

March 21, 2014

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 February 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- 314-5796

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 February 2014

Southern California Edison

Monthly Program Enrollment and Estimated Load Impacts

Programs	January			February			March			April			May			June			Eligible Accounts as of Jan 1, 2014 ⁽⁵⁾
	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	553	438.6	475.1	553	427.4	475.1													11,558
Base Interruptible Program (BIP) 15 Minute Option	74	115.7	63.6	74	125.6	63.6													11,558
Optional Binding Mandatory Curtailment (OBMC)	11	17.6	16.7	11	17.6	16.7													N/A
Agricultural Pumping Interruptible (API)	1,144	30.1	45.2	1,152	31.8	45.5													8,073
Sub-Total Interruptible	1,782	602.0	600.5	1,790	602.4	600.8	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	302,971	0.0	122.2	301,075	0.0	121.5													2,143,943
Summer Discount Plan (SDP) - Commercial Base	0	0.0	0.0	0	0.0	0.0													469,113
Summer Discount Plan (SDP) - Commercial Enhanced	10,616	0.0	56.0	10,590	0.0	55.9													469,113
Summer Advantage Incentive (SAI/CPP)	3,466	41.6	45.4	3,474	40.6	45.5													4,895,906
Demand Bidding Program (DBP)	1,488	64.7	90.0	1,488	69.9	90.0													636,465
Capacity Bidding Program (CBP) Day Ahead	248	0.0	4.5	248	0.0	4.5													636,465
Capacity Bidding Program (CBP) Day Of	141	0.0	4.6	140	0.0	4.6													636,465
AMP Contracts/DR Contracts (AMP)	1,318	0.0	128.1	1,335	0.0	129.8													636,465
Real Time Pricing (RTP)	125	0.5	0.5	125	0.5	0.5													2,861
Save Power Day (SPD/PTR)	800,108	3.2	26.2	795,220	2.7	26.1													4,287,885
Scheduled Load Reduction Program (SLRP)	0	0.0	0.0	0	0.0	0.0													21,610
Sub-Total Price Response	1,120,481	110.1	477.7	1,113,695	113.7	478.3	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	1,122,263	712.0	1,078.2	1,115,485	716.1	1,079.2	0	0.0	0.0	0	0.0	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, 2014 ⁽⁵⁾
	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																			11,558
Base Interruptible Program (BIP) 15 Minute Option																			11,558
Optional Binding Mandatory Curtailment (OBMC)																			N/A
Agricultural Pumping Interruptible (API)																			8,073
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	0.0
Price Response																			
Summer Discount Plan (SDP) - Residential																			2,143,943
Summer Discount Plan (SDP) - Commercial Base																			469,113
Summer Discount Plan (SDP) - Commercial Enhanced																			469,113
Summer Advantage Incentive (SAI/CPP)																			4,895,906
Demand Bidding Program (DBP)																			636,465
Capacity Bidding Program (CBP) Day Ahead																			636,465
Capacity Bidding Program (CBP) Day Of																			636,465
AMP Contracts/DR Contracts (AMP)																			636,465
Real Time Pricing (RTP)																			2,861
Save Power Day (SPD/PTR)																			4,287,885
Scheduled Load Reduction Program (SLRP)																			21,610
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	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	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. PTR Service Accounts reflects the total number of customers eligible for PTR notifications as of Jan 1, 2014.

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

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, 2014 ⁽¹⁾⁽²⁾⁽³⁾	Eligibility Criteria
	January	February	March	April	May	June	July	August	September	October	November	December		
Agricultural Pumping Interruptible (API)	39.5	39.5	39.5	39.5	39.5	39.5	39.5	39.5	39.5	39.5	39.5	39.5	8,073	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	636,465	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	636,465	All non-residential customers
Base Interruptible Program (BIP) 15 Minute Option	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	11,558	All C & I customers > 200kW
Base Interruptible Program (BIP) 30 Minute Option	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	859.1	11,558	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	636,465	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	636,465	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	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)	4.1	4.1	1.9	0.3	0.3	0.0	17.5	137.2	0.0	125.2	4.2	4.2	2,861	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	4,287,885	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)	13.1	13.1	13.1	13.1	13.1	13.1	13.1	13.1	13.1	13.1	13.1	13.1	4,895,906	All bundled service customers
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	469,113	All commercial customers with central 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	2,143,943	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												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)	26.3	27.6	31.7	39.0	49.8	52.3	50.5	50.5	44.6	37.6	26.8	28.7	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	112.1	120.1	128.8	129.3	114.9	100.4	0.0	0.0	636,465	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	636,465	All non-residential customers
Base Interruptible Program (BIP) 15 Minute Option	1,563.4	1,697.7	1,750.8	1,745.0	1,674.6	1,820.5	1,801.9	1,848.1	1,911.4	1,810.9	1,833.1	1,666.7	11,558	All C & I customers > 200kW
Base Interruptible Program (BIP) 30 Minute Option	793.1	772.9	842.8	818.5	854.8	826.4	837.6	822.4	840.2	875.7	814.8	725.3	11,558	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	636,465	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	636,465	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	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)	3.7	3.7	1.8	0.2	0.2	0.0	17.0	130.9	180.3	123.7	3.7	3.7	2,861	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	4,287,885	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)	12.0	11.7	12.0	11.3	10.9	10.7	10.1	10.2	10.0	10.6	11.7	12.1	4,895,906	All bundled service customers
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	469,113	All commercial customers with central 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	2,143,943	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, 2013. For programs that are not active outside of the summer season a zero load impact value is reported. For programs available outside of the summer season, estimated Average Ex Ante Load Impacts for November through March/April/May are used depending on available data and reflect a typical event that would occur from 4 - 9 pm under the same conditions. Data from Ex Ante load impact reports filed in 2009 is used for OBMC reporting.

