

April 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. This month's report includes a revised 2012 Demand Response Programs Incentives worksheet that reflects a change in the Save Power Day (SPD) incentive reporting; it is now based on monthly billing credits instead of event performance. This report 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 March 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- 314-4944

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 March 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	897.4	493.1	575	976.2	494.0	577	1,010.2	495.7										11,484
Base Interruptible Program (BIP) 15 Minute Option	74	58.7	63.6	74	57.2	63.6	74	62.4	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										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										467,296
Optional Binding Mandatory Curtailment (OBMC)	11	17.6	16.7	11	17.6	16.7	11	17.6	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										7,782
Sub-Total Interruptible	12,312	1,002.8	672.8	12,289	1,081.5	673.5	12,306	1,125.7	675.8	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	
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										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										10,411
Demand Bidding Program (DBP)	1,345	58.5	81.3	1,346	63.2	81.4	1,351	68.8	81.7										12,732
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										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										634,304
AMP Contracts/DR Contracts (AMP)	N/A	0.0	0.0	950	0.0	97.1	1,053	0.0	107.9										634,304
Real Time Pricing (RTP)	125	0.5	0.5	123	0.5	0.5	121	0.2	0.2										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										4,187,046
Scheduled Load Reduction Program (SLRP)	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	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	
Total All Programs	1,077,064	1,103.5	943.6	1,073,587	1,185.5	1,041.0	1,127,175	1,236.1	1,055.5	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	

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)																			12,732
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
2012

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) 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
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
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	12,732	All non-residential customers > 200kW
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⁾	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) 30 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) 15 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	12,732	All non-residential customers > 200kW
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.

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	Auto DR	Total		TA	Auto DR	Total		TA	Auto DR	Total		TA	Auto DR	Total		TA	Auto DR	Total		TA	Auto DR	Total					
	Identified MW	Verified MW	TI Verified MW	Technology MW	Identified MW	Verified MW	TI Verified MW	Technology MW	Identified MW	Verified MW	TI Verified MW	Technology MW	Identified MW	Verified MW	TI Verified MW	Technology MW	Identified MW	Verified MW	TI Verified MW	Technology MW	Identified MW	Verified MW	TI Verified MW	Technology MW				
Price Responsive																												
Capacity Bidding Program		4.4	1.3	5.6		4.4	1.3	5.7		5.0	1.3	6.2		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		10.9	0.5	11.4		10.9	0.5	11.4		10.9	0.5	11.4		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		70.0	1.5	71.5		74.2	1.5	75.7		74.3	1.5	75.8		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		19.3	3.0	22.2		21.2	3.1	24.2		19.9	3.1	23.0		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		17.3	0.0	17.3		17.3	0.0	17.3		17.3	0.0	17.3		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		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		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		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		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		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		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		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		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)	162.1		8.1		162.1		8.6		162.1		8.1		0.0		0.0		0.0		0.0		0.0		0.0		0.0			
Total	162.1		8.1		162.1		8.6		162.1		8.1		0.0		0.0		0.0		0.0		0.0		0.0		0.0			
Total TA MW	162.1				162.1				162.1				0.0				0.0				0.0							

2009 - 2011	July				August				September				October				November				December							
	TA	Auto DR	Total		TA	Auto DR	Total		TA	Auto DR	Total		TA	Auto DR	Total		TA	Auto DR	Total		TA	Auto DR	Total					
	Identified MW	Verified MW	TI Verified MW	Technology MW	Identified MW	Verified MW	TI Verified MW	Technology MW	Identified MW	Verified MW	TI Verified MW	Technology MW	Identified MW	Verified MW	TI Verified MW	Technology MW	Identified MW	Verified MW	TI Verified MW	Technology MW	Identified MW	Verified MW	TI Verified MW	Technology 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		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		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		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		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		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		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		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		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		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		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		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		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		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		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			
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	0.0	0.0	0.0	0.0	0.0	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		0.3	0.0	0.3		0.3	0.0	0.3		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	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.0	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	0.8	0.0	0.8	0.8	0.8	0.0	0.8	0.8	0.0	0.0	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	0.1	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.0	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	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	1.3	0.0	1.3	1.3	1.3	0.0	1.3	1.3	0.0	0.0	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	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	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	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	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	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	1.3	0.0	1.3	1.3	1.3	0.0	1.3	1.3	0.0	0.0	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)	2.8		0.0		3.7		0.0		3.7		0.1		0.0		0.0		0.0		0.0		0.0		0.0		0.0	
Total	2.8		0.0		3.7		0.0		3.7		0.1		0.0		0.0		0.0		0.0		0.0		0.0		0.0	
Total TA MW	2.8				3.7				3.7				0.0				0.0				0.0				0.0	

