

July 22, 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 June 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- 314-5210

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 June 2013

Southern California Edison

Monthly Program Enrollment and Estimated Load Impacts

Programs	January			February			March			April			May			June			Eligible Accounts as of Jan 1, 2013 ⁽⁶⁾
	Service Accounts	Ex Ante Estimated MW	Ex Post Estimated MW	Service Accounts	Ex Ante Estimated MW	Ex Post Estimated MW	Service Accounts	Ex Ante Estimated MW	Ex Post Estimated MW	Service Accounts	Ex Ante Estimated MW	Ex Post Estimated MW	Service Accounts	Ex Ante Estimated MW	Ex Post Estimated MW	Service Accounts	Ex Ante Estimated MW	Ex Post Estimated MW	
Interruptible/Reliability																			
Base Interruptible Program (BIP) 30 Minute Option	574	455.2	493.1	575	444.4	494.0	577	486.3	495.7	577	472.3	495.7	577	493.2	495.7	576	476.0	494.8	11,484
Base Interruptible Program (BIP) 15 Minute Option	74	115.7	63.6	74	125.6	63.6	74	129.6	63.6	74	129.1	63.6	74	123.9	63.6	74	134.7	63.6	11,484
Summer Discount Plan (SDP) - Commercial Base	2,233	0.0	11.8	2,229	0.0	11.8	2,218	0.0	11.7	250	0.0	1.3	2	0.0	0.0	1	0.0	0.0	467,296
Summer Discount Plan (SDP) - Commercial Enhanced	8,312	0.0	43.9	8,293	0.0	43.8	8,303	0.0	43.8	10,245	0.0	54.1	10,454	0.0	55.2	10,409	36.4	54.9	467,296
Optional Binding Mandatory Curtailment (OBMC)	11	17.6	16.7	11	17.6	16.7	11	17.6	16.7	11	17.1	16.7	11	17.7	16.7	11	16.8	16.7	N/A
Agricultural Pumping Interruptible (API)	1,108	29.2	43.8	1,107	30.5	43.7	1,123	35.6	44.4	1,132	44.2	44.7	1,132	56.3	44.7	1,124	58.7	44.4	7,782
Sub-Total Interruptible	12,312	617.7	672.8	12,289	618.2	673.5	12,306	669.0	675.8	12,289	662.7	676.1	12,250	691.2	675.9	12,195	722.7	674.4	
Price Response																			
Summer Discount Plan (SDP) - Residential	302,532	0.0	122.1	301,307	0.0	121.6	300,089	0.0	121.1	299,117	62.8	120.7	299,233	134.3	120.7	301,516	219.5	121.7	2,130,004
Summer Advantage Incentive (SAI/ CPP)	3,212	38.6	42.1	3,222	37.7	42.2	3,223	38.6	42.2	3,231	36.4	42.3	3,226	35.3	42.3	3,237	34.8	42.4	10,411
Demand Bidding Program (DBP)	1,345	58.5	81.3	1,346	63.2	81.4	1,351	68.8	81.7	1,352	60.3	81.8	1,347	58.4	81.5	1,330	69.0	80.4	634,304
Capacity Bidding Program (CBP) Day Ahead ⁽⁵⁾	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0	32	0.0	0.6	7	0.0	0.1	634,304
Capacity Bidding Program (CBP) Day Of ⁽⁵⁾	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0	301	11.6	9.8	409	16.1	13.3	634,304
AMP Contracts/DR Contracts (AMP)	N/A	0.0	0.0	950	0.0	97.1	1,053	0.0	107.9	1,173	0.0	123.4	1,466	122.4	152.6	1,571	136.4	165.1	634,304
Real Time Pricing (RTP)	125	0.5	0.5	123	0.5	0.5	121	0.2	0.2	123	0.0	0.0	125	0.0	0.0	124	0.0	0.0	2,817
Save Power Day (SPD/PTR)	757,538	3.0	24.8	754,350	2.5	24.7	809,032	2.7	26.5	798,765	6.6	26.2	794,666	12.8	26.0	784,740	14.6	25.7	4,187,046
Scheduled Load Reduction Program (SLRP)	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	21,695
Sub-Total Price Response	1,064,752	100.6	270.8	1,061,298	103.9	367.5	1,114,869	110.3	379.6	1,103,761	166.2	394.4	1,100,396	374.8	433.5	1,092,934	490.3	448.8	
Total All Programs	1,077,064	718.3	943.6	1,073,587	722.1	1,041.0	1,127,175	779.3	1,055.5	1,116,050	828.9	1,070.5	1,112,646	1,066.0	1,109.4	1,105,129	1,213.0	1,123.2	