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

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

Year-to-Date Program Expenditures

Cost Item	2012 Total Expenditures	2013 Total Expenditures	2014 Expenditures ^{(1) (6)}												Year-to-Date 2014 Expenditures	Program-to-Date Total Expenditures 2012-2014	3-Year Funding 2012-2014 (D.12-04-045) ⁽⁸⁾	Fundshift Adjustments ⁽⁴⁾⁽⁵⁾	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	\$283,014	\$14,857	\$8,946													\$23,804	\$680,584	\$1,543,052	44%	
Base Interruptible Program (BIP)	\$999,326	\$397,028	\$25,676	\$33,796													\$59,472	\$1,455,826	\$2,407,226	60%	
Optional Binding Mandatory Curtailment (OBMC)	\$1,261	\$2,406	\$156	\$176													\$332	\$3,999	\$37,475	11%	
Rotating Outages (RO)	\$97,734	\$83,793	\$21,428	\$2,272													\$23,699	\$205,227	\$321,658	64%	
Scheduled Load Reduction Program (SLRP)	\$0	\$0	\$0	\$0													\$0	\$0	\$15,000	0%	
Category 1 Total	\$1,472,087	\$766,242	\$62,116	\$45,191	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$107,307	\$2,345,636	\$4,324,411	54%	
Category 2 - Price Responsive Programs																					
10:10 Summer Readiness ⁽¹⁾	\$312,614	\$96,880	\$0	\$0													\$0	\$409,494	N/A	\$1,200,000	34%
AC Cycling - Summer Discount Plan (SDP)	\$9,897,809	\$6,645,480	\$469,141	\$875,724													\$1,344,864	\$17,888,153	\$64,391,768	\$693,000	27%
AC Cycling - Summer Discount Plan (SDP) - Residential Transition	\$5,481,804	\$107,564	(\$2,531)	\$314													(\$2,217)	\$5,587,151	\$26,600,000	(\$9,974,000)	34%
Capacity Bidding Program (CBP)	\$230,537	\$142,107	\$8,278	\$8,472													\$16,750	\$389,394	\$661,287	59%	
Demand Bidding Program (DBP)	\$346,612	\$196,916	\$12,782	\$11,620													\$24,402	\$567,929	\$1,483,686	38%	
Save Power Day (SPD)/PTR ⁽⁷⁾	\$0	\$645,978	\$115,107	\$124,115													\$239,222	\$885,201	\$4,707,515	19%	
Category 2 Total	\$16,269,375	\$7,834,926	\$602,777	\$1,020,244	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,623,021	\$25,727,321	\$97,844,256	26%	
Category 3 - DR Provider/Aggregated Managed Program:																					
AMP Contracts/DR Contracts (AMP) ⁽²⁾	\$509,375	\$353,808	\$15,464	\$15,736													\$31,200	\$894,382	\$49,307,888		2%
Category 3 Total	\$509,375	\$353,808	\$15,464	\$15,736	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$31,200	\$894,382	\$49,307,888	2%	
Category 4 - Emerging & Enabling Technology:																					
Auto DR / Technology Incentives (AutoDR-TI) ⁽³⁾	\$1,491,483	\$9,650,987	\$1,359,686	\$638,629													\$1,998,315	\$13,140,785	\$35,576,277	\$5,000,000	32%
Emerging Markets & Technologies ⁽⁷⁾	\$1,647,248	\$2,282,495	\$125,685	\$260,126													\$385,810	\$4,315,554	\$7,303,969	\$975,000	52%
Category 4 Total	\$3,138,731	\$11,933,482	\$1,485,371	\$898,755	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,384,125	\$17,456,338	\$42,880,246	\$4,975,000	41%
Category 5 - Pilots																					
Smart Charging Pilot	\$0	\$61,054	\$2,958	\$23,320													\$26,278	\$87,332	\$600,000		15%
Workplace Charging Pilot	\$0	\$57,087	\$10,745	\$6,502													\$17,247	\$74,334	\$1,243,125		6%
Category 5 Total	\$0	\$118,141	\$13,703	\$29,822	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$43,525	\$161,666	\$1,843,125	\$0	9%
Category 6 - Evaluation, Measurement and Verification																					
DR Research Studies (CPUC)	(\$8,512)	\$13,062	(\$4,551)	\$0													(\$4,551)	\$0	\$1,200,000		0%
Measurement and Evaluation	\$486,149	\$1,056,762	\$84,578	\$140,693													\$225,271	\$1,768,183	\$6,404,147		28%
Category 6 Total	\$477,638	\$1,069,825	\$80,027	\$140,693	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$220,721	\$1,768,183	\$7,604,147	\$0	23%
Category 7 - Marketing, Education & Outreach																					
Circuit Savers Program	\$386,368	\$254,854	\$2,397	\$2,364													\$4,761	\$645,983	\$1,000,000		65%
DR Marketing, Education & Outreach	\$221,151	\$138,196	\$3,286	\$31,985													\$35,271	\$394,618	\$2,600,000		15%
