

January 21, 2015

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 December 2014 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- 314-7758

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 December 2014

Table I-1A
Average Load Impact kW / Customer
2014

Program Eligibility and Average Load Impacts based on April 1, 2014 compliance filing

Program	Average Ex Post Load Impact kW / Customer ⁽⁴⁾												Estimated Eligible Accounts as of Jan 1, 2014 ⁽¹⁾⁽²⁾⁽³⁾	Eligibility Criteria
	January	February	March	April	May	June	July	August	September	October	November	December		
Agricultural Pumping Interruptible (API)	37.1	37.1	37.1	37.1	37.1	37.1	37.1	37.1	37.1	37.1	37.1	37.1	8,073	All customers > 37kW on an Ag & Pumping rate
AMP Contracts/DR Contracts (AMP) - Day Ahead	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3	636,465	All non-residential customers
AMP Contracts/DR Contracts (AMP) - Day Of	79.7	79.7	79.7	79.7	79.7	79.7	79.7	79.7	79.7	79.7	79.7	79.7	636,465	All non-residential customers
Base Interruptible Program (BIP) 15 Minute Option	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	11,558	All C & I customers > 200kW
Base Interruptible Program (BIP) 30 Minute Option	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	11,558	All C & I customers > 200kW
Capacity Bidding Program (CBP) Day Ahead	145.4	145.4	145.4	145.4	145.4	145.4	145.4	145.4	145.4	145.4	145.4	145.4	636,465	All non-residential customers
Capacity Bidding Program (CBP) Day Of	43.9	43.9	43.9	43.9	43.9	43.9	43.9	43.9	43.9	43.9	43.9	43.9	636,465	All non-residential customers
Demand Bidding Program (DBP)	75.8	75.8	75.8	75.8	75.8	75.8	75.8	75.8	75.8	75.8	75.8	75.8	636,465	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)	8.0	8.0	5.4	2.9	2.9	18.9	239.4	227.7	229.4	180.2	4.6	4.6	2,861	All non-res. bundled service customers
Save Power Day (SPD/PTR)	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	4,287,885	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	21,610	All non-res. bundled service customers >100kW
Summer Advantage Incentive (SAI/CPP)	14.2	14.2	14.2	14.2	14.2	14.2	14.2	14.2	14.2	14.2	14.2	14.2	4,895,906	All bundled service customers
Summer Discount Plan (SDP) - Commercial	2.7	2.7	2.7	2.7	2.7	2.7	3.8	3.8	3.8	3.8	3.8	3.8	469,113	All commercial customers with central air conditioning
Summer Discount Plan (SDP) - Residential	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	2,143,943	All residential customers with central 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 ⁽⁵⁾												Estimated Eligible Accounts as of Jan 1, 2014 ⁽¹⁾⁽²⁾⁽³⁾	Eligibility Criteria
	January	February	March	April	May	June	July	August	September	October	November	December		
Agricultural Pumping Interruptible (API)	24.2	29.8	35.2	49.4	51.9	54.6	53.2	53.9	42.8	36.1	27.7	25.8	8,073	All customers > 37kW on an Ag & Pumping rate
AMP Contracts/DR Contracts (AMP) - Day Ahead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	636,465	All non-residential customers
AMP Contracts/DR Contracts (AMP) - Day Of	49.9	54.1	57.0	79.1	73.1	77.3	78.3	78.6	74.7	88.6	58.9	48.8	636,465	All non-residential customers
Base Interruptible Program (BIP) 15 Minute Option	1,641.4	1,860.7	1,824.0	1,928.5	1,957.7	2,021.1	1,933.2	2,054.6	2,044.8	1,990.5	1,970.1	1,744.7	11,558	All C & I customers > 200kW
Base Interruptible Program (BIP) 30 Minute Option	793.8	821.2	820.4	870.8	904.8	940.2	933.3	908.2	937.8	853.1	823.8	751.4	11,558	All C & I customers > 200kW
Capacity Bidding Program (CBP) Day Ahead	29.00	30.30	32.70	38.00	42.60	43.80	44.40	46.80	48.00	66.60	30.80	29.70	636,465	All non-residential customers
Capacity Bidding Program (CBP) Day Of	67.3	67.5	68.4	71.5	50.6	50.7	51.8	52.8	51.9	70.6	73.3	68.1	636,465	All non-residential customers
Demand Bidding Program (DBP)	48.6	63.3	103.5	130.6	126.4	133.6	115.5	131.9	131.0	130.0	118.6	110.1	636,465	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)	6.6	6.6	6.7	2.9	3.0	-101.1	47.0	273.5	263.4	140.4	7.3	7.3	2,861	All non-res. bundled service customers
Save Power Day (SPD/PTR)	0.04	0.04	0.04	0.05	0.05	0.06	0.07	0.07	0.07	0.06	0.05	0.04	4,287,885	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	21,610	All non-res. bundled service customers >100kW
Summer Advantage Incentive (SAI/CPP)	5.9	5.9	5.9	14.5	15.0	14.3	14.3	14.3	15.0	15.5	6.3	5.9	4,895,906	All bundled service customers
Summer Discount Plan (SDP) - Commercial	0.0	0.0	0.0	0.9	1.7	1.9	4.0	5.0	5.0	3.4	0.4	0.0	469,113	All commercial customers with central air conditioning
Summer Discount Plan (SDP) - Residential	0.0	0.0	0.0	0.2	0.5	0.6	0.9	1.1	1.1	0.6	0.1	0.0	2,143,943	All residential customers with central 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, 2014. 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.
4. For July-December, Ex Post load impacts for SDP - Commercial were updated using the latest load impact report filed July 2, 2014
5. For July-December, Ex Ante load impacts for SDP - Commercial and Residential were updated using the latest load impact report filed July 2, 2014

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	21.5	3.3	24.8		22.0	5.6	27.6		23.0	5.5	28.4		23.8	5.3	29.2		23.9	5.3	29.3		23.9	5.3	29.3	
Critical Peak Pricing	7.8	0.8	8.6		7.8	0.8	8.6		7.8	0.8	8.6		7.8	0.8	8.6		7.8	0.8	8.6		7.8	0.8	8.6	
Demand Bidding Program	84.2	2.4	86.7		84.4	2.4	86.9		85.0	2.4	87.5		85.0	2.4	87.5		85.0	2.4	87.5		84.8	2.4	87.2	
Aggregator Managed Portfolio	37.2	4.1	41.3		37.2	4.1	41.3		39.9	4.1	44.0		39.9	4.0	43.9		40.0	4.0	44.0		40.8	4.0	44.8	
Real Time Pricing	20.7	0.0	20.7		20.7	0.0	20.7		20.7	0.0	20.7		20.7	0.0	20.7		20.7	0.0	20.7		20.7	0.0	20.7	
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	171.5	10.7	182.2		172.2	12.9	185.1		176.5	12.8	189.3		177.4	12.6	189.9		177.6	12.6	190.1		178.1	12.6	190.7	
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	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	171.5	10.7	182.2		172.2	12.9	185.1		176.5	12.8	189.3		177.4	12.6	189.9		177.6	12.6	190.1		178.1	12.6	190.7	
General Program																								
TA (may also be enrolled in TI and AutoDR)	162.1	7.3			162.1	7.5			162.1	9.3			162.1	9.4			162.1	9.4			162.1	9.8		
Total	162.1	7.3			162.1	7.5			162.1	9.3			162.1	9.4			162.1	9.4			162.1	9.8		
Total TA MW	162.1				162.1				162.1				162.1				162.1				162.1			