Programs	July			August			September			October			November			December			Eligible Accounts as of Jan 1, 2013 ⁽⁶⁾
	Service Accounts	Ex Ante Estimated MW	Ex Post Estimated MW	Service Accounts	Ex Ante Estimated MW	Ex Post Estimated MW	Service Accounts	Ex Ante Estimated MW	Ex Post Estimated MW	Service Accounts	Ex Ante Estimated MW	Ex Post Estimated MW	Service Accounts	Ex Ante Estimated MW	Ex Post Estimated MW	Service Accounts	Ex Ante Estimated MW	Ex Post Estimated MW	
Interruptible/Reliability																			
Base Interruptible Program (BIP) 30 Minute Option																			11,484
Base Interruptible Program (BIP) 15 Minute Option																			11,484
Summer Discount Plan (SDP) - Commercial Base																			467,296
Summer Discount Plan (SDP) - Commercial Enhanced																			467,296
Optional Binding Mandatory Curtailment (OBMC)																			N/A
Agricultural Pumping Interruptible (API)																			7,782
Sub-Total Interruptible	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	
Price Response																			
Summer Discount Plan (SDP) - Residential																			2,130,004
Summer Advantage Incentive (SAI/ CPP)																			10,411
Demand Bidding Program (DBP)																			634,304
Capacity Bidding Program (CBP) Day Ahead ⁽⁵⁾																			634,304
Capacity Bidding Program (CBP) Day Of ⁽⁵⁾																			634,304
AMP Contracts/DR Contracts (AMP)																			634,304
Real Time Pricing (RTP)																			2,817
Save Power Day (SPD/PTR)																			4,187,046
Scheduled Load Reduction Program (SLRP)																			21,695
Sub-Total Price Response	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	
Total All Programs	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	

Notes:

1. Ex Ante Estimated MW = The monthly ex ante average load impact per customer reported in the annual April 1, 2013 D. 08-04-050 Compliance Filing multiplied by the number of currently enrolled service accounts for the reporting month, where the ex ante average load impact is the average hourly load impact for an event that would occur from 1 - 6 pm on the system peak day of the month with the exception of CPP where the average hourly load impacts from 2 - 6 pm are used. Monthly ex ante estimates are indicated only for programs which can be called for events that reporting month. For programs that are not available that month or do not have a positive load impact, a value of zero is reported. SDP Residential is available year-round, however due to no events being called during these months in previous years no ex ante data is available.
2. Ex Post Estimated MW = The annual ex post average load impact per customer reported in the annual April 1, 2013 D.08-04-050 Compliance Filing multiplied by the number of currently enrolled service accounts for the reporting month, where the ex post load impact per customer is the average load impact per customer for those customers that may have participated in an event(s) between 1 - 6pm on event days in the preceding year when or if events occurred. New programs report "n/a", as there were no prior events. Ex Post OBMC Load Impacts are based on program year 2008.
3. Load impacts are not available for the SLRP, therefore MW are estimated based on the hour of peak scheduled load reduction.
4. Readers should exercise caution in interpreting or using the estimated MW values found in this report in either the ex post or ex ante columns. Ex post estimates reflects historic event(s) that have taken place during specific time periods and actual weather conditions by a mix of customers that participated on event day(s). Ex ante forecasts account for variables not included in the ex-post estimate such as normalized weather conditions, expected customer mix during events, expected time of day which events occur, expected days of the week which events occur, and other lesser effects etc. An ex-ante forecast reflects forecast impact estimates that would occur between 1 pm and 6pm during a specific DR program's operating season, based on 1-in-2 (normal) weather conditions. The ex ante and ex post load impacts presented in this report are based on the IOUs' annual April 1st Compliance Filings pursuant to Decision D.08-04-050. SCE provides reports to various other agencies (CAISO, FERC, NERC, etc.) which may differ from the load impact estimates in this report but are still based on the June 1st Compliance Filing. The differences are attributed to the use of average values over specific load impact hours and other factors.
5. During November-April CBP is not active and "N/A" is entered for the total Service Accounts for these months. During May-October the Service Accounts listed reflect the total number of nominated accounts.
6. PTR Service Accounts reflects the total number of customers eligible for PTR notifications as of Jan 1, 2013.

Table I-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⁾	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 1 - 6 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 1 - 6 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 4 - 9 pm under the same conditions. Data from Ex Ante load impact reports filed in 2009 is used for OBMC reporting.

1. 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
2. PTR Service Accounts reflects the total number of customers eligible for PTR notifications as of Jan 1, 2013.
3. Effective April 1, 2013, DBP is available to all non-residential customers.