Other Local Marketing	\$164,985	\$4,231,709	\$7,542	\$52,017													\$59,560	\$4,456,254	\$20,000,000	\$1,931,000	20%
Statewide Marketing - Flex Alert	\$5,464,625	\$5,966,707	\$0	\$0													\$0	\$11,431,332	\$17,500,000	\$175,000	65%
Category 7 Total	\$6,237,129	\$10,591,467	\$13,226	\$86,366	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$99,592	\$16,928,187	\$41,100,000	\$1,931,000	41%
Category 8 - DR System Support Activities																					
DR Systems & Technology (S&T)	\$4,150,806	\$4,426,839	\$261,121	\$362,443													\$623,565	\$9,201,209	\$17,900,032		51%
Category 8 Total	\$4,150,806	\$4,426,839	\$261,121	\$362,443	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$623,565	\$9,201,209	\$17,900,032	\$0	51%
Category 9 - Integrated Programs and Activities (Including Technical Assistance)																					
Commercial New Construction	\$303,682	\$239,026	\$5,276	\$7,340													\$12,616	\$555,324	\$977,225	\$56,886	54%
DR Energy Leadership Partnership (ELP)	\$534,178	\$410,883	\$19,694	\$25,077													\$44,771	\$989,832	\$2,604,093	(\$309,850)	43%
DR Institutional Partnership	\$143,030	\$568,634	\$28,039	\$26,562													\$54,601	\$766,265	\$1,450,515	\$167,295	47%
DR Technology Resource Incubator Program (TRIO)	\$15,835	\$12,896	\$147	\$137													\$284	\$29,015	\$596,467		5%
Federal Power Reserve Partnership (FedPower)	\$342,896	(\$234)	\$0	\$0													\$0	\$342,662	\$561,756		64%
IDSM Continuous Energy Improvement	\$0	\$1,906	\$1,254	\$17,151													\$18,406	\$20,312	\$540,000	(\$28,600)	4%
IDSM Fuel Processing Pilot	\$83,419	\$265,870	\$1,857	\$21,630													\$23,487	\$372,776	\$1,127,209		33%
Integrated DSM Marketing	\$671,398	\$1,189,032	\$16,665	\$18,770													\$35,436	\$1,895,866	\$7,004,359	(\$165,901)	28%
Rx Initiative	\$0	\$43,140	\$25,734	\$16,695													\$42,429	\$85,569	\$287,500		30%
Residential New Construction Pilot	\$20,540	\$29,804	\$464	\$479													\$943	\$51,287	\$489,022		12%
Statewide IDSM	\$168,227	\$446,418	\$29,886	\$1,761													\$31,848	\$646,292	\$529,595	\$224,670	86%
Technical Assistance (TA)	\$468,612	\$339,899	\$9,754	\$10,877													\$20,631	\$829,142	\$3,338,878		25%
Third Party Programs	\$0	\$21,322	\$2,418	\$2,353													\$4,772	\$26,093	\$4,137,500		1%
Upstream Auto-DR w/HVAC	\$0	\$195,320	\$3,048	\$94,143													\$97,191	\$292,511	\$1,900,000		15%
Workforce Education & Training Smart Students (SmartStudents)	\$52,902	\$455,374	\$20,120	\$58,104													\$78,224	\$586,499	\$2,049,828	\$55,500	28%
Category 9 Total	\$2,804,719	\$4,219,289	\$164,358	\$301,080	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$465,437	\$7,489,446	\$27,543,947	\$27,543,947	28%
Category 10 - Special Projects																					
Permanent Load Shift	\$205,013	\$235,464	\$53,614	\$756													\$54,370	\$494,848	\$14,000,000		4%
Category 10 Total	\$205,013	\$235,464	\$53,614	\$756	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$54,370	\$494,848	\$14,000,000	\$0	4%
Category 11 - Dynamic Pricing																					
Real Time Pricing	\$91,351	\$78,837	\$6,093	\$5,859													\$11,952	\$182,140	\$625,429		29%
Summer Advantage Incentive <200kW (SAI/CPP)	\$38,797	\$64,625	\$10,177	\$10,023													\$20,200	\$123,622	\$1,990,868		6%
Summer Advantage Incentive >=200kW (SAI/CPP)	\$280,677	\$198,134	\$20,734	\$21,739													\$42,474	\$521,284	\$2,373,539		22%
Category 11 Total	\$410,825	\$341,595	\$37,005	\$37,621	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$74,626	\$827,047	\$4,989,836	\$0	17%
Programs Support Costs	(\$156)	\$0	\$0	\$0													\$0	(\$156)	\$0		
Total Incremental Cost	\$35,675,542	\$41,891,077	\$2,788,782	\$2,938,707	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,727,489	\$83,294,108	\$309,337,888	\$0	27%
Technical Assistance & Technology Incentives (TA&TI) commitments outstanding as of 2/28/2014	\$14,435,562																				

