few events while other programs may operate regularly depending on event triggers. For existing programs, the Average Ex Post Load Impact per customer service account remains constant across all months with the exception of RTP. A zero (0) load impact value is reported for RTP for June and September as the load impacts for these months are negative.

*Ex Post OBMC Load Impacts are based on program year 2008.

Program	Average Ex Ante Load Impact kW/Customer												Estimated Eligible Accounts as of Jan 1, 2013 ⁽¹⁾⁽²⁾⁽³⁾	Eligibility Criteria
	January	February	March	April	May	June	July	August	September	October	November	December		
Agricultural Pumping Interruptible (API)	26.3	27.6	31.7	39.0	49.8	52.3	50.5	50.5	44.6	37.6	26.8	28.7	7,782	All customers > 37kW on an Ag & Pumping rate
AMP Contracts/DR Contracts (AMP) - Day Ahead	0.0	0.0	0.0	0.0	112.1	120.1	128.8	129.3	114.9	100.4	0.0	0.0	634,304	All non residential customers
AMP Contracts/DR Contracts (AMP) - Day Of	0.0	0.0	0.0	0.0	79.5	81.4	82.5	88.0	84.3	76.8	0.0	0.0	634,304	All non residential customers
Base Interruptible Program (BIP) 15 Minute Option	1,563.4	1,697.7	1,750.8	1,745.0	1,674.6	1,820.5	1,801.9	1,848.1	1,911.4	1,810.9	1,833.1	1,666.7	11,484	All C & I customers > 200kW
Base Interruptible Program (BIP) 30 Minute Option	793.1	772.9	842.8	818.5	854.8	826.4	837.6	822.4	840.2	875.7	814.8	725.3	11,484	All C & I customers > 200kW
Capacity Bidding Program (CBP) Day Ahead	0.00	0.00	0.00	0.00	0.04	0.04	0.04	0.04	0.04	0.04	0.00	0.00	634,304	All non residential customers
Capacity Bidding Program (CBP) Day Of	0.0	0.0	0.0	0.0	38.5	39.3	41.3	42.6	41.9	39.2	0.0	0.0	634,304	All non residential customers
Demand Bidding Program (DBP)	43.5	47.0	50.9	44.6	43.4	51.9	53.2	51.1	54.9	51.5	51.2	47.9	634,304	All non residential customers
Optional Binding Mandatory Curtailment (OBMC)	1,596.9	1,599.4	1,601.1	1,555.4	1,609.8	1,524.3	1,510.6	1,532.1	1,469.2	1,450.6	1,498.3	1,348.1	N/A	All non res. customers who can reduce circuit load by 15%
Real Time Pricing (RTP)	3.7	3.7	1.8	0.2	0.2	0.0	17.0	130.9	180.3	123.7	3.7	3.7	2,817	All non res. bundled service customers > 500kW
Save Power Day (SPD/PTR)	0.00	0.00	0.00	0.01	0.02	0.02	0.02	0.03	0.02	0.02	0.01	0.00	4,187,046	All residential customers with SmartMeters excluding those on rates DM, DMS 1, DMS 2, DMS 3, and DS.
Scheduled Load Reduction Program (SLRP)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	21,695	All non res. bundled service customers > 100kW
Summer Advantage Incentive (SAI/CPP)	12.0	11.7	12.0	11.3	10.9	10.7	10.1	10.2	10.0	10.6	11.7	12.1	10,411	All non residential customers > 200kW
Summer Discount Plan (SDP) - Commercial	0.0	0.0	0.0	0.0	0.0	3.5	4.8	6.4	5.6	0.0	0.0	0.0	467,296	All commercial customers with air conditioning
Summer Discount Plan (SDP) - Residential	0.0	0.0	0.0	0.2	0.4	0.7	0.8	1.0	0.9	0.5	0.4	0.0	2,130,004	All residential customers with air conditioning

Notes:

Average Ex Ante Load Impact kW/Customer = Average kW/Customer, under 1 in 2 weather conditions, of an event that would occur from 11:15 pm on the system peak day of the month, as reported in the load impact reports filed April 1, 2013. For programs that are not active outside of the summer season a zero load impact value is reported. For programs available outside of the summer season, estimated Average Ex Ante Load Impacts for November through March/April/May are used depending on available data and reflect a typical event that would occur from 11:15 pm under the same conditions. Data from Ex Ante load impact reports filed in 2009 is used for OBMC reporting.

- The accounts eligible to participate in OBMC is not available because the number of customers who can reduce 15% of their entire circuit load during every rotating outage cannot be reasonably estimated.
- PTR Service Accounts reflects the total number of customers eligible for PTR notifications as of Jan 1, 2013.
- Effective April 1, 2013, DBP is available to all non residential customers.

Table 4
 SCE Demand Response Programs
 Customer Program Incentives
 2013

Annual Total Cost

Cost Item	Total Embedded Cost and Revenues ⁽¹⁾												Year to Date Total Cost	
	January	February	March	April	May	June	July	August	September	October	November	December		
Program Incentives ⁽²⁾														
10:10 Summer Readiness	\$1,257	(\$1,795)	(\$400)	(\$88)	(\$466)	\$29	(\$136)	\$257	\$0	\$0	\$0	\$0	\$0	(\$1,341)
Agricultural Pumping Interruptible (API)	\$37,085	\$43,262	\$58,310	\$75,363	\$93,049	\$592,127	\$1,369,942	\$1,410,155	\$0	\$0	\$0	\$0	\$0	\$3,679,292
Base Interruptible Program (BIP)	\$739,571	\$698,207	\$862,516	\$773,404	\$975,027	\$4,117,339	\$16,425,697	\$20,553,536	\$0	\$0	\$0	\$0	\$0	\$45,145,297
Capacity Bidding Program (CBP)	\$0	\$0	\$0	\$0	\$0	\$0	\$32,547	(\$24,003)	\$0	\$0	\$0	\$0	\$0	\$8,543
Demand Bidding Program (DBP)	\$0	\$0	\$9,863	\$0	\$0	\$76,586	\$866,181	\$517,486	\$0	\$0	\$0	\$0	\$0	\$1,470,115
AMP Contracts/DR Contracts (AMP)	(\$36,795)	(\$13,424)	\$362,829	\$332,620	\$216,842	\$191,037	\$153,965	\$689,924	\$0	\$0	\$0	\$0	\$0	\$1,896,997
Save Power Day (SPD/PTR)	\$24,419	\$29,870	\$28,995	\$22,202	\$22,941	\$24,344	\$4,859,674	\$612,842	\$0	\$0	\$0	\$0	\$0	\$5,625,286
Summer Discount Plan (SDP) ⁽³⁾ Commercial Base	\$0	(\$918)	\$88	\$0	\$0	\$0	\$237	(\$165)	\$0	\$0	\$0	\$0	\$0	(\$759)
Summer Discount Plan (SDP) ⁽³⁾ Commercial Enhanced	\$904	(\$798)	\$240	\$2,530	\$779	\$1,711,881	\$3,712,791	\$4,226,887	\$0	\$0	\$0	\$0	\$0	\$9,655,214
Summer Discount Plan (SDP) ⁽³⁾ Residential	\$92,374	\$107,965	\$100,811	\$80,501	\$78,620	\$5,532,149	\$13,064,447	\$12,590,208	\$0	\$0	\$0	\$0	\$0	\$31,647,074
Summer Discount Plan (SDP) ⁽³⁾ Residential D Switch	\$378	\$463	\$337	\$552	\$114	\$24,667	\$62,648	\$68,636	\$0	\$0	\$0	\$0	\$0	\$157,795
Total Cost of Incentives	\$859,194	\$862,831	\$1,423,588	\$1,287,084	\$1,386,905	\$12,270,159	\$40,547,991	\$40,645,762	\$0	\$0	\$0	\$0	\$0	\$99,283,514
Revenues from Excess Energy Charges ⁽³⁾	\$0	\$0	\$389	\$0	\$11,209	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$11,598