	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	23.9	5.3	29.3		23.9	5.3	29.2		23.8	5.3	29.2		24.0	5.3	29.3		23.8	5.3	29.1		23.8	5.3	29.1	
Critical Peak Pricing	7.2	0.8	8.0		7.3	0.8	8.1		7.3	0.8	8.1		7.3	0.8	8.1		7.3	0.8	8.1		7.3	0.8	8.1	
Demand Bidding Program	84.8	2.4	87.2		84.8	2.4	87.2		84.8	2.4	87.2		84.8	2.4	87.2		84.7	2.4	87.1		84.7	2.4	87.1	
Aggregator Managed Portfolio	40.8	4.0	44.8		40.9	4.0	44.9		40.8	4.0	44.8		41.0	4.0	45.0		40.8	4.0	44.8		40.6	4.0	44.6	
Real Time Pricing	22.7	0.0	22.7		22.7	0.0	22.7		22.7	0.0	22.7		22.7	0.0	22.7		22.7	0.0	22.7		22.7	0.0	22.7	
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	179.4	12.6	192.0		179.5	12.6	192.0		179.4	12.6	192.0		179.7	12.6	192.3		179.3	12.6	191.9		159.1	10.9	170.0	
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	179.4	12.6	192.0		179.5	12.6	192.0		179.4	12.6	192.0		179.7	12.6	192.3		179.3	12.6	191.9		159.1	10.9	170.0	
General Program																								
TA (may also be enrolled in TI and AutoDR)	162.1	10.0			162.1	10.0			162.1	10.1			162.1	10.1			162.1	10.4			162.1	10.4		
Total	162.1	10.0			162.1	10.0			162.1	10.1			162.1	10.1			162.1	10.4			162.1	10.4		
Total TA MW	162.1				162.1				162.1				162.1				162.1				162.1			

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 MW	Auto DR Verified MW	TI Verified MW	Total Technology MW	TA Identified MW	Auto DR Verified MW	TI Verified MW	Total Technology MW	TA Identified MW	Auto DR Verified MW	TI Verified MW	Total Technology MW	TA Identified MW	Auto DR Verified MW	TI Verified MW	Total Technology MW	TA Identified MW	Auto DR Verified MW	TI Verified MW	Total Technology MW	TA Identified MW	Auto DR Verified MW	TI Verified MW	Total Technology MW
	Price Responsive																							
Capacity Bidding Program		10.1	0.0	10.1		13.0	0.0	13.0		13.3	0.0	13.3		14.9	0.0	14.9		15.8	0.0	15.8		17.0	0.0	17.0
Critical Peak Pricing		3.1	0.0	3.1		3.1	0.0	3.1		3.0	0.0	3.0		3.0	0.0	3.0		3.5	0.0	3.5		3.9	0.0	3.9
Demand Bidding Program		8.8	0.0	8.8		11.3	0.0	11.3		13.6	0.0	13.6		18.4	0.0	18.4		18.7	0.0	18.7		19.1	0.0	19.1
Aggregator Managed Portfolio		19.8	0.0	19.8		23.2	0.0	23.2		24.7	0.0	24.7		25.9	0.0	25.9		27.1	0.0	27.1		28.7	0.0	28.7
Real Time Pricing		1.6	0.0	1.6		1.9	0.0	1.9		1.9	0.0	1.9		1.9	0.0	1.9		1.9	0.0	1.9		1.9	0.0	1.9
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		43.5	0.0	43.5		52.6	0.0	52.6		56.5	0.0	56.5		64.2	0.0	64.2		66.9	0.0	66.9		70.6	0.0	70.6
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		43.5	0.0	43.5		52.6	0.0	52.6		56.5	0.0	56.5		64.2	0.0	64.2		66.9	0.0	66.9		70.6	0.0	70.6
General Program																								
TA (may also be enrolled in TI and AutoDR)		3.7	0.5		3.7	0.7			3.7	0.9			3.7	0.6			3.7	0.6			3.7	0.6		
Total		3.7	0.5		3.7	0.7			3.7	0.9			3.7	0.6			3.7	0.6			3.7	0.6		
Total TA MW		3.7			3.7				3.7				3.7				3.7				3.7			

	July				August				September				October				November				December			
	TA Identified MW	Auto DR Verified MW	TI Verified MW	Total Technology MW	TA Identified MW	Auto DR Verified MW	TI Verified MW	Total Technology MW	TA Identified MW	Auto DR Verified MW	TI Verified MW	Total Technology MW	TA Identified MW	Auto DR Verified MW	TI Verified MW	Total Technology MW	TA Identified MW	Auto DR Verified MW	TI Verified MW	Total Technology MW	TA Identified MW	Auto DR Verified MW	TI Verified MW	Total Technology MW
	Price Responsive																							
Capacity Bidding Program		17.0	0.0	17.0		19.0	0.0	19.0		19.0	0.0	19.0		18.0	0.0	18.0		18.4	0.0	18.4		19.2	0.0	19.2
Critical Peak Pricing		4.2	0.0	4.2		4.1	0.0	4.1		4.1	0.0	4.1		4.1	0.0	4.1		4.1	0.0	4.1		4.1	0.0	4.1
Demand Bidding Program		20.0	0.0	20.0		20.0	0.0	20.0		20.1	0.0	20.1		20.4	0.0	20.4		20.4	0.0	20.4		21.0	0.0	21.0
Aggregator Managed Portfolio		30.0	0.0	30.0		35.6	0.0	35.6		35.6	0.0	35.6		34.6	0.0	34.6		36.3	0.0	36.3		23.7	0.0	23.7
Real Time Pricing		2.3	0.0	2.3		2.3	0.0	2.3		2.3	0.0	2.3		2.3	0.0	2.3		2.3	0.0	2.3		2.3	0.0	2.3
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		73.5	0.0	73.5		80.9	0.0	80.9		81.0	0.0	81.0		79.3	0.0	79.3		81.4	0.0	81.4		70.3	0.0	70.3
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		73.5	0.0	73.5		80.9	0.0	80.9		81.0	0.0	81.0		79.3	0.0	79.3		81.4	0.0	81.4		70.3	0.0	70.3
General Program																								
TA (may also be enrolled in TI and AutoDR)		3.7	0.6		3.7	0.7			3.7	0.7			3.7	1.6			3.7	1.3			3.7	1.4		
Total		3.7	0.6		3.7	0.7			3.7	0.7			3.7	1.6			3.7	1.3			3.7	1.4		
Total TA MW		3.7			3.7				3.7				3.7				3.7				3.7			

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-4
SCE Demand Response Programs
Customer Program Incentives
2014

Annual Total Cost

Cost Item	Total Embedded Cost and Revenues ⁽¹⁾												Year-to-Date Total Cost
	January	February	March	April	May	June	July	August ⁽⁴⁾	September	October	November	December	
Program Incentives⁽²⁾													
10:10 Summer Readiness	(\$19)	(\$21)	(\$7)	\$12	\$0	(\$376)	(\$176)	(\$1,725)	\$25	\$23	\$0	\$78	(\$2,187)
Agricultural Pumping Interruptible (API)	\$46,298	\$57,258	\$46,504	\$66,860	\$207,303	\$596,389	\$1,494,806	\$1,440,464	\$1,193,404	\$648,864	\$48,701	\$63,670	\$5,910,519
Base Interruptible Program (BIP)	\$730,786	(\$1,269,641)	(\$796,256)	\$809,516	\$799,319	\$4,261,556	\$18,234,137	\$17,827,543	\$18,083,252	\$14,365,229	\$757,107	\$1,113,527	\$74,916,075
Capacity Bidding Program (CBP)	\$0	\$0	\$0	\$10,686	\$11,249	\$71,857	\$105,467	\$758,090	\$844,280	\$527,815	Pending	Pending	\$2,329,443
Demand Bidding Program (DBP)	\$1,175	\$17	\$0	\$0	\$0	\$0	\$34,323	\$602,968	\$134,709	\$1,845,719	\$647,454	\$0	\$3,266,366
AMP Contracts/DR Contracts (AMP)	(\$35,135)	\$72,418	(\$373)	\$2,070	\$17,195	\$13,672	(\$17,188)	\$13,742	\$371,830	\$1,340,166	\$1,281,813	\$903,288	\$3,963,497
Save Power Day (SPD/PTR)	\$39,658	\$42,570	\$44,974	\$43,443	\$38,785	\$42,475	\$552,409	\$1,161,153	\$1,915,762	\$977,263	\$39,685	\$14,385	\$4,912,561
Summer Discount Plan (SDP) - Commercial	\$24,444	\$16,348	\$2,605	(\$168)	(\$1,964)	\$1,805,424	\$4,214,443	\$4,047,963	\$4,231,311	\$2,156,111	\$164,834	\$5,830	\$16,667,182
Summer Discount Plan (SDP) - Residential	\$125,104	\$126,740	\$133,002	\$117,803	\$112,904	\$5,551,914	\$12,733,893	\$12,134,985	\$12,960,353	\$6,407,913	\$190,553	\$186,340	\$50,781,505
Summer Discount Plan (SDP) - Residential O-Switch	\$666	\$769	\$485	\$1,089	\$720	\$41,074	\$100,955	\$108,333	\$129,914	\$70,843	\$1,066	\$1,950	\$457,863
Total Cost of Incentives	\$932,977	(\$953,542)	(\$569,065)	\$1,051,309	\$1,185,511	\$12,383,984	\$37,453,068	\$38,093,515	\$39,864,839	\$28,339,944	\$3,131,215	\$2,289,068	\$163,202,823