Notes:

(1) Per ACR issued on 12/28/1

Table 1-21
SCE Demand Response Programs and Activities
Carry-Over Expenditures and Funding
2012-2014⁽¹⁾

Year-to-Date Program Expenditures

Cost Item	2012 Total Expenditures	2013 Total Expenditures	2014 Expenditures of Carry-over Funds ⁽¹⁾												Year-to-Date 2014 Expenditures	2012-2014 Total Expenditures	
			January ⁽³⁾	February	March	April	May	June	July	August	September	October	November	December			
Category 1: Emergency Programs																	
AC Cycling - Summer Discount Plan - Transition	\$0	\$0	\$0	\$0												\$0	\$0
AC Cycling - Summer Discount Plan (SDP)	\$0	\$3,633	\$0	\$167												\$167	\$3,800
Agricultural Pumping Interruptible (API)	\$7,153	(\$7,153)	\$0	\$0												\$0	(\$0)
Base Interruptible Program (BIP)	\$79,700	\$2,860	\$0	(\$1,551)												(\$1,551)	\$81,009
Optional Binding Mandatory Curtailment	\$0	\$0	\$0	\$0												\$0	\$0
Rotating Outages (RO)	\$3,683	(\$48)	\$131	(\$15)												\$116	\$3,751
Scheduled Load Reduction Program (SLRP)	\$0	\$0	\$0	\$0												\$0	\$0
Budget Category 1 Total	\$90,536	(\$709)	\$131	(\$1,398)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	(\$1,267)	\$88,561
Category 2: Price Responsive Programs																	
Capacity Bidding Program (CBP)	\$0	\$0	\$0	\$0												\$0	\$0
Demand Bidding Program (DBP)	\$0	\$0	\$0	\$0												\$0	\$0
Energy Options Program	\$0	\$0	\$0	\$0												\$0	\$0
Real Time Pricing (RTP)	\$0	\$0	\$0	\$0												\$0	\$0
Summer Advantage Incentive (SAI/CPP)	\$0	\$281	\$0	\$0												\$0	\$281
Budget Category 2 Total	\$0	\$281	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$281
Category 3: DR Aggregator Managed Programs																	
AMP Contracts/DR Contracts (AMP)	\$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	\$0
Category 4: DR Enabled Programs																	
Auto DR	\$0	\$0	\$0	\$0												\$0	\$0
Agriculture Pump Timer Program	\$0	\$0	\$0	\$0												\$0	\$0
Emerging Markets & Technologies	\$780,361	\$2,019,124	(\$1,752)	\$4,317												\$2,565	\$2,802,051
Technical Assistance & Technology Incentives - Admin ⁽²⁾	\$1,209,456	\$0	\$0	\$0												\$0	\$1,209,456
Technical Assistance & Technology Incentives - Incentives ⁽²⁾	\$13,505,990	\$5,010,674	\$109,991	(\$417,046)												(\$307,055)	\$18,209,609
Permanent Load Shift	\$0	\$0	\$0	\$0												\$0	\$0
Budget Category 4 Total	\$15,495,808	\$7,029,797	\$108,239	(\$412,729)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	(\$304,489)	\$22,221,116
Category 5: Pilots & SmartConnect Enabled Programs																	
Participating Load / Proxy Demand Resource Pilot	\$92,081	\$0	\$0	\$0												\$0	\$92,081
SmartConnect Thermostats for CPP	\$0	\$0	\$0	\$0												\$0	\$0
SmartConnect Customer Experience Pilot	\$0	\$0	\$0	\$0												\$0	\$0
Budget Category 5 Total	\$92,081	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$92,081
Category 6: Statewide Marketing Program																	
Flex Alert	\$44,151	\$0	\$0	\$0												\$0	\$44,151
Budget Category 6 Total	\$44,151	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$44,151
Category 7: Measurement & Evaluation																	
Measurement & Evaluation	\$1,138,676	(\$27,379)	\$0	\$0												\$0	\$1,111,298
Budget Category 7 Total	\$1,138,676	(\$27,379)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,111,298
Category 8: System Support Activities																	
DR Forecasting Tool	\$0	\$0	\$0	\$0												\$0	\$0
DR Resource Portal	\$0	\$0	\$0	\$0												\$0	\$0
DR System Infrastructure	\$141,941	\$90,731	\$5,025	\$4,498												\$9,523	\$242,196
Budget Category 8 Total	\$141,941	\$90,731	\$5,025	\$4,498	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$9,523	\$242,196
Category 9: Marketing Education & Outreach																	
Agriculture & Water Outreach	\$0	\$0	\$0	\$0												\$0	\$0
Circuit Savers	\$0	\$0	\$0	\$0												\$0	\$0
DR Energy Leadership Partnership (Community EE/DR Partnership)	\$7,421	\$0	\$0	\$0												\$0	\$7,421
Federal Power Reserves Partnership	\$5,942	\$0	\$0	\$0												\$0	\$5,942
Income Qualified Customer Outreach	\$2,331	\$0	\$0	\$0												\$0	\$2,331
Integrated DSM Marketing	\$88,555	\$20,965	\$3,492	\$471												\$3,963	\$113,484
PEAK	\$0	\$0	\$0	\$0												\$0	\$0
Budget Category 9 Total	\$104,250	\$20,965	\$3,492	\$471	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,963	\$129,178
Category 10: Integrated Programs																	
IDEAA Program	\$0	\$0	\$0	\$0												\$0	\$0
IDSM food Processing Pilot	\$195,170	(\$28,419)	\$0	\$0												\$0	\$166,751
Institutional & Govt Partnership Program	\$0	\$0	\$0	\$0												\$0	\$0
Non-residential New Construction	\$35,789	\$0	\$0	\$0												\$0	\$35,789
Residential New Construction	\$10,251	\$0	\$0	\$0												\$0	\$10,251
Statewide IDSM Program	\$7,531	\$0	\$0	\$0												\$0	\$7,531
TRIO Program	\$0	\$0	\$0	\$0												\$0	\$0
W&T Smart Students	\$0	\$0	\$0	\$0												\$0	\$0
Budget Category 10 Total	\$248,741	(\$28,419)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$220,321
Programs Support costs	\$0	\$0	\$0	\$0												\$0	\$0
Total Incremental Cost	\$17,356,184	\$7,085,268	\$116,888	(\$409,158)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	(\$292,270)	\$24,149,182

Technical Assistance & Technology Incentives (TA&TI) commitments outstanding as of 2/28/2014 **\$1,728,976**

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
2014

Annual Total Cost

Cost Item	Total Embedded Cost and Revenues ⁽¹⁾												Year-to-Date
	January	February	March	April	May	June	July	August	September	October	November	December	Total Cost
Program Incentives ⁽²⁾													
10:10 Summer Readiness	\$19	\$21											\$39
Agricultural Pumping Interruptible (API)	\$46,298	\$57,258											\$103,556
Base Interruptible Program (BIP)	\$730,786	(\$1,269,641)											(\$538,855)
Capacity Bidding Program (CBP)	\$0	\$0											\$0
Demand Bidding Program (DBP)	\$1,175	\$17											\$1,192
AMP Contracts/DR Contracts (AMP)	(\$35,135)	\$72,418											\$37,283
Save Power Day (SPD/PTR)	\$39,658	\$42,570											\$82,228
Summer Discount Plan (SDP) - Commercial Base	\$0	\$0											\$0
Summer Discount Plan (SDP) - Commercial Enhanced	\$24,444	\$16,348											\$40,792
Summer Discount Plan (SDP) - Residential	\$125,104	\$126,740											\$251,844
Summer Discount Plan (SDP) - Residential O-Switch	\$666	\$769											\$1,435
Total Cost of Incentives	\$933,014	(\$953,500)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	(\$20,486)
Revenues from Excess Energy Charges ⁽³⁾													
	\$0	\$0											\$0

(1) Amounts reported are for incentives costs that are not recovered in the Demand Response Program Balancing Account.
(2) Except for AMP Contracts/DR Contracts, Incentive data is preliminary and subject to change based on billing records.
(3) Revenues assessed by BIP participants for failure to reduce load when requested during curtailment events.