(1) Amounts reported are for incentives costs that are not recovered in the Demand Response Program Balancing Account.

(2) Except for AMP Contracts/DR Contracts, incentive data is preliminary and subject to change based on billing records.

(3) Revenues assessed by BIP participants for failure to reduce load when requested during curtailment events.

SCE Demand Response Programs and Activities
2012-2014 Customer Communication, Marketing and Outreach

	2012-2014 Funding Cycle Customer Communication, Marketing, and Outreach												Year to Date	2012	2012-2014	2012-2014
	January	February	March	April	May	June	July	August	September	October	November	December	2013	Total	Total	Authorized
													Expenditures	Expenditures	Expenditures	Budget (if
																Applicable)
I. STATEWIDE MARKETING 																
IOU Administrative Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Statewide ME&O Contract	\$23	\$0	(\$23)	\$0	\$0	\$73,752	\$9,544,539	(\$9,481,558)	\$0	\$0	\$0	\$0	\$136,733	\$5,439,518	\$5,576,250	\$29,675,000
I. TOTAL STATEWIDE MARKETING 	\$23	\$0	(\$23)	\$0	\$0	\$73,752	\$9,544,539	(\$9,481,558)	\$0	\$0	\$0	\$0	\$136,733	\$5,439,518	\$5,576,250	\$29,675,000
II. UTILITY MARKETING BY ACTIVITY ⁽¹⁾																
TOTAL AUTHORIZED UTILITY MARKETING BUDGET FOR 2012-2014																\$22,000,000
PROGRAMS, RATES & ACTIVITIES WHICH DO NOT REQUIRE ITEMIZED ACCOUNTING 																
Category 1: Reliability Programs																
Agricultural Pumping Interruptible (API)	\$395	\$0	\$0	\$167	\$4,775	\$0	\$2,518	\$0	\$0	\$0	\$0	\$0	\$7,854	\$11,145	\$18,998	
Base Interruptible Program (BIP)	\$1,000	\$0	\$0	\$205	\$4,844	\$0	\$1	\$0	\$0	\$0	\$0	\$0	\$6,050	\$15,207	\$21,257	
Optional Binding Mandatory Curtailment (OBMC)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3	\$3	
Rotating Outages (RO)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Scheduled Load Reduction Program (SLRP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 2: Price Responsive Programs																
Ancillary Service Tariff (AS)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Capacity Bidding Program (CBP)	\$629	\$0	\$0	\$0	\$0	\$264	\$0	\$0	\$0	\$0	\$0	\$0	\$893	\$1,657	\$2,550	
Demand Bidding Program (DBP)	\$174	(\$1,102)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	(\$927)	\$1,771	\$843	\$275,000
AC Cycling / Summer Discount Plan (SDP) Transition	\$913	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$913	\$374,219	\$375,132	
10:10 Summer Readiness	(\$3,147)	\$87	\$87	\$0	\$9,439	\$10,082	\$12,469	\$10,830	\$0	\$0	\$0	\$0	\$39,846	\$114,048	\$153,894	
Category 3: DR Provider/Aggregated Managed Programs																
AMP Contracts/DR Contracts (AMP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 4: Emerging & Enabling Technologies																
Auto DR / Technology Incentives (AutoDR TI)	\$9,813	\$0	\$7,832	\$7,867	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25,512	\$4,695	\$30,207	\$220,000
Emerging Markets & Technologies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 5: Pilots																
Smart Charging Pilot	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Workplace Charging Pilot	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 6: Evaluation, Measurement and Verification																
Measurement and Evaluation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
DR Research Studies (CPUC)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 7: Marketing, Education & Outreach																
Circuit Savers Program	\$3,992	(\$58,217)	\$2,793	\$2,387	\$827	\$28,472	\$188,470	\$20,381	\$0	\$0	\$0	\$0	\$189,105	\$387,518	\$576,623	\$1,000,000
DR Marketing, Education & Outreach	\$8,078	\$12,855	\$899	\$8,538	\$2,607	\$2,552	\$33,343	\$4,423	\$0	\$0	\$0	\$0	\$73,295	\$215,119	\$288,414	\$1,000,000
Category 8: Integrated Programs and Activities (Including Technical Assistance)																
Integrated DSM Marketing	\$47,595	\$41,956	\$38,799	\$34,114	\$30,204	\$23,815	\$259,801	\$403,584	\$0	\$0	\$0	\$0	\$879,868	\$681,728	\$1,561,596	
Statewide IDSM	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
DR Institutional Partnership	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
DR Technology Resource Incubator Program (TRIO)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
DR Energy Leadership Partnership (ELP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$165,832	\$165,832	
Federal Power Reserve Partnership (FedPower)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$13,783	\$13,783	
Technical Assistance (TA)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Commercial New Construction	\$79,350	\$0	\$7,974	\$0	\$2,445	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$89,770	\$20,256	\$110,026	
IDSM Food Processing Pilot	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Residential New Construction Pilot	\$0	\$2,099	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,099	\$0	\$2,099	
Workforce Education & Training Smart Students (SmartStudents)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$27,952	\$27,952	