2012-2014	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	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		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	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	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	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	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	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	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	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	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	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	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	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		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	
Total TA MW	0.0				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 I-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 ^{(1) (6)}											Year-to-Date 2013 Expenditures	Program-to-Date Total Expenditures 2012-2014	3-Year Funding 2012-2014 (D.12-04-045) ⁽⁵⁾	Fundshift Adjustments ⁽⁶⁾	Percent Funding			
		January ⁽⁶⁾	February	March	April	May	June	July	August	September	October	November						December		
Category 1: Reliability Programs																				
Agricultural Pumping Interruptible (API)	\$373,766	\$24,006	\$12,131	\$23,698	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$59,835	\$433,601	\$1,543,052	28%	
Base Interruptible Program (BIP)	\$999,326	\$54,472	\$47,329	\$56,690	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$158,491	\$1,157,816	\$2,407,226	48%	
Optional Binding Mandatory Curtailment (OBMC)	\$1,261	\$466	\$357	\$477	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,301	\$2,562	\$37,475	7%	
Rotating Outages (RO)	\$97,734	\$26,204	\$4,879	\$5,543	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$96,626	\$134,360	\$321,658	42%	
Scheduled Load Reduction Program (SLRP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$15,000	0%	
Category 1 Total	\$1,472,087	\$105,149	\$64,695	\$86,408	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$256,252	\$1,728,339	\$4,324,411	40%		
Category 2: Price Responsive Programs																				
Ancillary Service Tariff (AS)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	N/A	
Capacity Bidding Program (CBP)	\$230,537	\$17,868	\$17,501	\$17,511	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$52,879	\$283,416	\$661,287	43%	
Demand Bidding Program (DBP)	\$346,612	\$24,427	\$24,617	\$18,353	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$67,397	\$414,009	\$1,483,686	28%	
AC Cycling - Summer Discount Plan (SDP)	\$9,897,809	\$102,952	\$207,102	\$247,596	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$557,650	\$10,455,459	\$64,391,768	16%	
AC Cycling - Summer Discount Plan (SDP) - Transition	\$5,481,804	\$107,701	\$29,631	(\$7,522)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$129,810	\$5,611,613	\$26,600,000	\$1,200,000	22%
10:10 Summer Readiness ⁽⁷⁾	\$312,614	\$46,079	\$87	\$50,676	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$96,841	\$409,455	N/A	\$1,200,000	34%	
Save Power Day (SPD/PTR) ⁽⁷⁾	\$0	\$23,788	\$26,968	\$45,019	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$95,774	\$95,774	\$4,707,515	\$0	2%	
Category 2 Total	\$16,269,375	\$322,814	\$305,905	\$371,632	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000,351	\$17,269,726	\$97,844,256	\$0	18%	
Category 3: DR Provider/Aggregated Managed Programs																				
AMP Contracts/DR Contracts (AMP) ⁽¹⁾	\$509,375	\$77,951	\$45,822	\$30,647	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$154,421	\$663,796	\$49,307,888	\$0	1%
Category 3 Total	\$509,375	\$77,951	\$45,822	\$30,647	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$154,421	\$663,796	\$49,307,888	\$0	1%	
Category 4: Emerging & Enabling Technologies																				
Auto DR / Technology Incentives (AutoDR-Tij) ⁽¹⁾	\$1,491,483	\$365,673	\$220,770	\$128,903	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$715,346	\$2,206,829	\$35,576,277	\$0	6%
Emerging Markets & Technologies ⁽⁷⁾	\$1,647,248	\$47,117	\$649,173	(\$470,331)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$225,958	\$1,873,207	\$7,303,969	\$0	26%
Category 4 Total	\$3,138,731	\$412,790	\$869,943	(\$341,428)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$941,305	\$4,080,036	\$42,880,246	\$0	10%	
Category 5: Pilots																				
Smart Charging Pilot	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$600,000	\$0	0%
Workplace Charging Pilot	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,243,125	\$0	0%
Category 5 Total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,843,125	\$0	0%
Category 6: Evaluation, Measurement and Verification																				
Measurement and Evaluation	\$486,149	\$53,214	\$51,624	\$22,332	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$127,170	\$613,320	\$6,404,147	\$0	10%
DR Research Studies (CPUC)	(\$8,512)	\$8,512	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$8,512	\$0	\$1,200,000	\$0	0%