Table I-1B
SCE TA/TI and Auto DR Program Subscription Statistics
2009 - 2011

Detailed Breakdown of MW To Date in TA/Auto DR-TI Programs

2009 - 2011	January				February				March				April				May				June			
	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology
	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW
Price Responsive																								
Capacity Bidding Program		4.4	1.3	5.6		4.4	1.3	5.7		5.0	1.3	6.2		12.0	1.9	13.9		15.2	1.6	16.8		15.2	1.7	16.9
Critical Peak Pricing		10.9	0.5	11.4		10.9	0.5	11.4		10.9	0.5	11.4		10.9	0.5	11.4		10.9	0.5	11.4		9.0	0.5	9.5
Demand Bidding Program		70.0	1.5	71.5		74.2	1.5	75.7		74.3	1.5	75.8		74.6	1.5	76.0		74.6	1.5	76.1		73.3	1.1	74.4
Aggregator Managed Portfolio		19.3	3.0	22.2		21.2	3.1	24.2		19.9	3.1	23.0		21.9	2.5	24.4		30.3	2.4	32.7		30.8	2.5	33.3
Real Time Pricing		17.3	0.0	17.3		17.3	0.0	17.3		17.3	0.0	17.3		17.3	0.0	17.3		17.3	0.0	17.3		17.3	0.0	17.3
SLRP		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Total		121.9	6.2	128.1		128.0	6.3	134.3		127.4	6.3	133.7		136.6	6.4	143.1		148.3	6.0	154.3		145.7	5.8	151.5
Interruptible/Reliability																								
Base Interruptible Program		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Summer Discount Program		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Agricultural Pumping Interruptible		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
OBMC		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Total		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Total Technology MW		121.9	6.2	128.1		128.0	6.3	134.3		127.4	6.3	133.7		136.6	6.4	143.1		148.3	6.0	154.3		145.7	5.8	151.5
General Program																								
TA (may also be enrolled in TI and AutoDR)	162.1		8.1		162.1		8.6		162.1		8.1		162.1		10.0		162.1		6.8		162.1		9.0	
Total	162.1		8.1		162.1		8.6		162.1		8.1		162.1		10.0		162.1		6.8		162.1		9.0	
Total TA MW	162.1				162.1				162.1				162.1				162.1				162.1			

2009 - 2011	July				August				September				October				November				December			
	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology
	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW
Price Responsive																								
Capacity Bidding Program		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Critical Peak Pricing		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Demand Bidding Program		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Aggregator Managed Portfolio		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Real Time Pricing		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
SLRP		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Total		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Interruptible/Reliability																								
Base Interruptible Program		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Summer Discount Program		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Agricultural Pumping Interruptible		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
OBMC		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Total		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Total Technology MW		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
General Program																								
TA (may also be enrolled in TI and AutoDR)	0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0	
Total	0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0	
Total TA MW	0.0				0.0				0.0				0.0				0.0				0.0			

Notes:

Activity reflects projects initiated in 2009-2011.
Customer counts reported on this page are not excluded from counts in the Program MW tab. MWs reported on this page are not directly related to MW reported in the Program MW tab

TA Identified MW Represents identified MW for service accounts from completed TA.
AutoDR Verified MW Represents verified/tested MW for service accounts that participated in Auto DR.
TI Verified MW Represents verified MW for service accounts that participated in TI (i.e. must be enrolled in DR) and not in AutoDR; MW reported here not necessarily amount enrolled in DR
 *A reduction in standard TI MWs can occur when a customer upgrades to Auto-DR (subsequently, the ADR MWs increase).
 *Also, if a customer leaves a DR program it will reduce the MWs for that particular DR program.

Total Technology MW Represents the sum of verified MW associated with the service accounts in the TI and Auto DR programs
General Program category Represents MW of participants in the TA stage and may include participants who have completed TI and Auto DR