Revenues from Excess Energy Charges⁽³⁾	\$0	\$2,017,725	\$1,546,052	\$0	\$0	\$56,147	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,619,924
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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 AMP Contracts/DR Contracts, Incentive data is preliminary and subject to change based on billing records.

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

(4) Updated Demand Bidding Program due to incorrect reported value in the previous month.

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	2013	2012-2014	2012-2014		
	January	February	March	April	May	June	July	August	September	October	November	December	2014	Total	Total	Total	Authorized		
													Expenditures	Expenditures	Expenditures	Expenditures	Budget (if		
													\$0	\$0	\$0	\$0	Applicable)		
I. STATEWIDE MARKETING																			
IOU Administrative Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Statewide ME&O contract	\$0	\$0	\$0	\$0	\$3,477	\$302,615	\$57,633	\$9,415,264	(\$9,846)	\$20,052	(\$3,884,449)	\$0	\$5,904,747	\$5,439,518	\$5,966,707	\$17,310,971	\$29,675,000		
II. TOTAL STATEWIDE MARKETING	\$0	\$0	\$0	\$0	\$3,477	\$302,615	\$57,633	\$9,415,264	(\$9,846)	\$20,052	(\$3,884,449)	\$0	\$5,904,747	\$5,439,518	\$5,966,707	\$17,310,971	\$29,675,000		
II. UTILITY MARKETING BY ACTIVITY ⁽¹⁾																			
TOTAL AUTHORIZED UTILITY MARKETING BUDGET FOR 2012-2014																			\$23,600,000
PROGRAMS, RATES & ACTIVITIES WHICH DO NOT REQUIRE ITEMIZED ACCOUNTING																			
Category 1: Reliability Programs																			
Agricultural Pumping Interruptible (API)	\$0	\$5,792	\$0	\$0	\$643	\$0	\$0	\$0	\$0	\$0	\$6,689	\$0	\$13,124	\$11,145	\$7,224	\$31,493			
Base Interruptible Program (BIP)	\$0	(\$8,786)	\$0	\$3,444	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,141	(\$3,201)	\$15,207	\$21,218	\$33,224			
Optional Binding Mandatory Curtailment (OBMC)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3	\$0	\$3			
Rotating Outages (RO)	\$0	\$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	\$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	\$0		
Capacity Bidding Program (CBP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,657	\$1,375	\$3,032			
Demand Bidding Program (DBP)	\$0	\$2,996	\$0	\$0	\$15,076	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$18,072	\$1,771	(\$445)	\$19,397	\$275,000		
AC Cycling - Summer Discount Plan (SDP) Transition	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$374,219	\$913	\$375,132			
10:10 Summer Readiness	\$77	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$77	\$114,048	(\$1,897)	\$112,228			
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	\$0		
Category 4: Emerging & Enabling Technologies																			
Auto DR / Technology Incentives (AutoDR-TI)	\$0	\$0	\$0	\$0	\$1,286	\$0	\$2,542	\$0	\$0	\$0	\$1,413	\$0	\$5,241	\$4,695	\$26,919	\$36,855	\$220,000		
Emerging Markets & Technologies	\$0	\$0	\$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	\$0		
Workplace Charging Pilot	\$0	\$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	\$0		
DR Research Studies (CPUC)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Category 7: Marketing, Education & Outreach																			
Circuit Savers Program	\$2,397	\$2,364	\$2,881	\$3,055	\$3,062	\$3,483	\$3,333	\$3,255	\$2,842	\$3,337	\$2,330	\$2,905	\$35,244	\$387,518	(\$4,857)	\$417,905	\$1,000,000		
DR Marketing, Education & Outreach	\$3,286	\$31,985	\$10,834	\$32,496	\$76,490	\$8,144	\$4,336	\$23,401	\$21,263	\$11,308	\$11,442	\$3,708	\$238,693	\$215,119	\$138,196	\$592,008	\$2,600,000		
Category 9: Integrated Programs and Activities (Including Technical Assistance)																			
Integrated DSM Marketing	\$16,665	\$18,770	\$33,370	\$190,388	\$156,366	\$40,272	\$23,295	\$90,437	\$31,761	\$39,897	\$30,158	\$96,088	\$767,469	\$681,728	\$1,189,032	\$2,638,228			
Statewide IDSM	\$0	\$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	\$0		
DR Technology Resource Incubator Program (TRIO)	\$0	\$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	\$283	\$0	\$0	\$0	\$0	\$0	\$283	\$165,832	\$0	\$166,115			
Federal Power Reserve Partnership (FedPower)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$13,783	\$0	\$13,783			
Technical Assistance (TA)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Commercial New Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$20,256	\$89,770	\$110,026			
IDSM food Processing Pilot	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Residential New Construction Pilot	\$39	\$37	\$311	\$152	\$152	\$335	\$190	\$259	\$213	\$221	\$119	\$146	\$2,174	\$0	\$2,099	\$4,273			
Workforce Education & Training Smart Students (SmartStudents)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$27,952	\$0	\$27,952			