Category 6 Total	\$477,638	\$61,726	\$51,624	\$22,332	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$135,682	\$613,320	\$7,604,147	\$0	8%	
Category 7: Marketing, Education & Outreach																				
Statewide Marketing - Flex Alert/Enrage 360	\$5,464,625	\$23	\$0	(\$23)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,464,625	\$5,500,000	\$0	99%
Circuit Savers Program	\$386,368	\$3,992	(\$58,217)	\$2,793	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	(\$51,432)	\$334,936	\$1,000,000	\$0	33%
DR Marketing, Education & Outreach	\$221,151	\$8,078	\$12,855	\$899	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$21,832	\$242,983	\$1,000,000	\$0	24%
Other Local Marketing	\$164,985	\$9,543	\$704	\$8,469	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$18,717	\$183,702	\$20,000,000	\$0	1%
Category 7 Total	\$6,237,129	\$21,636	(\$44,658)	\$12,138	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$110,883	\$6,226,246	\$27,500,000	\$0	23%	
Category 8: DR System Support Activities																				
DR Systems & Technology (S&T)	\$4,150,806	\$220,861	\$617,839	\$173,334	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,012,034	\$5,162,840	\$17,900,032	\$0	29%
Category 8 Total	\$4,150,806	\$220,861	\$617,839	\$173,334	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,012,034	\$5,162,840	\$17,900,032	\$0	29%	
Category 9: Integrated Programs and Activities (Including Technical Assistance)																				
Integrated DSM Marketing	\$671,398	\$32,224	\$41,956	\$38,799	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$112,978	\$784,376	\$7,004,359	(\$165,901)	11%
Statewide DSM	\$168,227	\$13,383	\$23,440	\$55,561	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$92,384	\$260,611	\$529,595	\$224,670	35%
DR Institutional Partnership	\$143,030	\$5,264	\$36,227	\$88,983	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$130,475	\$273,505	\$1,450,515	\$167,295	17%
DR Technology Resource Incubator Program (TRIO)	\$15,835	\$596	\$669	\$646	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,912	\$17,747	\$596,467	\$0	3%
DR Energy Leadership Partnership (ELP)	\$534,178	\$26,471	\$25,604	\$35,288	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$87,363	\$621,541	\$2,604,093	(\$309,850)	27%
Federal Power Reserve Partnership (FedPower)	\$342,896	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$342,896	\$561,756	(\$28,600)	64%
Technical Assistance (TA)	\$468,612	(\$47,253)	\$61,789	\$38,017	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$52,553	\$521,165	\$3,338,878	\$0	16%
Commercial New Construction	\$303,682	(\$10,765)	\$10,456	\$18,471	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$18,162	\$321,844	\$977,225	\$56,886	31%
IDSM food Processing Pilot	\$83,419	(\$58,487)	\$27,706	\$36,270	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,488	\$88,907	\$1,127,209	\$0	8%
Residential New Construction Pilot	\$20,540	\$9,063	\$4,762	\$1,024	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$18,849	\$35,389	\$439,022	\$0	8%
Workforce Education & Training Smart Students (SmartStudents)	\$52,902	\$514	\$2,403	\$4,360	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$7,277	\$60,179	\$2,049,828	\$55,500	3%
Third Party Programs	\$0	\$805	\$480	\$535	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,820	\$1,820	\$4,137,500	\$0	0%
IDSM Continuous Energy Improvement	\$0	\$496	\$275	\$535	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,307	\$1,307	\$540,000	\$0	0%
Rx Initiative	\$0	\$496	\$242	\$474	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,212	\$1,212	\$287,500	\$0	0%
Upstream Auto-DR w/HVAC	\$0	\$2,555	\$1,960	\$1,650	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$6,165	\$6,165	\$1,900,000	\$0	0%
Category 9 Total	\$2,804,719	(\$24,639)	\$237,971	\$320,614	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$533,946	\$3,338,665	\$27,543,947	\$0	12%	
Category 10 - Special Projects																				
Permanent Load Shift	\$205,013	\$31,303	\$27,073	\$32,100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$90,476	\$295,489	\$14,000,000	\$0	2%
Category 10 Total	\$205,013	\$31,303	\$27,073	\$32,100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$90,476	\$295,489	\$14,000,000	\$0	2%	
Category 11 - Dynamic Pricing																				
Summer Advantage Incentive <200kW (SAI/CPP)	\$38,797	\$1,337	\$3,381	\$2,114	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$6,832	\$45,629	\$1,980,868	\$0	2%
Summer Advantage Incentive >>200kW (SAI/CPP)	\$280,677	\$16,893	\$15,774	\$15,091	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$47,698	\$328,375	\$2,373,539	\$0	14%
Real Time Pricing	\$91,351	\$7,665	\$4,303	\$4,519	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$16,486	\$107,837	\$625,429	\$0	17%
Category 11 Total	\$410,825	\$25,894	\$23,457	\$21,664	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$71,016	\$481,841	\$4,989,836	\$0	10%	
Programs Support costs	(\$156)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	(\$156)	\$0	\$0	\$0
Total Incremental Cost	\$35,675,542	\$1,255,484	\$2,199,672	\$729,442	\$0	\$0	\$0													