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

	2012-2014 Funding Cycle Customer Communication, Marketing, and Outreach												Year-to Date 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							
I. STATEWIDE MARKETING																			
IOU Administrative Costs	\$0	\$0												\$0	\$0	\$0	\$0		
Statewide ME&O contract	\$0	\$0												\$0	\$5,439,518	\$5,966,707	\$11,406,224	\$29,675,000	
II. TOTAL STATEWIDE MARKETING	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,439,518	\$5,966,707	\$11,406,224	\$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													\$5,792	\$11,145	\$7,224	\$24,161	
Base Interruptible Program (BIP)	\$0	(\$8,786)													(\$8,786)	\$15,207	\$21,218	\$27,639	
Optional Binding Mandatory Curtailment (OBMC)	\$0	\$0													\$0	\$3	\$0	\$3	
Rotating Outages (RO)	\$0	\$0													\$0	\$0	\$0	\$0	
Scheduled Load Reduction Program (SLRP)	\$0	\$0													\$0	\$0	\$0	\$0	
Category 2: Price Responsive Programs																			
Ancillary Service Tariff (AS)	\$0	\$0													\$0	\$0	\$0	\$0	
Capacity Bidding Program (CBP)	\$0	\$0													\$0	\$1,657	\$1,375	\$3,032	
Demand Bidding Program (DBP)	\$0	\$2,996													\$2,996	\$1,771	(\$445)	\$4,321	
AC Cycling - Summer Discount Plan (SDP) Transition	\$0	\$0													\$0	\$374,219	\$913	\$375,132	
10:10 Summer Readiness	\$77	\$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	
Category 4: Emerging & Enabling Technologies																			
Auto DR / Technology Incentives (AutoDR-TI)	\$0	\$0													\$0	\$4,695	\$26,919	\$31,614	
Emerging Markets & Technologies	\$0	\$0													\$0	\$0	\$0	\$0	
Category 5: Pilots																			
Smart Charging Pilot	\$0	\$0													\$0	\$0	\$0	\$0	
Workplace Charging Pilot	\$0	\$0													\$0	\$0	\$0	\$0	
Category 6: Evaluation, Measurement and Verification																			
Measurement and Evaluation	\$0	\$0													\$0	\$0	\$0	\$0	
DR Research Studies (CPUC)	\$0	\$0													\$0	\$0	\$0	\$0	
Category 7: Marketing, Education & Outreach																			
Circuit Savers Program	\$2,397	\$2,364													\$4,761	\$387,518	(\$4,857)	\$387,422	
DR Marketing, Education & Outreach	\$3,286	\$31,985													\$35,271	\$215,119	\$138,196	\$388,586	
Category 9: Integrated Programs and Activities (Including Technical Assistance)																			
Integrated DSM Marketing	\$16,665	\$18,770													\$35,436	\$681,728	\$1,189,032	\$1,906,195	
Statewide IDSM	\$0	\$0													\$0	\$0	\$0	\$0	
DR Institutional Partnership	\$0	\$0													\$0	\$0	\$0	\$0	
DR Technology Resource Incubator Program (TRIO)	\$0	\$0													\$0	\$0	\$0	\$0	
DR Energy Leadership Partnership (ELP)	\$0	\$0													\$0	\$165,832	\$0	\$165,832	
Federal Power Reserve Partnership (FedPower)	\$0	\$0													\$0	\$13,783	\$0	\$13,783	
Technical Assistance (TA)	\$0	\$0													\$0	\$0	\$0	\$0	
Commercial New Construction	\$0	\$0													\$0	\$20,256	\$89,770	\$110,026	
IDSM food Processing Pilot	\$0	\$0													\$0	\$0	\$0	\$0	
Residential New Construction Pilot	\$39	\$37													\$77	\$0	\$2,099	\$2,176	
Workforce Education & Training Smart Students (SmartStudents)	\$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												\$469	\$0	\$40,901	\$41,370	\$250,000
Category 11 - Dynamic Pricing																		
Critical Peak Pricing >=200kW (aka Summer Advantage Incentive)	\$0	\$0												\$0	\$23,504	\$8,040	\$31,543	\$275,000
Real Time Pricing	\$0	\$208												\$208	\$0	\$30,818	\$31,026	\$480,000
SUBTOTAL	\$22,465	\$53,835	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$76,300	\$7,497,951	\$7,516,013	\$15,090,264	\$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
Collateral- Development, Printing, Distribution etc. (all non-labor costs)	\$7,117	\$50,999												\$58,116	\$0	\$1,284,660	\$1,342,776	
Labor	\$0	\$0												\$0	\$0	\$346,240	\$346,240	
Paid Media	\$0	\$0												\$0	\$0	\$10,703	\$10,703	
Other Costs	\$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
Collateral- Development, Printing, Distribution etc. (all non-labor costs)	\$348	\$0												\$348	\$0	\$2,131,078	\$2,131,426	
Labor	\$0	\$0												\$0	\$0	\$0	\$0	
Paid Media	\$0	\$0												\$0	\$0	\$261,790	\$261,790	
Other Costs	\$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
Collateral- Development, Printing, Distribution etc. (all non-labor costs)	\$0	\$340												\$340	\$0	\$41,154	\$41,494	
Labor	\$0	\$0												\$0	\$0	\$22,056	\$22,056	
Paid Media	\$0	\$0												\$0	\$0	\$0	\$0	
Other Costs	\$0	\$0												\$0	\$0	\$0	\$0	
II. TOTAL UTILITY MARKETING BY ACTIVITY	\$29,930	\$105,174	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$135,104	\$7,601,800	\$11,613,743	\$19,350,648	\$55,206,000
III. UTILITY MARKETING BY ITEMIZED COST																		
Customer Research	\$0	\$0												\$0	\$0	\$0	\$0	\$0
Collateral- Development, Printing, Distribution etc. (all non-labor costs)	\$7,465	(\$51,339)												\$58,804	\$0	\$3,456,893	\$3,515,697	
Labor	\$0	\$0												\$0	\$0	\$368,295	\$368,295	
Paid Media	\$0	\$0												\$0	\$0	\$272,493	\$272,493	
Other Costs	\$0	\$0												\$0	\$103,849	\$49	\$103,898	
<i>Total from Program, Rates & Activities that do not require itemized accounting</i>	\$22,465	(\$53,835)												\$76,300	\$7,497,951	\$7,516,013	\$15,090,264	
III. TOTAL UTILITY MARKETING BY ITEMIZED COST	\$29,930	\$105,174	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$135,104	\$7,601,800	\$11,613,743	\$19,350,648	\$55,206,000
IV. UTILITY MARKETING BY CUSTOMER SEGMENT																		
Agricultural / Pumping	\$224	(\$6,323)												\$6,547	\$80,662	\$81,034	\$168,243	
Large Commercial and Industrial	\$2,689	(\$775)												\$3,463	\$882,349	\$957,456	\$1,843,268	
Small and Medium Commercial	\$299	(\$1,359)												\$1,658	\$182,256	\$191,573	\$375,486	
Residential	\$26,719	(\$96,717)												\$123,436	\$6,456,534	\$10,383,680	\$16,963,650	
IV. TOTAL UTILITY MARKETING BY CUSTOMER SEGMENT	\$29,930	\$105,174	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$135,104	\$7,601,800	\$11,613,743	\$19,350,648	\$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 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							
I. STATEWIDE MARKETING																			
IOU Administrative Costs																			
Statewide ME&O contract																			
II. TOTAL STATEWIDE MARKETING						\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
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)																			
Base Interruptible Program (BIP)																			
Optional Binding Mandatory Curtailment (OBMC)																			
Rotating Outages (RO)																			
Scheduled Load Reduction Program (SLRP)																			
Category 2: Price Responsive Programs																			
Ancillary Service Tariff (AS)																			
Capacity Bidding Program (CBP)																			
Demand Bidding Program (DBP)																			
AC Cycling - Summer Discount Plan (SDP) Transition																			
10:10 Summer Readiness																			
Category 3: DR Provider/Aggregated Managed Programs																			
AMP Contracts/DR Contracts (AMP)																			
Category 4: Emerging & Enabling Technologies																			
Auto DR / Technology Incentives (AutoDR-TI)																			
Emerging Markets & Technologies																			
Category 5: Pilots																			
Smart Charging Pilot																			
Workplace Charging Pilot																			
Category 6: Evaluation, Measurement and Verification																			
Measurement and Evaluation																			
DR Research Studies (CPUC)																			
Category 7: Marketing, Education & Outreach																			
Circuit Savers Program																			
DR Marketing, Education & Outreach																			
Category 9: Integrated Programs and Activities (Including Technical Assistance)																			
Integrated DSM Marketing																			
Statewide IDSM																			
DR Institutional Partnership																			
DR Technology Resource Incubator Program (TRIO)																			
DR Energy Leadership Partnership (ELP)																			
Federal Power Reserve Partnership (FedPower)																			
Technical Assistance (TA)																			
Commercial New Construction																			
IDSM food Processing Pilot																			
Residential New Construction Pilot																			
Workforce Education & Training Smart Students (SmartStudents)																			

	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	\$0	\$40,901	\$40,901	\$250,000	
Category 11 - Dynamic Pricing																		
Critical Peak Pricing >=200kW (aka Summer Advantage Incentive)													\$0	\$23,504	\$8,040	\$31,543	\$275,000	
Real Time Pricing													\$0	\$0	\$30,818	\$30,818	\$480,000	
SUBTOTAL	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$7,497,951	\$7,516,013	\$15,013,964	\$34,775,000
PROGRAMS & RATES WHICH REQUIRE ITEMIZED ACCOUNTING																		
AC Cycling : Summer Discount Plan (SDP)																	\$4,931,000	
Customer Research													\$0	\$0	\$0	\$0		
Collateral- Development, Printing, Distribution etc. (all non-labor costs)													\$0	\$0	\$1,284,660	\$1,284,660		
Labor													\$0	\$0	\$346,240	\$346,240		
Paid Media													\$0	\$0	\$10,703	\$10,703		
Other Costs													\$0	\$103,849	\$49	\$103,898		
Peak Time Rebate / Save Power Day (PTR) ⁽²⁾																	\$10,000,000	
Customer Research													\$0	\$0	\$0	\$0		
Collateral- Development, Printing, Distribution etc. (all non-labor costs)													\$0	\$0	\$2,131,078	\$2,131,078		
Labor													\$0	\$0	\$0	\$0		
Paid Media													\$0	\$0	\$261,790	\$261,790		
Other Costs													\$0	\$0	\$0	\$0		
Critical Peak Pricing < 200 kW (aka Summer Advantage Incentive)																	\$5,500,000	
Customer Research													\$0	\$0	\$0	\$0		
Collateral- Development, Printing, Distribution etc. (all non-labor costs)													\$0	\$0	\$41,154	\$41,154		
Labor													\$0	\$0	\$22,056	\$22,056		
Paid Media													\$0	\$0	\$0	\$0		
Other Costs													\$0	\$0	\$0	\$0		
II. TOTAL UTILITY MARKETING BY ACTIVITY	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$7,601,800	\$11,613,743	\$19,215,543	\$55,206,000
III. UTILITY MARKETING BY ITEMIZED COST																		
Customer Research													\$0	\$0	\$0	\$0		
Collateral- Development, Printing, Distribution etc. (all non-labor costs)													\$0	\$0	\$3,456,893	\$3,456,893		
Labor													\$0	\$0	\$368,295	\$368,295		
Paid Media													\$0	\$0	\$272,493	\$272,493		
Other Costs													\$0	\$103,849	\$49	\$103,898		
<i>Total from Program, Rates & Activities that do not require itemized accounting</i>													\$0	\$7,497,951	\$7,516,013	\$15,013,964		
III. TOTAL UTILITY MARKETING BY ITEMIZED COST	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$7,601,800	\$11,613,743	\$19,215,543	\$55,206,000
IV. UTILITY MARKETING BY CUSTOMER SEGMENT																		
Agricultural / Pumping													\$0	\$80,662	\$81,034	\$161,695		
Large Commercial and Industrial													\$0	\$882,349	\$957,456	\$1,839,805		
Small and Medium Commercial													\$0	\$182,256	\$191,573	\$373,829		
Residential													\$0	\$6,456,534	\$10,383,680	\$16,840,214		
IV. TOTAL UTILITY MARKETING BY CUSTOMER SEGMENT	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$7,601,800	\$11,613,743	\$19,215,543	\$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 09-08-027 ORDERING PARAGRAPH 35