	2012-2014 Funding Cycle Customer Communication, Marketing, and Outreach												Year-to Date 2014 Expenditures	2012 Total Expenditures	2013 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	\$469	\$354	\$2,336	\$1,572	\$4,627	\$10,426	\$5,886	\$504	\$40	\$0	(\$5,163)	\$21,053	\$0	\$40,901	\$61,954	\$250,000	
Category 11 - Dynamic Pricing																		
Critical Peak Pricing >=200kW (aka Summer Advantage Incentive)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1	\$0	\$0	\$0	\$1	\$23,504	\$8,040	\$31,544	\$275,000	
Real Time Pricing	\$0	\$208	\$0	\$0	\$643	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$851	\$0	\$30,818	\$31,669	\$480,000	
SUBTOTAL	\$22,465	\$53,835	\$47,750	\$231,871	\$258,767	\$359,475	\$102,039	\$9,538,502	\$46,739	\$74,856	(\$3,832,298)	\$99,826	\$7,003,827	\$7,497,951	\$7,516,013	\$22,017,791	\$34,775,000	
PROGRAMS & RATES WHICH REQUIRE ITEMIZED ACCOUNTING																		\$4,931,000
AC Cycling : Summer Discount Plan (SDP)																		
Customer Research	\$0	\$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)	\$7,117	\$50,999	\$321,297	\$738,072	\$2,317,239	\$618,595	\$136,364	\$45,657	\$20,856	\$167,854	\$7,871	\$49,779	\$4,481,699	\$0	\$1,284,660	\$5,766,360	\$0	
Labor	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$346,240	\$346,240	\$0	
Paid Media	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10,703	\$10,703	\$0	
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$103,849	\$49	\$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	\$0
Collateral- Development, Printing, Distribution etc. (all non-labor costs)	\$348	\$0	\$0	\$29,422	\$745,598	\$187,375	\$251,177	\$535,146	\$37,161	\$27,975	\$22,927	\$627,424	\$2,464,553	\$0	\$2,131,078	\$4,595,631	\$0	
Labor	\$0	\$0	\$0	\$840	\$0	\$1,723	\$0	\$0	\$0	\$0	\$0	\$0	\$2,563	\$0	\$0	\$2,563	\$0	
Paid Media	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$261,790	\$261,790	\$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	\$0
Collateral- Development, Printing, Distribution etc. (all non-labor costs)	\$0	\$340	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$340	\$0	\$41,154	\$41,494	\$0	
Labor	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$22,056	\$22,056	\$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	\$29,930	\$105,174	\$369,047	\$1,000,204	\$3,321,605	\$1,167,168	\$489,580	\$10,119,306	\$104,755	\$270,684	(\$3,801,501)	\$777,029	\$13,952,982	\$7,601,800	\$11,613,743	\$33,168,526	\$55,206,000	
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	\$0
Collateral- Development, Printing, Distribution etc. (all non-labor costs)	\$7,465	\$51,339	\$321,297	\$767,494	\$3,062,838	\$805,970	\$387,541	\$580,804	\$58,017	\$195,828	\$30,798	\$677,203	\$6,946,592	\$0	\$3,456,893	\$10,403,485	\$0	
Labor	\$0	\$0	\$0	\$840	\$0	\$1,723	\$0	\$0	\$0	\$0	\$0	\$0	\$2,563	\$0	\$368,295	\$370,858	\$0	
Paid Media	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$272,493	\$272,493	\$0	
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$103,849	\$49	\$103,898	\$0	
<i>Total from Program, Rates & Activities that do not require itemized accounting</i>	<i>\$22,465</i>	<i>\$53,835</i>	<i>\$47,750</i>	<i>\$231,871</i>	<i>\$258,767</i>	<i>\$359,475</i>	<i>\$102,039</i>	<i>\$9,538,502</i>	<i>\$46,739</i>	<i>\$74,856</i>	<i>(\$3,832,298)</i>	<i>\$99,826</i>	<i>\$7,003,827</i>	<i>\$7,497,951</i>	<i>\$7,516,013</i>	<i>\$22,017,791</i>	<i>\$0</i>	
III. TOTAL UTILITY MARKETING BY ITEMIZED COST	\$29,930	\$105,174	\$369,047	\$1,000,204	\$3,321,605	\$1,167,168	\$489,580	\$10,119,306	\$104,755	\$270,684	(\$3,801,501)	\$777,029	\$13,952,982	\$7,601,800	\$11,613,743	\$33,168,526	\$55,206,000	
IV. UTILITY MARKETING BY CUSTOMER SEGMENT																		
Agricultural / Pumping	\$224	\$6,323	\$474	\$2,261	\$3,038	\$3,548	\$891	\$95,326	\$462	\$748	(\$31,715)	\$1,028	\$82,610	\$80,662	\$81,034	\$244,306	\$0	
Large Commercial and Industrial	\$2,689	\$775	\$5,698	\$30,645	\$45,110	\$42,721	\$12,400	\$1,144,091	\$5,564	\$8,979	(\$460,071)	\$14,328	\$852,927	\$882,349	\$957,456	\$2,692,732	\$0	
Small and Medium Commercial	\$299	\$1,359	\$817	\$4,527	\$4,609	\$8,037	\$12,148	\$101,036	\$952	\$787	(\$37,768)	(\$3,979)	\$92,822	\$182,256	\$191,573	\$466,651	\$0	
Residential	\$26,719	\$96,717	\$362,058	\$962,772	\$3,268,848	\$1,112,862	\$464,142	\$8,778,853	\$97,777	\$260,169	(\$3,271,947)	\$765,652	\$12,924,623	\$6,456,534	\$10,383,680	\$29,764,837	\$0	
IV. TOTAL UTILITY MARKETING BY CUSTOMER SEGMENT	\$29,930	\$105,174	\$369,047	\$1,000,204	\$3,321,605	\$1,167,168	\$489,580	\$10,119,306	\$104,755	\$270,684	(\$3,801,501)	\$777,029	\$13,952,982	\$7,601,800	\$11,613,743	\$33,168,526	\$55,206,000	

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) 3-Year Funding 2012-2014 for Flex Alert includes \$12,000,000 approved in D.13-04-021 and recorded to SCE's Statewide Marketing, Education & Outreach Balancing Account (SME&OBA).

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	2013	2012-2014	2012-2014	
	January	February	March	April	May	June	July	August	September	October	November	December	2014	Total	Total	Total	Authorized	
													Expenditures	Expenditures	Expenditures	Expenditures	Budget (if	
																	Applicable)	
I. STATEWIDE MARKETING																		
IOU Administrative Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Statewide ME&O contract	\$0	\$0	\$0	\$0	\$3,477	\$302,615	\$57,633	\$9,415,264	(\$9,846)	\$20,052	(\$3,884,449)	\$0	\$5,904,747	\$5,439,518	\$5,966,707	\$17,310,971	\$29,675,000	
II. TOTAL STATEWIDE MARKETING	\$0	\$0	\$0	\$0	\$3,477	\$302,615	\$57,633	\$9,415,264	(\$9,846)	\$20,052	(\$3,884,449)	\$0	\$5,904,747	\$5,439,518	\$5,966,707	\$17,310,971	\$29,675,000	
II. UTILITY MARKETING BY ACTIVITY ⁽¹⁾																		
TOTAL AUTHORIZED UTILITY MARKETING BUDGET FOR 2012-2014																		\$23,600,000
PROGRAMS, RATES & ACTIVITIES WHICH DO NOT REQUIRE ITEMIZED ACCOUNTING																		
Category 1: Reliability Programs																		
Agricultural Pumping Interruptible (API)	\$0	\$5,792	\$0	\$0	\$643	\$0	\$0	\$0	\$0	\$0	\$6,689	\$0	\$13,124	\$11,145	\$7,224	\$31,493		
Base Interruptible Program (BIP)	\$0	(\$8,786)	\$0	\$3,444	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,141	(\$3,201)	\$15,207	\$21,218	\$33,224		
Optional Binding Mandatory Curtailment (OBMC)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3	\$0	\$3		
Rotating Outages (RO)	\$0	\$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	\$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)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,657	\$1,375	\$3,032		
Demand Bidding Program (DBP)	\$0	\$2,996	\$0	\$0	\$15,076	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$18,072	\$1,771	(\$445)	\$19,397	\$275,000	
AC Cycling - Summer Discount Plan (SDP) Transition	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$374,219	\$913	\$375,132		
10:10 Summer Readiness	\$77	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$77	\$114,048	(\$1,897)	\$112,228		
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)	\$0	\$0	\$0	\$0	\$1,286	\$0	\$2,542	\$0	\$0	\$0	\$1,413	\$0	\$5,241	\$4,695	\$26,919	\$36,855	\$220,000	
Emerging Markets & Technologies	\$0	\$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	\$2,397	\$2,364	\$2,881	\$3,055	\$3,062	\$3,483	\$3,333	\$3,255	\$2,842	\$3,337	\$2,330	\$2,905	\$35,244	\$387,518	(\$4,857)	\$417,905	\$1,000,000	
DR Marketing, Education & Outreach	\$3,286	\$31,985	\$10,834	\$32,496	\$76,490	\$8,144	\$4,336	\$23,401	\$21,263	\$11,308	\$11,442	\$3,708	\$238,693	\$215,119	\$138,196	\$592,008	\$2,600,000	
Category 9: Integrated Programs and Activities (Including Technical Assistance)																		
Integrated DSM Marketing	\$16,665	\$18,770	\$33,370	\$190,388	\$156,366	\$40,272	\$23,295	\$90,437	\$31,761	\$39,897	\$30,158	\$96,088	\$767,469	\$681,728	\$1,189,032	\$2,638,228		
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	\$283	\$0	\$0	\$0	\$0	\$0	\$283	\$165,832	\$0	\$166,115		
Federal Power Reserve Partnership (FedPower)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$13,783	\$0	\$13,783		
Technical Assistance (TA)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Commercial New Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$20,256	\$89,770	\$110,026		
IDSM food Processing Pilot	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
Residential New Construction Pilot	\$39	\$37	\$311	\$152	\$0	\$335	\$190	\$259	\$213	\$221	\$119	\$146	\$2,022	\$0	\$2,099	\$4,121		
Workforce Education & Training Smart Students (SmartStudents)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$27,952	\$0	\$27,952		