SB GT&S_0133451

	2012-2014 Funding Cycle Customer Communication, Marketing, and Outreach												Year to Date	2012	2012-2014	2012-2014
	January	February	March	April	May	June	July	August	September	October	November	December	2013	Total	Total	Authorized
													Expenditures	Expenditures	Expenditures	Budget (if Applicable)
Category 10 Special Projects																
Permanent Load Shift	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$11,949	\$0	\$0	\$0	\$0	\$11,949	\$0	\$11,949	\$250,000
Category 11 Dynamic Pricing																
Critical Peak Pricing >=200kW (aka Summer Advantage Incentive)	\$629	\$208	\$471	\$5,948	\$0	\$1,412	\$0	\$0	\$0	\$0	\$0	\$0	\$8,669	\$23,504	\$32,173	\$275,000
Real Time Pricing	\$0	\$0	\$0	\$16,443	\$0	\$15,249	(\$9,080)	\$2,127	\$0	\$0	\$0	\$0	\$24,739	\$0	\$24,739	\$480,000
SUBTOTAL	\$149,445	(\$2,113)	\$58,832	\$75,668	\$55,141	\$155,597	\$10,032,061	(\$9,028,263)	\$0	\$0	\$0	\$0	\$1,496,368	\$7,497,951	\$8,994,319	\$33,175,000
PROGRAMS & RATES WHICH REQUIRE ITEMIZED ACCOUNTING III																
AC Cycling Summer Discount Plan (SDP)																\$4,931,000
Customer Research	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Collateral Development, Printing, Distribution etc. (all non labor costs)	\$0	\$761	\$166	\$429,957	\$268,610	\$25,531	\$112,029	\$336,871	\$0	\$0	\$0	\$0	\$1,173,925	\$0	\$1,173,925	\$0
Labor	\$0	\$0	\$0	\$0	\$3,231	\$51,261	\$35,516	\$32,227	\$0	\$0	\$0	\$0	\$122,234	\$0	\$122,234	\$0
Paid Media	\$0	\$0	\$0	\$0	\$0	\$10,703	\$0	\$0	\$0	\$0	\$0	\$0	\$10,703	\$0	\$10,703	\$0
Other Costs	\$49	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$49	\$103,849	\$103,898	\$0
Peak Time Rebate Save Power Day (PTR) ⁽¹⁾																\$10,000,000
Customer Research	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Collateral Development, Printing, Distribution etc. (all non labor costs)	\$0	\$837	\$0	\$38,060	\$2,009	\$21,682	\$677,434	\$327,417	\$0	\$0	\$0	\$0	\$1,067,439	\$0	\$1,067,439	\$0
Labor	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Paid Media	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$261,790	\$0	\$0	\$0	\$0	\$261,790	\$0	\$261,790	\$0
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Critical Peak Pricing <200 kW (aka Summer Advantage Incentive)																\$5,500,000
Customer Research	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Collateral Development, Printing, Distribution etc. (all non labor costs)	\$0	\$0	\$0	\$15,003	\$0	\$1,518	\$15,820	\$2,275	\$0	\$0	\$0	\$0	\$34,617	\$0	\$34,617	\$0
Labor	\$0	\$0	\$0	\$0	\$0	\$0	\$2,125	\$875	\$0	\$0	\$0	\$0	\$3,000	\$0	\$3,000	\$0
Paid Media	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
II. TOTAL UTILITY MARKETING BY ACTIVITY	\$149,495	(\$515)	\$58,998	\$558,689	\$328,991	\$266,292	\$10,874,984	(\$8,066,807)	\$0	\$0	\$0	\$0	\$4,170,126	\$7,601,800	\$11,771,926	\$53,606,000
III. UTILITY MARKETING BY ITEMIZED COST 																
Customer Research	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Collateral Development, Printing, Distribution etc. (all non labor costs)	\$0	\$1,598	\$166	\$483,021	\$270,619	\$48,731	\$805,283	\$666,563	\$0	\$0	\$0	\$0	\$2,275,981	\$0	\$2,275,981	\$0
Labor	\$0	\$0	\$0	\$0	\$3,231	\$51,261	\$37,641	\$33,102	\$0	\$0	\$0	\$0	\$125,234	\$0	\$125,234	\$0
Paid Media	\$0	\$0	\$0	\$0	\$0	\$10,703	\$0	\$261,790	\$0	\$0	\$0	\$0	\$272,493	\$0	\$272,493	\$0
Other Costs	\$49	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$49	\$103,849	\$103,898	\$0
Total from Program, Rates & Activities that do not require itemized accounting	\$149,445	(\$2,113)	\$58,832	\$75,668	\$55,141	\$155,597	\$10,032,061	(\$9,028,263)	\$0	\$0	\$0	\$0	\$1,496,368	\$7,497,951	\$8,994,319	\$0
III. TOTAL UTILITY MARKETING BY ITEMIZED COST 	\$149,495	(\$515)	\$58,998	\$558,689	\$328,991	\$266,292	\$10,874,984	(\$8,066,807)	\$0	\$0	\$0	\$0	\$4,170,126	\$7,601,800	\$11,771,926	\$53,606,000
IV. UTILITY MARKETING BY CUSTOMER SEGMENT																
Agricultural Pumping	\$1,785	(\$13)	\$504	\$617	\$5,135	\$1,286	\$102,780	(\$90,532)	\$0	\$0	\$0	\$0	\$21,563	\$80,662	\$102,224	\$0
Large Commercial and Industrial	\$24,421	(\$1,048)	\$10,834	\$29,533	\$9,457	\$30,065	\$1,195,977	(\$1,083,931)	\$0	\$0	\$0	\$0	\$215,308	\$882,349	\$1,097,657	\$0
Small and Medium Commercial	\$2,753	\$71	\$4,113	\$21,639	\$9,516	\$15,160	\$128,578	(\$64,956)	\$0	\$0	\$0	\$0	\$116,877	\$182,256	\$299,132	\$0
Residential	\$120,536	\$474	\$43,546	\$506,900	\$304,882	\$219,780	\$9,447,649	(\$6,827,388)	\$0	\$0	\$0	\$0	\$3,816,379	\$6,456,534	\$10,272,912	\$0
IV. TOTAL UTILITY MARKETING BY CUSTOMER SEGMENT ⁽³⁾	\$149,495	(\$515)	\$58,998	\$558,689	\$328,991	\$266,292	\$10,874,984	(\$8,066,807)	\$0	\$0	\$0	\$0	\$4,170,126	\$7,601,800	\$11,771,926	\$53,606,000

Notes:

- (1) Utility Marketing includes all activities to market individual utility programs or rates, demand response concepts, and customer tools, that were approved or directed by Decision 12-04-045, whether or not the marketing budget was approved as a line item in the Decision. For example, PG&E should not include marketing for TOU and PDP because funding was authorized in another proceeding. However, PG&E must document all amounts spent on marketing individual demand response programs such as Peak Choice even though a specific marketing budget was not approved for the program. This example applies to all of the utilities. The programs and activities listed in item II of the template are meant as examples, and may not be exhaustive. However, the utilities must include all programs or rates that meet this description. The totals for items II, III and IV should be equal.
- (2) B Year Funding 2012-2014 for Flex Alert includes \$12,000,000 approved in D.13-04-021 and recorded to SCE's Statewide Marketing, Education & Outreach Balancing Account (SME&OBA)
- (3) Due to recent accounting grouping assessments and changes, amounts have varied slightly. Total expenditures from January 1, 2013 through July 31, 2013 have increased by \$34,522

SCE Demand Response Programs and Activities
2012-2014 Customer Communication, Marketing and Outreach

	2012-2014 Funding Cycle Customer Communication, Marketing, and Outreach												Year to Date	2012	2012-2014	2012-2014
	January	February	March	April	May	June	July	August	September	October	November	December	2013	Total	Total	Authorized
													Expenditures	Expenditures	Expenditures	Budget (if Applicable)
I. STATEWIDE MARKETING																
IOU Administrative Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Statewide ME&O contract	\$23	\$0	(\$23)	\$0	\$0	\$73,752	\$0	\$0	\$0	\$0	\$0	\$0	\$73,752	\$5,439,518	\$5,513,269	\$17,675,000
I. TOTAL STATEWIDE MARKETING	\$23	\$0	(\$23)	\$0	\$0	\$73,752	\$0	\$0	\$0	\$0	\$0	\$0	\$73,752	\$5,439,518	\$5,513,269	\$17,675,000
II. UTILITY MARKETING BY ACTIVITY⁽¹⁾																
TOTAL AUTHORIZED UTILITY MARKETING BUDGET FOR 2012-2014																\$22,000,000
PROGRAMS, RATES & ACTIVITIES WHICH DO NOT REQUIRE ITEMIZED ACCOUNTING																
Category 1: Reliability Programs																
Agricultural Pumping Interruptible (API)	\$395	\$0	\$0	\$167	\$4,775	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,336	\$11,145	\$16,480	
Base Interruptible Program (BIP)	\$1,000	\$0	\$0	\$205	\$4,844	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$6,049	\$15,207	\$21,256	
Optional Binding Mandatory Curtailment (OBMC)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3	\$3	
Rotating Outages (RO)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Scheduled Load Reduction Program (SLRP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 2: Price Responsive Programs																
Ancillary Service Tariff (AS)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Capacity Bidding Program (CBP)	\$629	\$0	\$0	\$0	\$0	\$264	\$0	\$0	\$0	\$0	\$0	\$0	\$893	\$1,657	\$2,550	
Demand Bidding Program (DBP)	\$174	(\$1,102)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	(\$927)	\$1,771	\$843	\$275,000
AC Cycling: Summer Discount Plan (SDP) Transition	\$913	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$913	\$374,219	\$375,132	
10:10 Summer Readiness	(\$3,147)	\$87	\$87	\$0	\$9,439	\$10,082	\$0	\$0	\$0	\$0	\$0	\$0	\$16,548	\$114,048	\$130,595	
Category 3: IDR Provider/Aggregated Managed Programs																
AMP Contracts/DR Contracts (AMP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 4: Emerging & Enabling Technologies																
Auto DR / Technology Incentives (AutoDR TI)	\$9,813	\$0	\$7,832	\$7,867	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$25,512	\$4,695	\$30,207	\$220,000
Emerging Markets & Technologies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 5: Pilots																
Smart Charging Pilot	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Workplace Charging Pilot	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 6: Evaluation, Measurement and Verification																
Measurement and Evaluation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
DR Research Studies (CPUC)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 7: Marketing, Education & Outreach																
Circuit Savers Program	\$3,992	(\$58,217)	\$2,793	\$2,387	\$827	\$28,472	\$0	\$0	\$0	\$0	\$0	\$0	(\$19,746)	\$387,518	\$367,772	\$1,000,000
DR Marketing, Education & Outreach	\$8,078	\$12,855	\$899	\$8,538	\$2,607	\$2,552	\$0	\$0	\$0	\$0	\$0	\$0	\$35,529	\$215,119	\$250,648	\$1,000,000
Category 9: Integrated Programs and Activities (Including Technical Assistance)																
Integrated DSM Marketing	\$47,595	\$41,956	\$38,799	\$34,114	\$30,204	\$23,815	\$0	\$0	\$0	\$0	\$0	\$0	\$216,483	\$681,728	\$898,210	
Statewide IDSM	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
DR Institutional Partnership	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
DR Technology Resource Incubator Program (TRIO)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
DR Energy Leadership Partnership (ELP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$165,832	\$165,832	
Federal Power Reserve Partnership (FedPower)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$13,783	\$13,783	
Technical Assistance (TA)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Commercial New Construction	\$79,350	(\$686)	\$7,887	\$0	\$2,445	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$88,997	\$20,256	\$109,253	
IDSM Food Processing Pilot	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Residential New Construction Pilot	\$0	\$2,099	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,099	\$0	\$2,099	
Workforce Education & Training Smart Students (SmartStudents)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$27,952	\$27,952	