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 ⁽³⁾	February	March	April	May	June	July	August	September	October	November	December			
Category 1: Emergency Programs																
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
AC Cycling : Summer Discount Plan (SDP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
AC Cycling : Summer Discount Plan - Transition	\$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
Optional Binding Mandatory Curtailment	\$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
Summer Advantage Incentive (SAI)/CPP	\$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
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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$219,049	\$999,411
Technical Assistance & Technology Incentives - Admin ⁽²⁾	\$1,209,456	(\$308,800)	\$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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,903,361	\$16,409,351	
Permanent Load Shift	\$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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,813,610	\$18,309,418	
Category 5: Pilots & SmartConnect Enabled Programs																
Participating Load / Proxy Demand Resource Pilot	\$92,081	\$0	\$0	\$389	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$389	\$92,470
SmartConnect Thermostats for CPP	\$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	
Budget Category 5 Total	\$92,081	\$0	\$0	\$389	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$389	\$92,470	
Category 6: Statewide Marketing Program																
Flex Alert	\$44,151	\$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	\$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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$20,249	\$162,190
Budget Category 8 Total	\$141,941	\$10,084	\$7,440	\$2,725	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$20,249	\$162,190	
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
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	\$822	\$3,153	
DR Energy Leadership Partnership (Community EE/DR Partnership)	\$7,421	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$7,421	
Integrated DSM Marketing	\$88,555	\$14,558	\$861	\$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	
Budget Category 9 Total	\$104,250	\$15,380	\$861	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$16,241	\$120,491	
Category 10: Integrated Programs																
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
Institutional & Govt Partnership Program	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
IDSM Food Processing Pilot	\$195,170	(\$74,171)	\$74,134	\$4,867	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,830	\$200,000	
WE&T Smart Students	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
IDEAA Program	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
TRIO Program	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Statewide IDSM Program	\$7,531	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$7,531	
Budget Category 10 Total	\$248,741	(\$74,171)	\$74,134	\$4,867	\$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	
Total Incremental Cost	\$17,356,184	\$232,160	\$878,191	\$1,658,641	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,768,992	\$20,125,175	