	2012-2014 Funding Cycle Customer Communication, Marketing, and Outreach												Year-to Date 2014 Expenditures	2012 Total Expenditures	2013 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	\$469	\$354	\$2,336	\$1,572	\$4,627	\$10,426	\$5,886	\$504	\$40	\$0	(\$5,163)	\$21,053	\$0	\$40,901	\$61,954	\$250,000	
Category 11 - Dynamic Pricing																		
Critical Peak Pricing >=200kW (aka Summer Advantage Incentive)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1	\$0	\$0	\$0	\$1	\$23,504	\$8,040	\$31,544	\$275,000	
Real Time Pricing	\$0	\$208	\$0	\$0	\$643	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$851	\$0	\$30,818	\$31,669	\$480,000	
SUBTOTAL	\$22,465	\$53,835	\$47,750	\$231,871	\$258,615	\$359,475	\$102,039	\$9,538,502	\$46,739	\$74,856	(\$3,832,298)	\$99,826	\$7,003,675	\$7,497,951	\$7,516,013	\$22,017,639	\$34,775,000	
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)	\$7,117	\$50,999	\$321,297	\$738,072	\$2,317,239	\$618,595	\$136,364	\$45,657	\$20,856	\$167,854	\$7,871	\$49,779	\$4,481,699	\$0	\$1,284,660	\$5,766,360		
Labor	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$346,240	\$346,240		
Paid Media	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10,703	\$10,703		
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$103,849	\$49	\$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	\$0	\$0	
Collateral- Development, Printing, Distribution etc. (all non-labor costs)	\$348	\$0	\$0	\$29,422	\$745,598	\$185,652	\$251,177	\$535,146	\$37,161	\$27,975	\$22,927	\$627,424	\$2,462,830	\$0	\$2,131,078	\$4,593,908		
Labor	\$0	\$0	\$0	\$840	\$0	\$1,723	\$0	\$0	\$0	\$0	\$0	\$0	\$2,563	\$0	\$0	\$2,563		
Paid Media	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$261,790	\$261,790		
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	\$0	
Collateral- Development, Printing, Distribution etc. (all non-labor costs)	\$0	\$340	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$340	\$0	\$41,154	\$41,494		
Labor	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$22,056	\$22,056		
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	\$29,930	\$105,174	\$369,047	\$1,000,204	\$3,321,453	\$1,165,445	\$489,580	\$10,119,306	\$104,755	\$270,684	(\$3,801,501)	\$777,029	\$13,951,108	\$7,601,800	\$11,613,743	\$33,166,651	\$55,206,000	
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)	\$7,465	\$51,339	\$321,297	\$767,494	\$3,062,838	\$804,247	\$387,541	\$580,804	\$58,017	\$195,828	\$30,798	\$677,203	\$6,944,869	\$0	\$3,456,893	\$10,401,762		
Labor	\$0	\$0	\$0	\$840	\$0	\$1,723	\$0	\$0	\$0	\$0	\$0	\$0	\$2,563	\$0	\$368,295	\$370,858		
Paid Media	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$272,493	\$272,493		
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$103,849	\$49	\$103,898		
<i>Total from Program, Rates & Activities that do not require itemized accounting</i>	<i>\$22,465</i>	<i>\$53,835</i>	<i>\$47,750</i>	<i>\$231,871</i>	<i>\$258,615</i>	<i>\$359,475</i>	<i>\$102,039</i>	<i>\$9,538,502</i>	<i>\$46,739</i>	<i>\$74,856</i>	<i>(\$3,832,298)</i>	<i>\$99,826</i>	<i>\$7,003,675</i>	<i>\$7,497,951</i>	<i>\$7,516,013</i>	<i>\$22,017,639</i>		
III. TOTAL UTILITY MARKETING BY ITEMIZED COST	\$29,930	\$105,174	\$369,047	\$1,000,204	\$3,321,453	\$1,165,445	\$489,580	\$10,119,306	\$104,755	\$270,684	(\$3,801,501)	\$777,029	\$13,951,108	\$7,601,800	\$11,613,743	\$33,166,651	\$55,206,000	
IV. UTILITY MARKETING BY CUSTOMER SEGMENT																		
Agricultural / Pumping	\$224	\$6,323	\$474	\$2,261	\$3,037	\$3,548	\$891	\$95,326	\$462	\$748	(\$31,715)	\$1,028	\$82,609	\$80,662	\$81,034	\$244,304		
Large Commercial and Industrial	\$2,689	\$775	\$5,698	\$30,645	\$45,092	\$42,721	\$12,400	\$1,144,091	\$5,564	\$8,979	(\$460,071)	\$14,328	\$852,909	\$882,349	\$957,456	\$2,692,714		
Small and Medium Commercial	\$299	\$1,359	\$817	\$4,527	\$4,607	\$8,037	\$12,148	\$101,036	\$952	\$787	(\$37,768)	(\$3,979)	\$92,821	\$182,256	\$191,573	\$466,650		
Residential	\$26,719	\$96,717	\$362,058	\$962,772	\$3,268,717	\$1,111,139	\$464,142	\$8,778,853	\$97,777	\$260,169	(\$3,271,947)	\$765,652	\$12,922,769	\$6,456,534	\$10,383,680	\$29,762,983		
IV. TOTAL UTILITY MARKETING BY CUSTOMER SEGMENT	\$29,930	\$105,174	\$369,047	\$1,000,204	\$3,321,453	\$1,165,445	\$489,580	\$10,119,306	\$104,755	\$270,684	(\$3,801,501)	\$777,029	\$13,951,108	\$7,601,800	\$11,613,743	\$33,166,651	\$55,206,000	

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) 3-Year Funding 2012-2014 for Flex Alert includes \$12,000,000 approved in D.13-04-021 and recorded to SCE's Statewide Marketing, Education & Outreach Balancing Account (SME&OBA).

FUND SHIFTING DOCUMENTATION PER DECISION 12-04-045 ORDERING PARAGRAPHS 4 AND 6.