Table I-1B
SCE TA/TI and Auto DR Program Subscription Statistics
2012 - 2014

Detailed Breakdown of MW To Date in TA/Auto DR-TI Programs

2012-2014	January				February				March				April				May				June					
	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology		
	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW		
Price Responsive																										
Capacity Bidding Program		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.5	0.0	0.0	0.5			0.8	0.0	0.0	0.8
Critical Peak Pricing		0.0	0.0	0.0			0.3	0.0	0.3			0.3	0.0	0.3			0.3	0.0	0.0	0.3			0.3	0.0	0.0	0.3
Demand Bidding Program		0.0	0.0	0.0			0.1	0.0	0.1			0.1	0.0	0.1			1.0	0.0	0.0	1.0			2.3	0.0	0.0	2.3
Aggregator Managed Portfolio		0.0	0.0	0.0			0.8	0.0	0.8			0.8	0.0	0.8			0.8	0.0	0.0	0.8			2.2	0.0	0.0	2.2
Real Time Pricing		0.0	0.0	0.0			0.1	0.0	0.1			0.1	0.0	0.1			0.1	0.0	0.0	0.1			0.1	0.0	0.0	0.1
SLRP		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0	0.0			0.0	0.0	0.0	0.0
Total		0.0	0.0	0.0			1.3	0.0	1.3			1.3	0.0	1.3			2.8	0.0	2.8			5.7	0.0	0.0	5.7	
Interruptible/Reliability																										
Base Interruptible Program		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0	0.0			0.0	0.0	0.0	0.0
Summer Discount Program		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0	0.0			0.0	0.0	0.0	0.0
Agricultural Pumping Interruptible		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0	0.0			0.0	0.0	0.0	0.0
OBMC		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0	0.0			0.0	0.0	0.0	0.0
Total		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0	0.0	
Total Technology MW		0.0	0.0	0.0			1.3	0.0	1.3			1.3	0.0	1.3			2.8	0.0	2.8			5.7	0.0	0.0	5.7	
General Program																										
TA (may also be enrolled in TI and AutoDR)	2.8		0.0		3.7		0.0		3.7		0.1		3.7		0.1		3.7		0.0		3.7		0.0			
Total	2.8		0.0		3.7		0.0		3.7		0.1		3.7		0.1		3.7		0.0		3.7		0.0			
Total TA MW	2.8				3.7				3.7				3.7				3.7				3.7					
Price Responsive																										
Capacity Bidding Program		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0	0.0			0.0	0.0	0.0	0.0
Critical Peak Pricing		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0	0.0			0.0	0.0	0.0	0.0
Demand Bidding Program		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0	0.0			0.0	0.0	0.0	0.0
Aggregator Managed Portfolio		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0	0.0			0.0	0.0	0.0	0.0
Real Time Pricing		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0	0.0			0.0	0.0	0.0	0.0
SLRP		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0	0.0			0.0	0.0	0.0	0.0
Total		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0	0.0	
Interruptible/Reliability																										
Base Interruptible Program		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0	0.0			0.0	0.0	0.0	0.0
Summer Discount Program		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0	0.0			0.0	0.0	0.0	0.0
Agricultural Pumping Interruptible		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0	0.0			0.0	0.0	0.0	0.0
OBMC		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0	0.0			0.0	0.0	0.0	0.0
Total		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0	0.0	
Total Technology MW		0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0			0.0	0.0	0.0	0.0	
General Program																										
TA (may also be enrolled in TI and AutoDR)	0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0			
Total	0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0		0.0			
Total TA MW	0.0				0.0				0.0				0.0				0.0				0.0					

Notes:

Activity reflects projects initiated in 2012-2014
Customer counts reported on this page are not excluded from counts in the Program MW tab. MWs reported on this page are not directly related to MW reported in the Program MW tab

TA Identified MW Represents identified MW for service accounts from completed TA.
AutoDR Verified MW Represents verified/tested MW for service accounts that participated in Auto DR.
TI Verified MW Represents verified MW for service accounts that participated in TI (i.e. must be enrolled in DR) and not in AutoDR; MW reported here not necessarily amount enrolled in DR
*A reduction in standard TI MWs can occur when a customer upgrades to Auto-DR (subsequently, the ADR MWs increase).
*Also, if a customer leaves a DR program it will reduce the MWs for that particular DR program.

Total Technology MW Represents the sum of verified MW associated with the service accounts in the TI and Auto DR programs
General Program category Represents MW of participants in the TA stage and may include participants who have completed TI and Auto DR

Table 1-2
SCE Demand Response Programs and Activities
Expenditures and Funding
2012-2014⁽¹⁾