Technical Assistance & Technology Incentives (TA&TI) commitments
outstanding as of 3/31/2013 \$5,922,108

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)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	(\$937)
Agricultural Pumping Interruptible (API)	\$37,085	\$43,262	\$58,310	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$138,656
Base Interruptible Program (BIP)	\$739,571	\$698,207	\$862,516	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,300,294
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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$9,863
AMP Contracts/DR Contracts (AMP)	(\$36,795)	(\$13,424)	\$362,829	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$312,610
Save Power Day (SPD/PTR)	\$24,419	\$29,870	\$28,995	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$83,283
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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$346
Summer Discount Plan (SDP) - Residential	\$92,374	\$107,965	\$100,811	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$301,150
Summer Discount Plan (SDP) - Residential O-Switch	\$378	\$463	\$337	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,179
Total Cost of Incentives	\$859,194	\$862,831	\$1,423,589	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,145,614

Revenues from Excess Energy Charges ⁽³⁾	\$0	\$0	\$389	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$389
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(1) Amounts reported are for incentives costs that are not recovered in the Demand Response Program Balancing Account.

(2) Except for 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.

Table I-4
SCE Demand Response Programs
Customer Program Incentives
2012 - Revised

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⁾													
BIP	\$666,187	\$731,299	\$746,869	\$758,037	\$787,642	\$5,341,570	\$16,616,121	\$20,622,592	\$14,092,566	\$12,476,688	\$909,400	\$828,457	\$74,577,427
SDP - Residential	\$37,110	\$60,958	\$55,239	\$45,446	\$40,008	\$6,047,125	\$12,642,739	\$13,682,447	\$12,119,883	\$6,858,097	\$75,933	\$72,863	\$51,737,849
SDP - Residential (O-Switch)	\$0	\$0	\$0	\$0	\$0	\$8,691	\$28,621	\$40,691	\$41,329	\$24,047	\$320	\$541	\$144,239
SDP - Commercial - Base	\$15	\$78	\$126	-\$744	\$741	\$180,182	\$350,797	\$380,066	\$329,953	\$170,401	\$822	\$117	\$1,412,555
SDP - Commercial - Enhanced	\$3,465	\$2,076	\$3,940	-\$559	\$188	\$1,311,051	\$2,676,577	\$3,008,573	\$2,742,538	\$1,559,258	\$12,097	-\$6,036	\$11,313,167
AP-I	\$43,237	\$42,080	\$57,467	\$53,837	\$68,613	\$675,879	\$1,201,476	\$1,451,612	\$1,188,789	\$650,173	\$55,197	\$39,290	\$5,527,650
DBP	\$1,224	\$2,151	\$1,472	\$0	\$0	\$0	\$143,242	\$752,734	\$1,470,665	\$345,184	\$554,806	\$500	\$3,271,979
Capacity Bidding Program	\$0	\$0	\$0	\$0	\$0	\$63,368	\$104,011	\$201,922	\$230,204	\$142,813	\$35,711	\$0	\$778,029
DR Contracts	-\$351,034	\$231,244	\$1,085,674	\$977,551	\$494,770	\$1,065,208	\$4,122,529	\$1,671,462	\$880,945	-\$30,270	\$4,720,973	\$1,949,146	\$16,818,197
PTR (Peak Time Rebate / Save Power Day)	\$0	\$0	\$0	\$0	\$0	\$0	\$3,343,241	\$7,302,719	\$13,911,211	\$2,807,104	\$19,273	\$19,080	\$27,402,628
10:10 Summer Readiness	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,449,540	\$32,227	\$3,464	\$2,485,231
Total Cost of Incentives	\$400,202	\$1,069,885	\$1,950,788	\$1,833,567	\$1,391,962	\$14,693,073	\$41,229,353	\$49,114,818	\$47,008,083	\$27,453,035	\$6,416,761	\$2,907,423	\$195,468,951

Revenues from Excess Energy Charges ⁽³⁾	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$932,040	\$9,187	\$0	\$941,227
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(1) Amounts reported are for incentives costs that are not recovered in the Demand Response Program Balancing Account.

(2) 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.

Note revisions in **RED**

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	Authorized
	January	February	March	April	May	June	July	August	September	October	November	December	2013	Total	Total	Budget (if
													Expenditures	Expenditures	Expenditures	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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,439,518	\$5,439,518	
I. TOTAL STATEWIDE MARKETING	\$23	\$0	-\$23	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,439,518	\$5,439,518	\$0
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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$395	\$11,145	\$11,539	
Base Interruptible Program (BIP)	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000	\$15,207	\$16,207	
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	\$0
Capacity Bidding Program (CBP)	\$629	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$629	\$1,657	\$2,286	
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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	-\$2,973	\$114,048	\$111,075	
Save Power Day (SPD/PTR)	\$0	\$837	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$837	\$0	\$837	
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	\$0
Category 4: Emerging & Enabling Technologies																
Auto DR / Technology Incentives (AutoDR-TI)	\$9,813	\$0	\$7,832	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$17,645	\$4,695	\$22,339	\$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	\$0
Workplace Charging Pilot	\$0	\$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	\$0
DR Research Studies (CPUC)	\$0	\$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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	-\$51,432	\$387,518	\$336,086	\$1,000,000
DR Marketing, Education & Outreach	\$8,078	\$12,855	\$899	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$21,832	\$215,119	\$236,951	\$1,000,000
Category 9 : Integrated Programs and Activities (Including Technical Assistance)																
Integrated DSM Marketing	\$47,595	\$41,956	\$38,799	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$128,350	\$681,728	\$810,078	
Statewide IDSM	\$0	\$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	\$0
DR Technology Resource Incubator Program (TRIO)	\$0	\$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	\$0
Commercial New Construction	\$79,350	-\$686	\$7,887	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$86,552	\$20,256	\$106,808	
IDSM food Processing Pilot	\$0	\$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	Authorized
	January	February	March	April	May	June	July	August	September	October	November	December	2013	Total	Total	Budget (if
													Expenditures	Expenditures	Expenditures	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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,309	\$23,504	\$24,813	\$275,000
Real Time Pricing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$480,000
SUBTOTAL	\$149,445	-\$1,961	\$58,745	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$206,229	\$7,497,951	\$7,704,180	\$3,500,000
PROGRAMS & RATES WHICH REQUIRE ITEMIZED ACCOUNTING																
AC Cycling : Summer Discount Plan (SDP)																\$3,000,000
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	\$761	\$166	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$927	\$0	\$927	\$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	\$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)⁽²⁾																\$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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$207,205	\$7,601,800	\$7,809,005	\$22,000,000
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	\$761	\$166	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$927	\$0	\$927	\$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	\$49	\$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>-\$1,961</i>	<i>\$58,745</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$206,229</i>	<i>\$7,497,951</i>	<i>\$7,704,180</i>	<i>\$0</i>
III. TOTAL UTILITY MARKETING BY ITEMIZED COST	\$149,495	-\$1,201	\$58,911	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$207,205	\$7,601,800	\$7,809,005	\$22,000,000
IV. UTILITY MARKETING BY CUSTOMER SEGMENT																
Agricultural / Pumping	\$1,785	-\$20	\$504	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,269	\$80,662	\$82,930	\$0
Large Commercial and Industrial	\$24,421	-\$1,130	\$10,824	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$34,115	\$881,719	\$915,834	\$0
Small and Medium Commercial	\$2,753	\$65	\$4,112	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$6,931	\$182,886	\$189,816	\$0
Residential	\$120,536	-\$116	\$43,471	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$163,891	\$6,456,534	\$6,620,425	\$0
IV. TOTAL UTILITY MARKETING BY CUSTOMER SEGMENT	\$149,495	-\$1,201	\$58,911	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$207,205	\$7,601,800	\$7,809,005	\$22,000,000

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) 2012 funding for Save Power Day (SPD/PTR) was approved in D. 08-09-039. 2012 PTR expenses record to the Edison SmartConnect™ Balancing Account (ESCBA).

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	Authorized
	January	February	March	April	May	June	July	August	September	October	November	December	2013	Total	Total	Budget (if
													Expenditures	Expenditures	Expenditures	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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,439,518	\$5,439,518
I. TOTAL STATEWIDE MARKETING	\$23	\$0	-\$23	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,439,518	\$5,439,518
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																
<i>Category 1: Reliability Programs</i>																
Agricultural Pumping Interruptible (API)	\$395	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$395	\$11,145	\$11,539	
Base Interruptible Program (BIP)	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000	\$15,207	\$16,207	
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	
<i>Category 2: Price Responsive Programs</i>																
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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$629	\$1,657	\$2,286	
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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	-\$2,973	\$114,048	\$111,075	
Save Power Day (SPD/PTR)	\$0	\$837	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$837	\$0	\$837	
<i>Category 3: DR Provider/Aggregated Managed Programs</i>																
AMP Contracts/DR Contracts (AMP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
<i>Category 4: Emerging & Enabling Technologies</i>																
Auto DR / Technology Incentives (AutoDR-TI)	\$9,813	\$0	\$7,832	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$17,645	\$4,695	\$22,339	\$220,000
Emerging Markets & Technologies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
<i>Category 5: Pilots</i>																
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	
<i>Category 6 : Evaluation, Measurement and Verification</i>																
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	
<i>Category 7 : Marketing, Education & Outreach</i>																
Circuit Savers Program	\$3,992	-\$58,217	\$2,793	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	-\$51,432	\$387,518	\$336,086	\$1,000,000
DR Marketing, Education & Outreach	\$8,078	\$12,855	\$899	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$21,832	\$215,119	\$236,951	\$1,000,000
<i>Category 9 : Integrated Programs and Activities (Including Technical Assistance)</i>																
Integrated DSM Marketing	\$47,595	\$41,956	\$38,799	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$128,350	\$681,728	\$810,078	
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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$86,552	\$20,256	\$106,808	
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	Authorized
	January	February	March	April	May	June	July	August	September	October	November	December	2013	Total	Total	Budget (if
													Expenditures	Expenditures	Expenditures	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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,309	\$23,504	\$24,813	\$275,000
Real Time Pricing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$480,000
SUBTOTAL	\$149,445	-\$1,961	\$58,745	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$206,229	\$7,497,951	\$7,704,180	\$3,500,000
PROGRAMS & RATES WHICH REQUIRE ITEMIZED ACCOUNTING																
AC Cycling : Summer Discount Plan (SDP)																\$3,000,000
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	\$761	\$166	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$927	\$0	\$927	\$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	\$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)⁽²⁾																\$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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$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	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$207,205	\$7,601,800	\$7,809,005	\$22,000,000
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	\$761	\$166	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$927	\$0	\$927	\$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	\$49	\$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>-\$1,961</i>	<i>\$58,745</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$206,229</i>	<i>\$7,497,951</i>	<i>\$7,704,180</i>	<i>\$0</i>
III. TOTAL UTILITY MARKETING BY ITEMIZED COST	\$149,495	-\$1,201	\$58,911	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$207,205	\$7,601,800	\$7,809,005	\$22,000,000
IV. UTILITY MARKETING BY CUSTOMER SEGMENT																
Agricultural / Pumping	\$1,785	-\$20	\$504	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,269	\$80,662	\$82,930	\$0
Large Commercial and Industrial	\$24,421	-\$1,130	\$10,824	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$34,115	\$881,719	\$915,834	\$0
Small and Medium Commercial	\$2,753	\$65	\$4,112	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$6,931	\$182,886	\$189,816	\$0
Residential	\$120,536	-\$116	\$43,471	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$163,891	\$6,456,534	\$6,620,425	\$0
IV. TOTAL UTILITY MARKETING BY CUSTOMER SEGMENT	\$149,495	-\$1,201	\$58,911	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$207,205	\$7,601,800	\$7,809,005	\$22,000,000

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) 2012 funding for Save Power Day (SPD/PTR) was approved in D. 08-09-039. 2012 PTR expenses record to the Edison SmartConnect™ Balancing Account (ESCBA).

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.
Total	\$1,801,351			

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)}	Event Beginning: End ⁽⁵⁾	Program Tolled Hours (Annual) ⁽⁴⁾
Category 1: Reliability Programs						
Category 2: Price Responsive Programs						
Category 3: DR Provider/Aggregated Managed Programs						
Category 11 - Dynamic Pricing						

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: Based on the difference in the average performance per customer enrolled in event notifications versus the average performance per un-enrolled customer.
- (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