- OP 4:** The utilities may not shift funds between budget categories with two exceptions as stated in OP 4 and 5;
The utilities may shift up to 50% of a program's funds to another program within the same budget category;
The utilities shall not shift funds within the "Pilots" (Category 5) or "Special Projects" (Category 11) budget categories without a Tier 2 Advice Letter;
The utilities may shift funds for pilots in the Enabling or Emerging Technologies category;
The utilities shall not eliminate a program through multiple fund shifting;
The utilities shall submit a Tier 2 Advice Letter before shifting more than 50% of a program's budget to a different program within the same budget category;
The utilities shall document the amount of and reason for each shift in their monthly demand response reports.
- OP 6:** The utilities may shift funds in Category 4 (Enabling & Emerging Technologies) into the Permanent Load Shifting program with a Tier 2 Advice Letter

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	\$1,826,000	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	\$105,000	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
Category 9	\$350,000	From Third Party Programs to Statewide IDSM	7/31/2014	In D.09-09-047, there were eight tasks defined for the Statewide IDSM Pilot Program. To complete the eight identified tasks by the end of 2014, an additional fund shift of \$350,000 is needed to be in compliance with D.09-09-047.
Total	\$10,925,351			

Notes:

Table I-3
SCE Interruptible and Price Responsive Programs
2014 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 Tolled Hours (Annual) (4)
Category 1: Reliability Programs							
API - Agriculture Pumping Interruptible	1	02/06/14	CAISO Imminent Stage 1	31.7 MW	System Territory	2:15 PM - 7:39 PM	5.5
BIP - Base Interruptible Program	1	02/06/14	CAISO Imminent Stage 1	625.4 MW	System Territory	2:15 PM - 7:14 PM	5
Category 2: Price Responsive Programs							
SDP-C - Summer Discount Plan Commercial	1	02/06/14	CAISO Imminent Stage 1	0.0 MW	System Territory	2:15 PM - 7:39 PM	5.4
SDP-C - Summer Discount Plan Commercial	2	07/30/14	Energy Prices	52.7 MW	System Territory	5:00 PM - 6:00 PM	6.4
SDP-C - Summer Discount Plan Commercial	3	07/31/14	Energy Prices	55.4 MW	System Territory	5:00 PM - 6:00 PM	7.4
SDP-C - Summer Discount Plan Commercial	4	08/28/14	Energy Prices	47.9 MW	System Territory	5:00 PM - 6:00 PM	8.4
SDP-C - Summer Discount Plan Commercial	5	09/11/14	Energy Prices	45.6 MW	System Territory	5:00 PM - 8:00 PM	11.4
SDP-C - Summer Discount Plan Commercial	6	09/12/14	Energy Prices	48.2 MW	System Territory	5:00 PM - 7:00 PM	13.4
SDP-C - Summer Discount Plan Commercial	7	09/15/14	Energy Prices	72.2 MW	System Territory	4:00 PM - 4:45 PM	14.15
SDP-C - Summer Discount Plan Commercial	8	09/16/14	Energy Prices	80.2 MW	System Territory	4:00 PM - 6:00 PM	16.15
SDP-C - Summer Discount Plan Commercial	9	09/24/14	Energy Prices	24.6 MW	System Territory	7:00 PM - 8:00 PM	17.15
SDP-C - Summer Discount Plan Commercial	10	09/25/14	Energy Prices	46.7 MW	System Territory	3:00 PM - 6:00 PM	20.15
SDP-R - Summer Discount Plan Residential	1	02/06/14	CAISO Imminent Stage 1	0.0 MW	System Territory	2:15 PM - 7:39 PM	5.4
SDP-R - Summer Discount Plan Residential	2	07/30/14	Energy Prices	312.4 MW	System Territory	5:00 PM - 6:00 PM	6.4
SDP-R - Summer Discount Plan Residential	3	07/31/14	Energy Prices	331.9 MW	System Territory	4:00 PM - 6:00 PM	8.4
SDP-R - Summer Discount Plan Residential	4	08/27/14	Energy Prices	270.5 MW	System Territory	5:00 PM - 6:00 PM	9.4
SDP-R - Summer Discount Plan Residential	5	08/28/14	Energy Prices	336.8 MW	System Territory	4:00 PM - 7:00 PM	12.4
SDP-R - Summer Discount Plan Residential	6	09/11/14	Energy Prices	323.3 MW	System Territory	4:00 PM - 8:00 PM	16.4
SDP-R - Summer Discount Plan Residential	7	09/12/14	Energy Prices	339.1 MW	System Territory	4:00 PM - 8:00 PM	20.4
SDP-R - Summer Discount Plan Residential	8	09/15/14	Energy Prices	485.5 MW	System Territory	3:00 PM - 4:45 PM	22.15
SDP-R - Summer Discount Plan Residential	9	09/16/14	Energy Prices	453.3 MW	System Territory	3:00 PM - 6:00 PM	25.15
SDP-R - Summer Discount Plan Residential	10	09/23/14	Energy Prices	97.9 MW	System Territory	7:00 PM - 8:00 PM	26.15
SDP-R - Summer Discount Plan Residential	11	09/24/14	Energy Prices	333.2 MW	System Territory	5:00 PM - 8:00 PM	29.15
SDP-R - Summer Discount Plan Residential	12	10/06/14	Energy Prices	303.6 MW	System Territory	5:00 PM - 8:00 PM	32.15
SDP-R - Summer Discount Plan Residential	13	11/05/14	Energy Prices	13.6 MW	System Territory	5:00 PM - 7:00 PM	34.15
SDP-R - Summer Discount Plan Residential	14	11/06/14	Energy Prices	24.3 MW	System Territory	5:00 PM - 6:00 PM	35.15
CBP - Capacity Bidding Program - Day Ahead (1-4)	1	02/06/14	Heat Rate	7.3 MW	System Territory	6:00 PM - 7:00 PM	1
CBP - Capacity Bidding Program - Day Ahead (1-4)	2	05/15/14	Heat Rate	8.2 MW	System Territory	3:00 PM - 6:00 PM	4
CBP - Capacity Bidding Program - Day Ahead (1-4)	3	07/07/14	Heat Rate	14.6 MW	System Territory	3:00 PM - 4:00 PM	5
CBP - Capacity Bidding Program - Day Ahead (1-4)	4	07/14/14	Heat Rate	8.5 MW	System Territory	3:00 PM - 7:00 PM	9
CBP - Capacity Bidding Program - Day Ahead (1-4)	5	07/15/14	Heat Rate	9.5 MW	System Territory	5:00 PM - 6:00 PM	10
CBP - Capacity Bidding Program - Day Ahead (1-4)	6	08/01/14	Heat Rate	11.0 MW	System Territory	5:00 PM - 6:00 PM	11
CBP - Capacity Bidding Program - Day Ahead (1-4)	7	09/15/14	Heat Rate	9.9 MW	System Territory	3:00 PM - 7:00 PM	15
CBP - Capacity Bidding Program - Day Ahead (1-4)	8	09/16/14	Heat Rate	9.6 MW	System Territory	3:00 PM - 7:00 PM	19
CBP - Capacity Bidding Program - Day Ahead (1-4)	9	09/17/14	Heat Rate	10.0 MW	System Territory	3:00 PM - 6:00 PM	22
CBP - Capacity Bidding Program - Day Ahead (1-4)	10	10/03/14	Heat Rate	14.2 MW	System Territory	5:00 PM - 7:00 PM	24
CBP - Capacity Bidding Program - Day Ahead (1-4)	11	10/06/14	Heat Rate	14.2 MW	System Territory	4:00 PM - 7:00 PM	27
CBP - Capacity Bidding Program - Day Ahead (1-4)	12	10/13/14	Heat Rate	14.2 MW	System Territory	5:00 PM - 7:00 PM	29
CBP - Capacity Bidding Program - Day Ahead (1-4)	13	10/27/14	Heat Rate	14.2 MW	System Territory	6:00 PM - 7:00 PM	30
CBP - Capacity Bidding Program - Day Ahead (1-4)	14	10/29/14	Heat Rate	14.2 MW	System Territory	6:00 PM - 7:00 PM	31
CBP - Capacity Bidding Program - Day Ahead (1-4)	15	11/04/14	Heat Rate	5.9 MW	System Territory	6:00 PM - 7:00 PM	32
CBP - Capacity Bidding Program - Day Ahead (1-4)	16	11/05/14	Heat Rate	5.9 MW	System Territory	5:00 PM - 8:00 PM	35
CBP - Capacity Bidding Program - Day Ahead (1-4)	17	11/06/14	Heat Rate	5.9 MW	System Territory	4:00 PM - 7:00 PM	38
CBP - Capacity Bidding Program - Day Ahead (1-4)	18	11/07/14	Heat Rate	5.9 MW	System Territory	5:00 PM - 7:00 PM	40
CBP - Capacity Bidding Program - Day Ahead (1-4)	19	11/10/14	Heat Rate	5.9 MW	System Territory	5:00 PM - 7:00 PM	42
CBP - Capacity Bidding Program - Day Ahead (1-4)	20	11/13/14	Heat Rate	5.9 MW	System Territory	5:00 PM - 7:00 PM	44
CBP - Capacity Bidding Program - Day Ahead (1-4)	21	11/20/14	Heat Rate	5.9 MW	System Territory	5:00 PM - 6:00 PM	45