	2012-2014 Funding Cycle Customer Communication, Marketing, and Outreach												Year to Date	2012	2012-2014	2012-2014
	January	February	March	April	May	June	July	August	September	October	November	December	2013 Expenditures	Total Expenditures	Total Expenditures	Authorized Budget (if Applicable)
Category 10 / Special Projects																
Permanent Load Shift	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$250,000
Category 11 / Dynamic Pricing																
Critical Peak Pricing >=200kW (aka Summer Advantage Incentive)	\$629	\$208	\$471	\$5,948	\$0	\$1,412	\$0	\$0	\$0	\$0	\$0	\$0	\$8,669	\$23,504	\$32,173	\$275,000
Real Time Pricing	\$0	\$0	\$0	\$16,443	\$0	\$15,249	\$0	\$0	\$0	\$0	\$0	\$0	\$31,691	\$0	\$31,691	\$480,000
SUBTOTAL	\$149,445	(\$2,799)	\$58,745	\$75,668	\$55,141	\$155,597	\$0	\$0	\$0	\$0	\$0	\$0	\$491,798	\$7,497,951	\$7,989,749	\$21,175,000
PROGRAMS & RATES WHICH REQUIRE ITEMIZED ACCOUNTING III																
AC Cycling / Summer Discount Plan (SDP)																\$4,931,000
Customer Research	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Collateral Development, Printing, Distribution etc. (all non labor costs)	\$0	\$761	\$166	\$429,957	\$268,610	\$25,531	\$0	\$0	\$0	\$0	\$0	\$0	\$725,025	\$0	\$725,025	\$0
Labor	\$0	\$0	\$0	\$0	\$3,231	\$51,261	\$0	\$0	\$0	\$0	\$0	\$0	\$54,491	\$0	\$54,491	\$0
Paid Media	\$0	\$0	\$0	\$0	\$0	\$10,703	\$0	\$0	\$0	\$0	\$0	\$0	\$10,703	\$0	\$10,703	\$0
Other Costs	\$49	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$49	\$103,849	\$103,898	\$0
Peak Time Rebate / Save Power Day (PTR) [1]																\$10,000,000
Customer Research	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Collateral Development, Printing, Distribution etc. (all non labor costs)	\$0	\$837	\$0	\$38,060	\$2,009	\$21,682	\$0	\$0	\$0	\$0	\$0	\$0	\$62,589	\$0	\$62,589	\$0
Labor	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Paid Media	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Critical Peak Pricing < 200 kW (aka Summer Advantage Incentive)																\$5,500,000
Customer Research	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Collateral Development, Printing, Distribution etc. (all non labor costs)	\$0	\$0	\$0	\$15,003	\$0	\$1,518	\$0	\$0	\$0	\$0	\$0	\$0	\$16,521	\$0	\$16,521	\$0
Labor	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Paid Media	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
II. TOTAL UTILITY MARKETING BY ACTIVITY	\$149,495	(\$1,201)	\$58,911	\$558,689	\$328,991	\$266,292	\$0	\$0	\$0	\$0	\$0	\$0	\$1,361,176	\$7,601,800	\$8,962,976	\$41,606,000
III. UTILITY MARKETING BY ITEMIZED COST																
Customer Research	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Collateral Development, Printing, Distribution etc. (all non labor costs)	\$0	\$1,598	\$166	\$483,021	\$270,619	\$48,731	\$0	\$0	\$0	\$0	\$0	\$0	\$804,135	\$0	\$804,135	\$0
Labor	\$0	\$0	\$0	\$0	\$3,231	\$51,261	\$0	\$0	\$0	\$0	\$0	\$0	\$54,491	\$0	\$54,491	\$0
Paid Media	\$0	\$0	\$0	\$0	\$0	\$10,703	\$0	\$0	\$0	\$0	\$0	\$0	\$10,703	\$0	\$10,703	\$0
Other Costs	\$49	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$49	\$103,849	\$103,898	\$0
Total from Program, Rates & Activities that do not require itemized accounting	\$149,445	(\$2,799)	\$58,745	\$75,668	\$55,141	\$155,597	\$0	\$0	\$0	\$0	\$0	\$0	\$491,798	\$7,497,951	\$7,989,749	\$0
III. TOTAL UTILITY MARKETING BY ITEMIZED COST	\$149,495	(\$1,201)	\$58,911	\$558,689	\$328,991	\$266,292	\$0	\$0	\$0	\$0	\$0	\$0	\$1,361,176	\$7,601,800	\$8,962,976	\$41,606,000
IV. UTILITY MARKETING BY CUSTOMER SEGMENT																
Agricultural/Pumping	\$1,785	(\$20)	\$504	\$617	\$5,135	\$1,286	\$0	\$0	\$0	\$0	\$0	\$0	\$9,307	\$80,662	\$89,968	\$0
Large Commercial and Industrial	\$24,421	(\$1,130)	\$10,824	\$29,533	\$9,457	\$30,065	\$0	\$0	\$0	\$0	\$0	\$0	\$103,170	\$882,349	\$985,519	\$0
Small and Medium Commercial	\$2,753	\$65	\$4,112	\$21,639	\$9,516	\$15,160	\$0	\$0	\$0	\$0	\$0	\$0	\$53,246	\$182,256	\$235,502	\$0
Residential	\$120,536	(\$116)	\$43,471	\$506,900	\$304,882	\$219,780	\$0	\$0	\$0	\$0	\$0	\$0	\$1,195,453	\$6,456,534	\$7,651,987	\$0
IV. TOTAL UTILITY MARKETING BY CUSTOMER SEGMENT	\$149,495	(\$1,201)	\$58,911	\$558,689	\$328,991	\$266,292	\$0	\$0	\$0	\$0	\$0	\$0	\$1,361,176	\$7,601,800	\$8,962,976	\$41,606,000

Notes:
(1) Utility Marketing includes all activities to market individual utility programs or rates, demand response concepts, and customer tools, that were approved or directed by Decision 12-04-045, whether or not the marketing budget was approved as a line item in the Decision. For example, PG&E should not include marketing for ITOU and PDP1 because funding was authorized in another proceeding. However, PG&E must document all amounts spent on marketing individual demand response programs such as Peak Choice even though a specific marketing budget was not approved for the program. This example applies to all of the utilities. The programs and activities listed in item II of the template are meant as examples, and may not be exhaustive. However, the utilities must include all programs or rates that meet this description. The totals for items II, III and IV should be equal.

FUND SHIFTING DOCUMENTATION PER DECISION D9 b8 b27 ORDERING PARAGRAPH B5

OP B5: The utilities may shift up to 50% of a program's funds to another program within the same budget category. The utilities shall document the amount of and reason for each shift in their monthly demand response reports.

Program Category	Fund Shift	Programs Impacted	Date	Rationale for Fundshift
Category 9	\$97,000	From Federal Power Reserve Partnership (FedPower) to Statewide IDSM	5/31/2012	In D. 09 047 there were eight tasks defined for Statewide IDSM Pilot program. The total fund required for the eight tasks were \$535,647 for 2012. Due to minimal approval from D.12 04 045, the scope of work has been reduced to half with required fund of \$126K in 2012. Fund shift is needed to be in compliance with D. 09 09 047.
Category 2	\$1,200,000	From Summer Discount Plan Transition to 10.10 Summer Readiness	6/30/2012	Per Resolution E 4502, the Commission approved SCE's new Schedule 10.10 and associated program costs submitted in SCE Advice Letters 2721 E and 2721 E A. This fund shift is for the estimated implementation costs for the 10.10 program.
Category 9	\$28,600	From Federal Power Reserve Partnership (FedPower) to Statewide IDSM	12/31/2012	In D. 09 047 there were eight tasks defined for Statewide IDSM Pilot program. The total fund required for the eight tasks were \$535,647 for 2012. Due to minimal approval from D.12 04 045, the scope of work has been reduced to half with required fund of \$126K in 2012. Fund shift is needed to be in compliance with D. 09 09 047.
Category 9	\$142,555	From DR Energy Leadership Partnership (ELP) to Statewide IDSM	12/31/2012	In D. 09 047 there were eight tasks defined for Statewide IDSM Pilot program. The total fund required for the eight tasks were \$535,647 for 2012. Due to minimal approval from D.12 04 045, the scope of work has been reduced to half with required fund of \$126K in 2012. Fund shift is needed to be in compliance with D. 09 09 047.
Category 9	\$53,515	From Integrated DSM Marketing to Statewide IDSM	12/31/2012	In D. 09 047 there were eight tasks defined for Statewide IDSM Pilot program. The total fund required for the eight tasks were \$535,647 for 2012. Due to minimal approval from D.12 04 045, the scope of work has been reduced to half with required fund of \$126K in 2012. Fund shift is needed to be in compliance with D. 09 09 047.
Category 9	\$167,295	From DR Energy Leadership Partnership (ELP) to DR Institutional Partnership	12/31/2012	D.12 04 045 limited the total budget for the 2012 DR Institutional Partnership to \$109,001. Increased customer interest from this sector has resulted in additional integrated education, outreach, coordination, and identification of partnership opportunities. Increased costs resulted from enhanced engagement of county properties, campus facilities, rehabilitation centers, and federal and state agencies, ramping up in late 2012. Fund shift is needed to meet these additional customer commitments.
Category 9	\$56,886	From Integrated DSM Marketing to Commercial New Construction	12/31/2012	D.12 04 045 limited the total budget for 2012 Commercial New Construction to \$277,225 for Commercial New Construction Program. Stronger customer engagement and increased outreach activities to increase customer knowledge and participation in the programs has required additional funds to meet all commitments including those are carried over to 2013.
Category 9	\$55,500	From Integrated DSM Marketing to Workforce Education & Training Smart Students (Smart Students)	12/31/2012	D.12 04 045 limited the total budget for 2012 WE&T to \$49,828. Higher than expected student engagement and increased curriculum development activities in order to meet IDSM's strategic goals requires additional funds to meet all commitments including activities carried over to 2013.
Category 2	\$693,000	From SDP Residential Transition to SDP Commercial Transition	4/19/2013	D.13 04 017 Allows a one time fund shift from Summer Discount Plan (SDP) Residential Transition to Summer Discount Plan (SDP) Commercial Transition
Category 2 to Category 4	\$5,000,000	From SDP Residential Transition to Auto DR	4/19/2013	D.13 04 017 Allows a one time fund shift from Summer Discount Plan (SDP) Residential Transition to Auto DR
Category 2 to Category 4	\$975,000	From SDP Residential Transition to Emerging Markets & Technologies	4/19/2013	D.13 04 017 Allows a one time fund shift from Summer Discount Plan (SDP) Residential Transition to Emerging Markets & Technologies
Category 2 to Category 7	\$175,000	From SDP Residential Transition to Marketing, Education and Outreach Statewide-Emergency Alert Marketing	4/19/2013	D.13 04 017 Allows a one time fund shift from Summer Discount Plan (SDP) Residential Transition to Marketing, Education and Outreach Statewide-Emergency Alert Marketing
Category 2 to Category 7	\$105,000	From SDP Residential Transition to Marketing, Education and Outreach Other Local Marketing: Summer Discount Plan (SDP) Residential	4/19/2013	D.13 04 017 Allows a one time fund shift from Summer Discount Plan (SDP) Residential Transition to Marketing, Education and Outreach Other Local Marketing: Summer Discount Plan (SDP) Residential
Category 2 to Category 7	\$1,826,000	From SDP Residential Transition to Marketing, Education and Outreach Other Local Marketing: Summer Discount Plan (SDP) Commercial	4/19/2013	D.13 04 017 Allows a one time fund shift from Summer Discount Plan (SDP) Residential Transition to Marketing, Education and Outreach Other Local Marketing: Summer Discount Plan (SDP) Commercial
Total	\$10,575,351			

Notes:

Table 5
SCE Interruptible and Price Responsive Programs
2013 Event Summary

Year to Date Event Summary

Program Category	Event No.	Date	Event Trigger ⁽¹⁾	Load Reduction MW ⁽²⁾⁽³⁾⁽⁶⁾	Area Called	Event Beginning/End ⁽⁵⁾	Program Tolled Hours (Annual) ⁽⁴⁾
Category 1: Reliability Programs							
PTR Peak Time Rebate	1	07/02/13	Temperature	Pending	System Territory	2PM-6PM	4
PTR Peak Time Rebate	2	08/28/13	Temperature	Pending	System Territory	2PM-6PM	8
PTR Peak Time Rebate	3	08/30/13	Temperature	Pending	System Territory	2PM-6PM	12
Category 2: Price Responsive Programs							
CBP Capacity Bidding Program Day Ahead (1-4)	1	05/01/13	Heat Rate	1.6 MW	System Territory	12PM-3PM	3
CBP Capacity Bidding Program Day Ahead (1-4)	2	05/02/13	Heat Rate	1.6 MW	System Territory	1PM-5PM	7
CBP Capacity Bidding Program Day Ahead (1-4)	3	05/03/13	Heat Rate	1.6 MW	System Territory	1PM-5PM	11
CBP Capacity Bidding Program Day Ahead (1-4)	4	05/13/13	Heat Rate	1.6 MW	System Territory	1PM-5PM	15
CBP Capacity Bidding Program Day Ahead (1-4)	5	05/14/13	Heat Rate	1.6 MW	System Territory	2PM-4PM	17
CBP Capacity Bidding Program Day Ahead (1-4)	6	05/15/13	Heat Rate	1.6 MW	System Territory	4PM-5PM	18
CBP Capacity Bidding Program Day Ahead (1-4)	7	05/20/13	Heat Rate	1.6 MW	System Territory	4PM-5PM	19
CBP Capacity Bidding Program Day Ahead (1-4)	8	05/21/13	Heat Rate	1.6 MW	System Territory	2PM-5PM	22
CBP Capacity Bidding Program Day Ahead (1-4)	9	05/30/13	Heat Rate	1.6 MW	System Territory	2PM-5PM	25
CBP Capacity Bidding Program Day Ahead (1-4)	10	05/31/13	Heat Rate	1.6 MW	System Territory	2PM-6PM	29
CBP Capacity Bidding Program Day Ahead (1-4)	11	07/01/13	Heat Rate	0.1 MW	System Territory	2PM-6PM	33
CBP Capacity Bidding Program Day Ahead (1-4)	12	07/02/13	Heat Rate	0.1 MW	System Territory	2PM-6PM	37
CBP Capacity Bidding Program Day Ahead (1-4)	13	07/03/13	Heat Rate	0.1 MW	System Territory	3PM-5PM	39
CBP Capacity Bidding Program Day Ahead (1-4)	14	07/09/13	Heat Rate	0.1 MW	System Territory	3PM-5PM	41
CBP Capacity Bidding Program Day Ahead (1-4)	15	07/15/13	Heat Rate	0.1 MW	System Territory	3PM-5PM	43
CBP Capacity Bidding Program Day Ahead (1-4)	16	07/16/13	Heat Rate	0.1 MW	System Territory	3PM-5PM	45
CBP Capacity Bidding Program Day Ahead (1-4)	17	07/19/13	Heat Rate	0.1 MW	System Territory	3PM-5PM	47
CBP Capacity Bidding Program Day Ahead (1-4)	18	07/22/13	Heat Rate	0.1 MW	System Territory	4PM-5PM	48
CBP Capacity Bidding Program Day Ahead (1-4)	19	08/15/13	Heat Rate	0.7 MW	System Territory	4PM-5PM	49
CBP Capacity Bidding Program Day Ahead (1-4)	20	08/22/13	Heat Rate	0.7 MW	System Territory	4PM-5PM	50
CBP Capacity Bidding Program Day Ahead (1-4)	21	08/28/13	Heat Rate	0.7 MW	System Territory	3PM-5PM	52
CBP Capacity Bidding Program Day Ahead (1-4)	22	08/29/13	Heat Rate	0.7 MW	System Territory	3PM-5PM	54
CBP Capacity Bidding Program Day Ahead (1-4)	23	08/30/13	Heat Rate	0.7 MW	System Territory	4PM-5PM	55
Category 3: Price Responsive Programs							
CBP Capacity Bidding Program Day Ahead (2-6)	1	05/01/13	Heat Rate	0.1 MW	System Territory	12PM-3PM	3
CBP Capacity Bidding Program Day Ahead (2-6)	2	05/02/13	Heat Rate	0.1 MW	System Territory	1PM-5PM	7
CBP Capacity Bidding Program Day Ahead (2-6)	3	05/03/13	Heat Rate	0.1 MW	System Territory	1PM-5PM	11
CBP Capacity Bidding Program Day Ahead (2-6)	4	05/13/13	Heat Rate	0.1 MW	System Territory	1PM-5PM	15
CBP Capacity Bidding Program Day Ahead (2-6)	5	05/14/13	Heat Rate	0.1 MW	System Territory	2PM-4PM	17
CBP Capacity Bidding Program Day Ahead (2-6)	6	05/20/13	Heat Rate	0.1 MW	System Territory	3PM-5PM	19
CBP Capacity Bidding Program Day Ahead (2-6)	7	05/21/13	Heat Rate	0.1 MW	System Territory	2PM-5PM	22
CBP Capacity Bidding Program Day Ahead (2-6)	8	05/30/13	Heat Rate	0.1 MW	System Territory	2PM-5PM	25
CBP Capacity Bidding Program Day Ahead (2-6)	9	05/31/13	Heat Rate	0.1 MW	System Territory	2PM-6PM	29
CBP Capacity Bidding Program Day Ahead (2-6)	10	07/01/13	Heat Rate	0.7 MW	System Territory	1PM-7PM	35
CBP Capacity Bidding Program Day Ahead (2-6)	11	07/02/13	Heat Rate	0.7 MW	System Territory	1PM-7PM	41
CBP Capacity Bidding Program Day Ahead (2-6)	12	07/03/13	Heat Rate	0.7 MW	System Territory	3PM-5PM	43
CBP Capacity Bidding Program Day Ahead (2-6)	13	07/09/13	Heat Rate	0.7 MW	System Territory	3PM-5PM	45
CBP Capacity Bidding Program Day Ahead (2-6)	14	07/15/13	Heat Rate	0.7 MW	System Territory	3PM-5PM	47
CBP Capacity Bidding Program Day Ahead (2-6)	15	07/16/13	Heat Rate	0.7 MW	System Territory	3PM-5PM	49
CBP Capacity Bidding Program Day Ahead (2-6)	16	07/19/13	Heat Rate	0.7 MW	System Territory	3PM-5PM	51
CBP Capacity Bidding Program Day Ahead (2-6)	17	08/28/13	Heat Rate	0.8 MW	System Territory	3PM-5PM	53
CBP Capacity Bidding Program Day Ahead (2-6)	18	08/29/13	Heat Rate	0.8 MW	System Territory	3PM-5PM	55

SB GT&S_0133456

Table 5
SCE Interruptible and Price Responsive Programs

2013 Event Summary

CBP Capacity Bidding Program Day Ahead (4-8)	1	05/02/13	Heat Rate	2.5 MW	System Territory	1PM-5PM	4
CBP Capacity Bidding Program Day Ahead (4-8)	2	05/03/13	Heat Rate	2.5 MW	System Territory	1PM-5PM	8
CBP Capacity Bidding Program Day Ahead (4-8)	3	05/13/13	Heat Rate	2.5 MW	System Territory	1PM-5PM	12
CBP Capacity Bidding Program Day Ahead (4-8)	4	05/14/13	Heat Rate	2.5 MW	System Territory	1PM-5PM	16
CBP Capacity Bidding Program Day Ahead (4-8)	5	05/20/13	Heat Rate	2.5 MW	System Territory	2PM-6PM	20
CBP Capacity Bidding Program Day Ahead (4-8)	6	05/31/13	Heat Rate	2.5 MW	System Territory	2PM-6PM	24
CBP Capacity Bidding Program Day Ahead (4-8)	7	06/28/13	Heat Rate	2.0 MW	System Territory	2PM-6PM	28
CBP Capacity Bidding Program Day Ahead (4-8)	8	07/01/13	Heat Rate	1.9 MW	System Territory	12PM-7PM	35
CBP Capacity Bidding Program Day Ahead (4-8)	9	07/02/13	Heat Rate	1.9 MW	System Territory	11AM-7PM	43
CBP Capacity Bidding Program Day Of (1-4)	1	05/13/13	Heat Rate	2.3 MW	System Territory	1PM-5PM	4
CBP Capacity Bidding Program Day Of (1-4)	2	06/28/13	Heat Rate	4.0 MW	System Territory	1PM-5PM	8
CBP Capacity Bidding Program Day Of (1-4)	3	08/29/13	Heat Rate	21.1 MW	System Territory	2PM-6PM	12
CBP Capacity Bidding Program Day Of (1-4)	4	08/30/13	Heat Rate	21.1 MW	System Territory	11AM-3PM	16
CBP Capacity Bidding Program Day Of (2-6)	1	05/13/13	Heat Rate	8.3 MW	System Territory	12PM-6PM	6
CBP Capacity Bidding Program Day Of (2-6)	2	06/28/13	Heat Rate	8.3 MW	System Territory	12PM-6PM	12
CBP Capacity Bidding Program Day Of (2-6)	3	08/29/13	Heat Rate	8.2 MW	System Territory	2PM-7PM	17
CBP Capacity Bidding Program Day Of (2-6)	4	08/30/13	Heat Rate	8.2 MW	System Territory	11AM-5PM	23
DBP Demand Bidding Program	1	06/03/13	Heat Rate	98.9 MW	System Territory	12PM-8PM	8
DBP Demand Bidding Program	2	06/28/13	Heat Rate	115.3 MW	System Territory	12PM-8PM	16
DBP Demand Bidding Program	3	07/02/13	Heat Rate	117.0 MW	System Territory	12PM-8PM	24
DBP Demand Bidding Program	4	08/28/13	Heat Rate	91.6 MW	System Territory	12PM-8PM	32
SDP C Summer Discount Plan Commercial	1	07/02/13	Energy Prices	Pending	System Territory	3PM-4PM	1
SDP C Summer Discount Plan Commercial	2	08/22/13	Energy Prices	Pending	System Territory	4PM-5PM	2
SDP C Summer Discount Plan Commercial	3	08/29/13	Energy Prices	Pending	System Territory	4PM-5PM	3
SDP R Summer Discount Plan Residential	1	06/28/13	Energy Prices	Pending	Partial Territory	4PM-6PM	2
SDP R Summer Discount Plan Residential	2	07/02/13	Energy Prices	Pending	Partial Territory	4PM-6PM	4
SDP R Summer Discount Plan Residential	3	07/19/13	Energy Prices	Pending	Partial Territory	4PM-5PM	5
SDP R Summer Discount Plan Residential	4	08/22/13	Energy Prices	Pending	Partial Territory	3PM-5PM	7
SDP R Summer Discount Plan Residential	5	08/28/13	Energy Prices	Pending	Partial Territory	3PM-5PM	9
SDP R Summer Discount Plan Residential	6	08/29/13	Energy Prices	Pending	Partial Territory	2PM-5PM	12
Category 3 DR Provider/Aggregated Managed Programs							
AMP Aggregator Managed Portfolio	1	05/02/13	Per Contract	4.7 MW	System Territory	1PM-5PM	4
AMP Aggregator Managed Portfolio	2	05/13/13	Per Contract	12.0 MW	System Territory	1PM-5PM	8
AMP Aggregator Managed Portfolio	3	05/21/13	Per Contract	Pending	System Territory	12PM-1PM / 3PM-4PM	9
AMP Aggregator Managed Portfolio	4	06/27/13	Per Contract	Pending	System Territory	1PM-5PM	13
AMP Aggregator Managed Portfolio	5	06/28/13	Per Contract	Pending	System Territory	1PM-5PM / 2PM-4PM	17
AMP Aggregator Managed Portfolio	6	07/01/13	Per Contract	Pending	System Territory	1PM-5PM	21
AMP Aggregator Managed Portfolio	7	07/02/13	Per Contract	Pending	System Territory	1PM-5PM	25
AMP Aggregator Managed Portfolio	8	07/31/13	Per Contract	Pending	System Territory	2PM-4PM / 4PM-5PM	27
AMP Aggregator Managed Portfolio	9	08/29/13	Per Contract	Pending	System Territory	2PM-6PM	31
AMP Aggregator Managed Portfolio	10	08/30/13	Per Contract	Pending	System Territory	2PM-6PM / 3PM-7PM	35

Table 5
 SCE Interruptible and Price Responsive Programs
 2013 Event Summary

Category 11 / Dynamic Pricing							
SAI Summer Advantage Incentive	1	07/01/13	Heat Rate	26.0 MW	System Territory	2PM-6PM	4
SAI Summer Advantage Incentive	2	07/03/13	Heat Rate	46.2 MW	System Territory	2PM-6PM	8
SAI Summer Advantage Incentive	3	08/21/13	Heat Rate	48.8 MW	System Territory	2PM-6PM	12
SAI Summer Advantage Incentive	4	08/28/13	Heat Rate	43.9 MW	System Territory	2PM-6PM	16
SAI Summer Advantage Incentive	5	08/30/13	Heat Rate	72.0 MW	System Territory	2PM-6PM	20

Notes:

- (1) Emergency programs' load reductions are normally requested by the ISO. The ISO does not call for load reductions by program. OBMC is activated by SCE concurrent with the ISO's request for firm load curtailment (rotating outages) to the minimum % level required to meet the ISO's firm load curtailment request. Other programs are triggered according to the terms of the tariff associated with the program.
- (2) Initial event data subject to change based on billing records and verification.
- (3) Customer's load reduction (MW) is measured as follows:
- BIP: The maximum hourly load reduction compared to 10 day rolling average, measured over the duration of the entire event day. 10 in 10 baseline is used and calculated for each 15 minute interval.
 - DBP: The maximum hourly load reduction measured over the duration of the DBP event utilizes a 10 in 10 day baseline with optional day of adjustment.
 - SDP: Estimated based on ac tonnage, cycling strategy and load diversity at time of event.
 - OBMC: The maximum hourly load reduction compared to 10 day rolling average, measured over the duration of the entire event day. 10 in 10 baseline is used and calculated for each 15 minute interval.
 - AP: The maximum hourly load reduction compared to 10 day rolling average, measured over the duration of the entire event day. 10 in 10 baseline is used and calculated for each 15 minute interval.
 - CPP (SAI): The maximum hourly load reduction measured over the duration of the CPP event is compared to 10 in 10 Adjusted baseline.
 - CBP: Reported to SCE in aggregate by portfolio and by product by APX. These load reductions reflect the highest hourly reduction per event. 10 in 10 baseline and 10 in 10 with adjustment is used to determine event load reduction.
 - DR Contracts: Based on event reduction results using baseline established for each contract.
 - PTR: The average performance per customer enrolled in event notifications utilizing a 3 in 5 baseline with no day of adjustment.
- (4) Individual customer tolled hours or event limits may vary due to different customer contact times and/or load blocking.
- (5) Event times are based on GCC start and end times or SCE determined start and end times.