Year-to-Date Program Expenditures

Cost Item	2012 Total Expenditures	2013 Expenditures of Carry-over Funds ⁽¹⁾												Year-to-Date 2013 Expenditures	2012-2014 Total Expenditures		
		January ⁽²⁾	February	March	April	May	June	July	August	September	October	November	December				
Category 1: Emergency Programs																	
AC Cycling - Summer Discount Plan - Transition	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
AC Cycling - Summer Discount Plan (SDP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Agricultural Pumping Interruptible (API)	\$7,153	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$7,153	
Base Interruptible Program (BIP)	\$79,700	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$79,700	
Optional Binding Mandatory Curtailment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Rotating Outages (RO)	\$3,683	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,683	
Scheduled Load Reduction Program (SLRP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Budget Category 1 Total	\$90,536	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$90,536	
Category 2: Price Responsive Programs																	
Capacity Bidding Program (CBP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Demand Bidding Program (DBP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Energy Options Program	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Real Time Pricing (RTP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Summer Advantage Incentive (SAI/CPP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Budget Category 2 Total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 3: DR Aggregator Managed Programs																	
AMP Contracts/DR Contracts (AMP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Budget Category 3 Total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 4: DR Enabled Programs																	
Auto DR	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Agriculture Pump Timer Program	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Emerging Markets & Technologies	\$780,361	\$55,417	\$15,688	\$147,944	\$50,272	\$145,506	\$253,752	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$668,578	\$1,448,940	
Technical Assistance & Technology Incentives - Admin ⁽²⁾	\$1,209,456	(\$308,800)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	(\$308,800)	\$900,656	
Technical Assistance & Technology Incentives - Incentives ⁽²⁾	\$13,505,990	\$534,250	\$866,395	\$1,502,716	\$474,922	\$459,670	\$91,275	\$0	\$0	\$1,502,716	\$0	\$0	\$0	\$0	\$3,929,228	\$17,435,218	
Permanent Load Shift	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Budget Category 4 Total	\$15,495,808	\$280,867	\$882,083	\$1,650,660	\$525,194	\$605,176	\$345,026	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,289,006	\$19,784,814	
Category 5: Pilots & SmartConnect Enabled Programs																	
Participating Load / Proxy Demand Resource Pilot	\$92,081	\$0	\$0	\$389	(\$389)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	(\$0)	\$92,081
SmartConnect Thermostats for CPP	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
SmartConnect Customer Experience Pilot	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Budget Category 5 Total	\$92,081	\$0	\$0	\$389	(\$389)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	(\$0)	\$92,081
Category 6: Statewide Marketing Program																	
Flex Alert	\$44,151	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$44,151
Budget Category 6 Total	\$44,151	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$44,151
Category 7: Measurement & Evaluation																	
Measurement & Evaluation	\$1,138,676	\$0	(\$86,328)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	(\$86,328)	\$1,052,349	
Budget Category 7 Total	\$1,138,676	\$0	(\$86,328)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	(\$86,328)	\$1,052,349	
Category 8: System Support Activities																	
DR Forecasting Tool	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
DR Resource Portal	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
DR System Infrastructure	\$141,941	\$10,084	\$7,440	\$2,725	\$335	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$20,584	\$162,525	
Budget Category 8 Total	\$141,941	\$10,084	\$7,440	\$2,725	\$335	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$20,584	\$162,525	
Category 9: Marketing Education & Outreach																	
Agriculture & Water Outreach	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Circuit Savers	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
DR Energy Leadership Partnership (Community EE/DR Partnership)	\$7,421	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$7,421	
Federal Power Reserves Partnership	\$5,942	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,942	
Income Qualified Customer Outreach	\$2,331	\$822	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$822	\$3,153	
Integrated DSM Marketing	\$88,555	\$14,558	\$861	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$15,419	\$103,974	
PEAK	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Budget Category 9 Total	\$104,250	\$15,380	\$861	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$16,241	\$120,491	
Category 10: Integrated Programs																	
IDEAA Program	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
IDSMM food Processing Pilot	\$195,170	(\$74,171)	\$74,134	\$4,867	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,830	\$200,000	
Institutional & Govt Partnership Program	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Non-residential New Construction	\$35,789	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$35,789	
Residential New Construction	\$10,251	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10,251	
Statewide IDSMM Program	\$7,531	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$7,531	
TRIO Program	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
WE&T Smart Students	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Budget Category 10 Total	\$248,741	(\$74,171)	\$74,134	\$4,867	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,830	\$253,571	
Programs Support costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Total Incremental Cost	\$17,356,184	\$232,160	\$878,191	\$1,658,641	\$525,139	\$605,176	\$345,026	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,244,333	\$21,600,517	

Technical Assistance & Technology Incentives (TA&TI) commitments outstanding as of 6/30/2013 **\$4,738,357**

Notes:

- (1) Per A.12-04-001, carryover program costs reported here are recorded in SCE's Demand Response Program Balancing Account (DRPBA), unless otherwise noted.
- (2) TA&TI expenses include Auto DR incentives for 2009-2011 projects.
- (3) Negative expenses in January are a result of reversed accrual entries.