Table I-3
SCE Interruptible and Price Responsive Programs

2014 Event Summary

CBP - Capacity Bidding Program - Day Ahead (1-4)	22	12/02/14	Heat Rate	4.8 MW	System Territory	5:00 PM - 6:00 PM	46
CBP - Capacity Bidding Program - Day Ahead (1-4)	23	12/03/14	Heat Rate	4.8 MW	System Territory	5:00 PM - 6:00 PM	47
CBP - Capacity Bidding Program - Day Ahead (1-4)	24	12/05/14	Heat Rate	4.8 MW	System Territory	5:00 PM - 6:00 PM	48
CBP - Capacity Bidding Program - Day Ahead (1-4)	25	12/08/14	Heat Rate	4.8 MW	System Territory	5:00 PM - 6:00 PM	49
CBP - Capacity Bidding Program - Day Ahead (1-4)	26	12/29/14	Heat Rate	4.8 MW	System Territory	5:00 PM - 6:00 PM	50
CBP - Capacity Bidding Program - Day Ahead (2-6)	1	09/15/14	Heat Rate	-0.3 MW	System Territory	3:00 PM - 7:00 PM	4
CBP - Capacity Bidding Program - Day Ahead (2-6)	2	09/16/14	Heat Rate	-0.3 MW	System Territory	3:00 PM - 7:00 PM	8
CBP - Capacity Bidding Program - Day Ahead (2-6)	3	09/17/14	Heat Rate	-0.2 MW	System Territory	3:00 PM - 6:00 PM	11
CBP - Capacity Bidding Program - Day Ahead (2-6)	4	10/03/14	Heat Rate	0.1 MW	System Territory	5:00 PM - 7:00 PM	13
CBP - Capacity Bidding Program - Day Ahead (2-6)	5	10/06/14	Heat Rate	0.1 MW	System Territory	4:00 PM - 7:00 PM	16
CBP - Capacity Bidding Program - Day Ahead (2-6)	6	10/13/14	Heat Rate	0.1 MW	System Territory	5:00 PM - 7:00 PM	18
CBP - Capacity Bidding Program - Day Ahead (2-6)	7	11/05/14	Heat Rate	0.1 MW	System Territory	5:00 PM - 8:00 PM	21
CBP - Capacity Bidding Program - Day Ahead (2-6)	8	11/06/14	Heat Rate	0.1 MW	System Territory	4:00 PM - 7:00 PM	24
CBP - Capacity Bidding Program - Day Ahead (2-6)	9	11/07/14	Heat Rate	0.1 MW	System Territory	5:00 PM - 7:00 PM	26
CBP - Capacity Bidding Program - Day Ahead (2-6)	10	11/10/14	Heat Rate	0.1 MW	System Territory	5:00 PM - 7:00 PM	28
CBP - Capacity Bidding Program - Day Ahead (2-6)	11	11/13/14	Heat Rate	0.1 MW	System Territory	5:00 PM - 7:00 PM	30
CBP - Capacity Bidding Program - Day Of (1-4)	1	02/06/14	CAISO Warning	3.0 MW	System Territory	3:00 PM - 7:00 PM	4
CBP - Capacity Bidding Program - Day Of (1-4)	2	07/03/14	Heat Rate	51.2 MW	System Territory	3:00 PM - 5:00 PM	6
CBP - Capacity Bidding Program - Day Of (1-4)	3	07/30/14	Heat Rate	53.9 MW	System Territory	3:00 PM - 7:00 PM	10
CBP - Capacity Bidding Program - Day Of (1-4)	4	07/31/14	Heat Rate	52.2 MW	System Territory	3:00 PM - 7:00 PM	14
CBP - Capacity Bidding Program - Day Of (1-4)	5	08/11/14	Heat Rate	54.0 MW	System Territory	2:00 PM - 6:00 PM	18
CBP - Capacity Bidding Program - Day Of (1-4)	6	08/14/14	Heat Rate	45.6 MW	System Territory	4:00 PM - 7:00 PM	21
CBP - Capacity Bidding Program - Day Of (1-4)	7	08/28/14	Heat Rate	49.0 MW	System Territory	3:00 PM - 7:00 PM	25
CBP - Capacity Bidding Program - Day Of (1-4)	8	09/10/14	Heat Rate	40.3 MW	System Territory	4:00 PM - 7:00 PM	28
CBP - Capacity Bidding Program - Day Of (1-4)	9	09/11/14	Heat Rate	49.2 MW	System Territory	3:00 PM - 7:00 PM	32
CBP - Capacity Bidding Program - Day Of (1-4)	10	09/12/14	Heat Rate	45.1 MW	System Territory	1:00 PM - 5:00 PM	36
CBP - Capacity Bidding Program - Day Of (1-4)	11	09/15/14	Heat Rate	50.6 MW	System Territory	3:00 PM - 7:00 PM	40
CBP - Capacity Bidding Program - Day Of (1-4)	12	09/16/14	Heat Rate	50.7 MW	System Territory	3:00 PM - 7:00 PM	44
CBP - Capacity Bidding Program - Day Of (1-4)	13	10/06/14	Heat Rate	72.7 MW	System Territory	3:00 PM - 7:00 PM	48
CBP - Capacity Bidding Program - Day Of (1-4)	14	10/07/14	Heat Rate	72.7 MW	System Territory	3:00 PM - 7:00 PM	52
CBP - Capacity Bidding Program - Day Of (1-4)	15	11/06/14	Heat Rate	35.7 MW	System Territory	5:00 PM - 7:00 PM	54
CBP - Capacity Bidding Program - Day Of (2-6)	1	02/06/14	CAISO Warning	0.0 MW	System Territory	3:00 PM - 7:00 PM	4
CBP - Capacity Bidding Program - Day Of (2-6)	2	07/30/14	Heat Rate	10.9 MW	System Territory	3:00 PM - 7:00 PM	8
CBP - Capacity Bidding Program - Day Of (2-6)	3	07/31/14	Heat Rate	11.2 MW	System Territory	2:00 PM - 7:00 PM	13
CBP - Capacity Bidding Program - Day Of (2-6)	4	08/11/14	Heat Rate	10.9 MW	System Territory	2:00 PM - 7:00 PM	18
CBP - Capacity Bidding Program - Day Of (2-6)	5	08/14/14	Heat Rate	10.2 MW	System Territory	4:00 PM - 7:00 PM	21
CBP - Capacity Bidding Program - Day Of (2-6)	6	08/28/14	Heat Rate	10.9 MW	System Territory	3:00 PM - 7:00 PM	25
CBP - Capacity Bidding Program - Day Of (2-6)	7	09/10/14	Heat Rate	9.4 MW	System Territory	4:00 PM - 7:00 PM	28
CBP - Capacity Bidding Program - Day Of (2-6)	8	09/11/14	Heat Rate	10.9 MW	System Territory	2:00 PM - 7:00 PM	33
CBP - Capacity Bidding Program - Day Of (2-6)	9	09/12/14	Heat Rate	10.3 MW	System Territory	12:00 PM - 6:00 PM	39
CBP - Capacity Bidding Program - Day Of (2-6)	10	09/15/14	Heat Rate	10.9 MW	System Territory	3:00 PM - 7:00 PM	43
CBP - Capacity Bidding Program - Day Of (2-6)	11	09/16/14	Heat Rate	11.6 MW	System Territory	2:00 PM - 7:00 PM	48
CBP - Capacity Bidding Program - Day Of (2-6)	12	10/06/14	Heat Rate	6.6 MW	System Territory	2:00 PM - 7:00 PM	53
CBP - Capacity Bidding Program - Day Of (2-6)	13	10/07/14	Heat Rate	6.6 MW	System Territory	2:00 PM - 7:00 PM	58
DBP - Demand Bidding Program	1	07/14/14	Heat Rate	165.7 MW	System Territory	12:00 PM - 8:00 PM	8
DBP - Demand Bidding Program	2	09/08/14	Energy Prices	147.4 MW	System Territory	12:00 PM - 8:00 PM	16
DBP - Demand Bidding Program	3	09/10/14	Energy Prices	79.6 MW	System Territory	12:00 PM - 8:00 PM	24
DBP - Demand Bidding Program	4	09/15/14	Energy Prices	118.5 MW	System Territory	12:00 PM - 8:00 PM	32
DBP - Demand Bidding Program	5	09/17/14	Energy Prices	113.7 MW	System Territory	12:00 PM - 8:00 PM	40
DBP - Demand Bidding Program	6	10/02/14	Energy Prices	108.6 MW	System Territory	12:00 PM - 8:00 PM	48
DBP - Demand Bidding Program	7	10/06/14	Energy Prices	87.3 MW	System Territory	12:00 PM - 8:00 PM	56