OP 35: **The utilities may shift up to 50% of a program's funds to another program within the same budget category.**
The utilities shall document the amount of and reason for each shift in their monthly demand response reports.

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

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 Tolerated Hours (Annual) ⁽⁴⁾
Category 1 : Reliability Programs							
API - Agriculture Pumping Interruptible	1	02/06/14	CAISO Imminent Stage 1	32.0 MW	System Territory	2:15PM - 7:39PM	5.5
BIP - Base Interruptible Program	1	02/06/14	CAISO Imminent Stage 1	576.0 MW	System Territory	2:15PM - 7:14PM	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	2:15PM - 7:39PM	5.5
SDP-R - Summer Discount Plan Residential	1	02/06/14	CAISO Imminent Stage 1	0.0 MW	System Territory	2:15PM - 7:39PM	5.5
CBP - Capacity Bidding Program - Day Ahead (1-4)	1	02/06/14	Heat Rate	10.6 MW	System Territory	6PM - 7PM	1
CBP - Capacity Bidding Program - Day Of (1-4)	1	02/06/14	Heat Rate	1.6 MW	System Territory	3PM - 7PM	4
CBP - Capacity Bidding Program - Day Of (2-6)	1	02/06/14	Heat Rate	0.0 MW	System Territory	3PM - 7PM	4
Category 3 : DR Provider/Aggregated Managed Programs							
AMP - Aggregator Managed Portfolio	1	02/06/14	Per contract	Pending	System Territory	11AM - 5PM / 5PM - 9PM	6
AMP - Aggregator Managed Portfolio	2	02/06/14	Per contract	Pending	System Territory	5PM - 7PM	8
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. Based on the CAISO Program Results report. Load impact-weather relationship is provided by the 2012 SDP Load Impact Evaluation study.
 - 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.
 - 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 nominations by APX.
 - AMP: Based on event reduction results using baseline established for each contract.
 - PTR: Based on the CAISO Program Results report. Calculated based on the assumed kW reduction per enrolled customer from the 2013 ex ante report.
- (4) Individual customer tolerated 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.