Table I-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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	(\$1,462)
Agricultural Pumping Interruptible (API)	\$37,085	\$43,262	\$58,310	\$75,363	\$93,049	\$592,127	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$899,195
Base Interruptible Program (BIP)	\$739,571	\$698,207	\$862,516	\$773,404	\$975,027	\$4,117,339	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$8,166,064
Capacity Bidding Program (CBP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Demand Bidding Program (DBP)	\$0	\$0	\$9,863	\$0	\$0	\$76,586	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$86,448
AMP Contracts/DR Contracts (AMP)	(\$36,795)	(\$13,424)	\$362,829	\$332,620	\$216,842	\$191,037	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,053,109
Save Power Day (SPD/PTR)	\$24,419	\$29,870	\$28,995	\$22,202	\$22,941	\$24,344	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$152,770
Summer Discount Plan (SDP) - Commercial Base	\$0	(\$918)	\$88	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	(\$830)
Summer Discount Plan (SDP) - Commercial Enhanced	\$904	(\$798)	\$240	\$2,530	\$779	\$1,711,881	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,715,536
Summer Discount Plan (SDP) - Residential	\$92,374	\$107,965	\$100,811	\$80,501	\$78,620	\$5,532,149	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,992,420
Summer Discount Plan (SDP) - Residential O-Switch	\$378	\$463	\$337	\$552	\$114	\$24,667	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$26,512
Total Cost of Incentives	\$859,194	\$862,831	\$1,423,588	\$1,287,084	\$1,386,905	\$12,270,159	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$18,089,761
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 Contacts/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	
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	\$1,000,000
II. TOTAL STATEWIDE MARKETING	\$23	\$0	(\$23)	\$0	\$0	\$73,752	\$0	\$0	\$0	\$0	\$0	\$0	\$73,752	\$5,439,518	\$5,513,269	\$1,000,000
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: 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	\$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 2013 Expenditures	2012 Total Expenditures	2012-2014 Total Expenditures	2012-2014 Authorized Budget (if Applicable)	
	January	February	March	April	May	June	July	August	September	October	November	December					
Category 10 - Special Projects																	
Permanent Load Shift	\$0	\$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	\$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	\$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	\$0	\$491,798	\$7,497,951	\$7,989,749	\$4,500,000
PROGRAMS & RATES WHICH REQUIRE ITEMIZED ACCOUNTING																	
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	\$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	\$0	\$725,025	\$0	\$725,025	\$0
Labor	\$0	\$0	\$0	\$0	\$3,231	\$51,261	\$0	\$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	\$0	\$10,703	\$0	\$10,703	\$0
Other Costs	\$49	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$49	\$103,849	\$103,898	\$0
Peak Time Rebate / Save Power Day (PTR) ⁽²⁾																	\$10,000,000
Customer Research	\$0	\$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	\$0	\$62,589	\$0	\$62,589	\$0
Labor	\$0	\$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	\$0
Other Costs	\$0	\$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	\$0
Collateral- Development, Printing, Distribution etc. (all non-labor costs)	\$0	\$0	\$0	\$15,003	\$0	\$1,518	\$0	\$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	\$0
Paid Media	\$0	\$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	\$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	\$0	\$1,361,176	\$7,601,800	\$8,962,976	\$24,931,000
III. UTILITY MARKETING BY ITEMIZED COST																	
Customer Research	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$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	\$0	\$804,135	\$0	\$804,135	\$0
Labor	\$0	\$0	\$0	\$0	\$3,231	\$51,261	\$0	\$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	\$0	\$10,703	\$0	\$10,703	\$0
Other Costs	\$49	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$49	\$103,849	\$103,898	\$0
<i>Total from Program, Rates & Activities that do not require itemized accounting</i>	<i>\$149,445</i>	<i>(\$2,799)</i>	<i>\$58,745</i>	<i>\$75,668</i>	<i>\$55,141</i>	<i>\$155,597</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$491,798</i>	<i>\$7,497,951</i>	<i>\$7,989,749</i>	<i>\$0</i>
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	\$0	\$1,361,176	\$7,601,800	\$8,962,976	\$24,931,000
IV. UTILITY MARKETING BY CUSTOMER SEGMENT																	
Agricultural / Pumping	\$1,785	(\$20)	\$504	\$617	\$5,135	\$1,286	\$0	\$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	\$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	\$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	\$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	\$0	\$1,361,176	\$7,601,800	\$8,962,976	\$24,931,000

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.

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	\$1,000,000
II. TOTAL STATEWIDE MARKETING	\$23	\$0	(\$23)	\$0	\$0	\$73,752	\$0	\$0	\$0	\$0	\$0	\$0	\$73,752	\$5,439,518	\$5,513,269	\$1,000,000
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: 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	\$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 2013 Expenditures	2012 Total Expenditures	2012-2014 Total Expenditures	2012-2014 Authorized Budget (if Applicable)
	January	February	March	April	May	June	July	August	September	October	November	December				
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	\$4,500,000
PROGRAMS & RATES WHICH REQUIRE ITEMIZED ACCOUNTING																
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	
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	
Labor	\$0	\$0	\$0	\$0	\$3,231	\$51,261	\$0	\$0	\$0	\$0	\$0	\$0	\$54,491	\$0	\$54,491	
Paid Media	\$0	\$0	\$0	\$0	\$0	\$10,703	\$0	\$0	\$0	\$0	\$0	\$0	\$10,703	\$0	\$10,703	
Other Costs	\$49	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$49	\$103,849	\$103,898	
Peak Time Rebate / Save Power Day (PTR) ⁽²⁾																\$10,000,000
Customer Research	\$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	
Labor	\$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	
Other Costs	\$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	
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	
Labor	\$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	
Other Costs	\$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	\$24,931,000
III. UTILITY MARKETING BY ITEMIZED COST																
Customer Research	\$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	
Labor	\$0	\$0	\$0	\$0	\$3,231	\$51,261	\$0	\$0	\$0	\$0	\$0	\$0	\$54,491	\$0	\$54,491	
Paid Media	\$0	\$0	\$0	\$0	\$0	\$10,703	\$0	\$0	\$0	\$0	\$0	\$0	\$10,703	\$0	\$10,703	
Other Costs	\$49	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$49	\$103,849	\$103,898	
<i>Total from Program, Rates & Activities that do not require itemized accounting</i>	<i>\$149,445</i>	<i>(\$2,799)</i>	<i>\$58,745</i>	<i>\$75,668</i>	<i>\$55,141</i>	<i>\$155,597</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$491,798</i>	<i>\$7,497,951</i>	<i>\$7,989,749</i>	
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	\$24,931,000
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	
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	
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	
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	
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	\$24,931,000

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.

FUND SHIFTING DOCUMENTATION PER DECISION 09-08-027 ORDERING PARAGRAPH 35

OP 35: **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. 09-09-047 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 For 10 Program.
Category 9	\$28,600	From Federal Power Reserve Partnership (FedPower) to Statewide IDSM	12/31/2012	In D. 09-09-047 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. 09-09-047 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. 09-09-047 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 from 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 customers 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 (SmartStudents)	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 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 fundshift 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 fundshift 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 fundshift 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 fundshift 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 fundshift 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 fundshift 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 I-3
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)}	Area Called	Event Beginning - End ⁽⁵⁾	Program Tolerated Hours (Annual) ⁽⁴⁾
Category 1 : Reliability Programs							
Category 2 : Price Responsive Programs							
CBP - Capacity Bidding Program - Day Ahead (1-4)	1	05/01/13	Heat Rate	Results Pending	System Territory	12PM - 3PM	3
CBP - Capacity Bidding Program - Day Ahead (1-4)	2	05/02/13	Heat Rate	Results Pending	System Territory	1PM - 5PM	7
CBP - Capacity Bidding Program - Day Ahead (1-4)	3	05/03/13	Heat Rate	Results Pending	System Territory	1PM - 5PM	11
CBP - Capacity Bidding Program - Day Ahead (1-4)	4	05/13/13	Heat Rate	Results Pending	System Territory	1PM - 5PM	15
CBP - Capacity Bidding Program - Day Ahead (1-4)	5	05/14/13	Heat Rate	Results Pending	System Territory	2PM - 4PM	17
CBP - Capacity Bidding Program - Day Ahead (1-4)	6	05/15/13	Heat Rate	Results Pending	System Territory	4PM - 5PM	18
CBP - Capacity Bidding Program - Day Ahead (1-4)	7	05/20/13	Heat Rate	Results Pending	System Territory	4PM - 5PM	19
CBP - Capacity Bidding Program - Day Ahead (1-4)	8	05/21/13	Heat Rate	Results Pending	System Territory	2PM - 5PM	22
CBP - Capacity Bidding Program - Day Ahead (1-4)	9	05/30/13	Heat Rate	Results Pending	System Territory	2PM - 5PM	25
CBP - Capacity Bidding Program - Day Ahead (1-4)	10	05/31/13	Heat Rate	Results Pending	System Territory	2PM - 6PM	29
CBP - Capacity Bidding Program - Day Ahead (2-6)	1	05/01/13	Heat Rate	Results Pending	System Territory	12PM - 3PM	3
CBP - Capacity Bidding Program - Day Ahead (2-6)	2	05/02/13	Heat Rate	Results Pending	System Territory	1PM - 5PM	7
CBP - Capacity Bidding Program - Day Ahead (2-6)	3	05/03/13	Heat Rate	Results Pending	System Territory	1PM - 5PM	11
CBP - Capacity Bidding Program - Day Ahead (2-6)	4	05/13/13	Heat Rate	Results Pending	System Territory	1PM - 5PM	15
CBP - Capacity Bidding Program - Day Ahead (2-6)	5	05/14/13	Heat Rate	Results Pending	System Territory	2PM - 4PM	17
CBP - Capacity Bidding Program - Day Ahead (2-6)	6	05/20/13	Heat Rate	Results Pending	System Territory	3PM - 5PM	19
CBP - Capacity Bidding Program - Day Ahead (2-6)	7	05/21/13	Heat Rate	Results Pending	System Territory	2PM - 5PM	22
CBP - Capacity Bidding Program - Day Ahead (2-6)	8	05/30/13	Heat Rate	Results Pending	System Territory	2PM - 5PM	25
CBP - Capacity Bidding Program - Day Ahead (2-6)	9	05/31/13	Heat Rate	Results Pending	System Territory	2PM - 6PM	29
CBP - Capacity Bidding Program - Day Ahead (4-8)	1	05/02/13	Heat Rate	Results Pending	System Territory	1PM - 5PM	4
CBP - Capacity Bidding Program - Day Ahead (4-8)	2	05/03/13	Heat Rate	Results Pending	System Territory	1PM - 5PM	8
CBP - Capacity Bidding Program - Day Ahead (4-8)	3	05/13/13	Heat Rate	Results Pending	System Territory	1PM - 5PM	12
CBP - Capacity Bidding Program - Day Ahead (4-8)	4	05/14/13	Heat Rate	Results Pending	System Territory	1PM - 5PM	16
CBP - Capacity Bidding Program - Day Ahead (4-8)	5	05/20/13	Heat Rate	Results Pending	System Territory	2PM - 6PM	20
CBP - Capacity Bidding Program - Day Ahead (4-8)	6	05/31/13	Heat Rate	Results Pending	System Territory	2PM - 6PM	24
CBP - Capacity Bidding Program - Day Ahead (4-8)	7	06/28/13	Heat Rate	Results Pending	System Territory	2PM - 6PM	28
CBP - Capacity Bidding Program - Day Of (1-4)	1	05/13/13	Heat Rate	Results Pending	System Territory	1PM - 5PM	4
CBP - Capacity Bidding Program - Day Of (1-4)	2	06/28/13	Heat Rate	Results Pending	System Territory	1PM - 5PM	8
CBP - Capacity Bidding Program - Day Of (2-6)	1	05/13/13	Heat Rate	Results Pending	System Territory	12PM - 6PM	6
CBP - Capacity Bidding Program - Day Of (2-6)	2	06/28/13	Heat Rate	Results Pending	System Territory	12PM - 6PM	12
DBP - Demand Bidding Program	1	06/03/13	Heat Rate	Results Pending	System Territory	12PM - 8PM	8
DBP - Demand Bidding Program	2	06/28/13	Heat Rate	Results Pending	System Territory	12PM - 8PM	16
Category 3 : DR Provider/Aggregated Managed Programs							
AMP - Aggregator Managed Programs - Day Ahead	1	05/02/13	Energy Prices	Results Pending	System Territory	1PM - 5PM	4
AMP - Aggregator Managed Programs - Day Ahead	2	05/13/13	Energy Prices	Results Pending	System Territory	1PM - 5PM	8
AMP - Aggregator Managed Programs - Day Ahead	3	06/27/13	Energy Prices	Results Pending	System Territory	1PM - 5PM	12
AMP - Aggregator Managed Programs - Day Ahead	4	06/28/13	Energy Prices	Results Pending	System Territory	1PM - 5PM	16
AMP - Aggregator Managed Programs - Day Of	1	05/21/13	Buyer/Seller Directed Test	Results Pending	System Territory	12PM - 1PM/3PM - 4PM	1
AMP - Aggregator Managed Programs - Day Of	2	06/28/13	Buyer/Seller Directed Test	Results Pending	System Territory	2PM - 4PM	3
Category 11 - Dynamic Pricing							

Table I-3
SCE Interruptible and Price Responsive Programs
2013 Event Summary

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-I: 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.