Table I-3
SCE Interruptible and Price Responsive Programs
2014 Event Summary

SPD - Save Power Day	1	07/14/14	Heat Rate	34.2 MW	System Territory	2:00 PM - 6:00 PM	4
SPD - Save Power Day	2	08/04/14	Energy Prices	37.6 MW	System Territory	2:00 PM - 6:00 PM	8
SPD - Save Power Day	3	09/02/14	Energy Prices	37.4 MW	System Territory	2:00 PM - 6:00 PM	12
SPD - Save Power Day	4	09/08/14	Energy Prices	37.5 MW	System Territory	2:00 PM - 6:00 PM	16
SPD - Save Power Day	5	09/11/14	Energy Prices	37.5 MW	System Territory	2:00 PM - 6:00 PM	20
SPD - Save Power Day	6	09/15/14	Energy Prices	37.5 MW	System Territory	2:00 PM - 6:00 PM	24
SPD - Save Power Day	7	09/17/14	Energy Prices	37.5 MW	System Territory	2:00 PM - 6:00 PM	28
SPD - Save Power Day	8	10/03/14	Energy Prices	37.8 MW	System Territory	2:00 PM - 6:00 PM	32
Category 3: DR Provider/Aggregated Managed Programs (6)							
AMP - Aggregator Managed Portfolio	1	02/06/14	Energy Prices	18.3 MW	System Territory	5:00 PM - 9:00 PM	4
AMP - Aggregator Managed Portfolio	2	02/06/14	Energy Prices	78.1 MW	System Territory	11:00 AM - 5:00 PM	10
AMP - Aggregator Managed Portfolio	3	02/06/14	Energy Prices	61.2 MW	System Territory	5:00 PM - 7:00 PM	12
AMP - Aggregator Managed Portfolio	4	05/13/14	Energy Prices	39.5 MW	System Territory	5:00 PM - 6:00 PM	13
AMP - Aggregator Managed Portfolio	5	05/14/14	Energy Prices	41.9 MW	System Territory	2:00 PM - 3:00 PM	14
AMP - Aggregator Managed Portfolio	6	05/14/14	Energy Prices	37.5 MW	System Territory	3:00 PM - 6:00 PM	17
AMP - Aggregator Managed Portfolio	7	05/15/14	Energy Prices	36.9 MW	System Territory	1:00 PM - 5:00 PM	21
AMP - Aggregator Managed Portfolio	8	05/15/14	Energy Prices	31.4 MW	System Territory	5:00 PM - 6:00 PM	22
AMP - Aggregator Managed Portfolio	9	05/29/14	Measurement & Evaluation	86.1 MW	System Territory	2:00 PM - 4:00 PM	24
AMP - Aggregator Managed Portfolio	10	06/10/14	Measurement & Evaluation	0.0 MW	System Territory	2:00 PM - 4:00 PM	26
AMP - Aggregator Managed Portfolio	11	06/10/14	Measurement & Evaluation	0.0 MW	System Territory	2:00 PM - 4:00 PM	28
AMP - Aggregator Managed Portfolio	12	06/10/14	Measurement & Evaluation	0.0 MW	System Territory	2:00 PM - 4:00 PM	30
AMP - Aggregator Managed Portfolio	13	06/26/14	Measurement & Evaluation	59.1 MW	System Territory	2:00 PM - 4:00 PM	32
AMP - Aggregator Managed Portfolio	14	06/30/14	Measurement & Evaluation	49.5 MW	System Territory	1:00 PM - 3:00 PM	34
AMP - Aggregator Managed Portfolio	15	07/25/14	Measurement & Evaluation	102.7 MW	System Territory	2:00 PM - 4:00 PM	36
AMP - Aggregator Managed Portfolio	16	08/11/14	Energy Prices	84.8 MW	System Territory	4:00 PM - 7:00 PM	39
AMP - Aggregator Managed Portfolio	17	08/28/14	Measurement & Evaluation	97.9 MW	System Territory	2:00 PM - 4:00 PM	41
AMP - Aggregator Managed Portfolio	18	08/28/14	Energy Prices	90.1 MW	System Territory	4:00 PM - 7:00 PM	44
AMP - Aggregator Managed Portfolio	19	09/11/04	Energy Prices	83.4 MW	System Territory	3:00 PM - 7:00 PM	48
AMP - Aggregator Managed Portfolio	20	09/16/14	Energy Prices	100.1 MW	System Territory	2:00 PM - 7:00 PM	53
Category 11: Dynamic Pricing							
SAI - Summer Advantage Incentive	1	07/08/14	CAISO System Peak	47.0 MW	System Territory	2:00 PM - 6:00 PM	4
SAI - Summer Advantage Incentive	2	07/14/14	Heat Rate	38.5 MW	System Territory	2:00 PM - 6:00 PM	8
SAI - Summer Advantage Incentive	3	07/30/14	CAISO System Peak	29.1 MW	System Territory	2:00 PM - 6:00 PM	12
SAI - Summer Advantage Incentive	4	08/04/14	Energy Prices	39.7 MW	System Territory	2:00 PM - 6:00 PM	16
SAI - Summer Advantage Incentive	5	08/22/14	CAISO System Peak	32.4 MW	System Territory	2:00 PM - 6:00 PM	20
SAI - Summer Advantage Incentive	6	08/28/14	CAISO System Peak	37.2 MW	System Territory	2:00 PM - 6:00 PM	24
SAI - Summer Advantage Incentive	7	09/08/14	Energy Prices	24.2 MW	System Territory	2:00 PM - 6:00 PM	28
SAI - Summer Advantage Incentive	8	09/11/14	Energy Prices	9.3 MW	System Territory	2:00 PM - 6:00 PM	32
SAI - Summer Advantage Incentive	9	09/15/14	Energy Prices	17.8 MW	System Territory	2:00 PM - 6:00 PM	36
SAI - Summer Advantage Incentive	10	09/16/14	Energy Prices	28.1 MW	System Territory	2:00 PM - 6:00 PM	40
SAI - Summer Advantage Incentive	11	09/22/14	Energy Prices	-4.6 MW	System Territory	2:00 PM - 6:00 PM	44
SAI - Summer Advantage Incentive	12	09/23/14	Energy Prices	-6.1 MW	System Territory	2:00 PM - 6:00 PM	48

Notes: