

August 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.<sup>1</sup> 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](http://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 July 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- 314-6596

Enclosure(s)

<sup>1</sup>

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 July 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 <sup>(5)</sup>
	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	
<b>Interruptible/Reliability</b>																			
Base Interruptible Program (BIP) 15 Minute Option	74	121.5	78.7	74	137.7	78.7	74	135.0	78.7	72	138.9	76.6	72	141.0	76.6	72	145.5	76.6	11,558
Base Interruptible Program (BIP) 30 Minute Option	553	439.0	588.0	553	454.1	588.0	547	448.8	581.6	548	477.2	582.7	551	498.5	585.9	555	521.8	590.1	11,558
Optional Binding Mandatory Curtailment (OBMC)	11	17.6	16.7	11	17.6	16.7	11	17.6	16.7	11	17.1	16.7	11	17.7	16.7	11	16.8	16.7	N/A
Agricultural Pumping Interruptible (API)	1,144	27.7	42.4	1,152	34.3	42.7	1,165	41.0	43.2	1,173	57.9	43.5	1,184	61.4	43.9	1,182	64.5	43.9	8,073
<b>Sub-Total Interruptible</b>	<b>1,782</b>	<b>605.7</b>	<b>725.8</b>	<b>1,790</b>	<b>643.7</b>	<b>726.1</b>	<b>1,797</b>	<b>642.4</b>	<b>720.2</b>	<b>1,804</b>	<b>691.1</b>	<b>719.5</b>	<b>1,818</b>	<b>718.7</b>	<b>723.0</b>	<b>1,820</b>	<b>748.6</b>	<b>727.2</b>	
<b>Price Response</b>																			
Summer Discount Plan (SDP) - Residential	302,971	0.0	272.7	301,075	0.0	271.0	298,310	0.0	268.5	296,553	59.3	266.9	296,950	148.5	267.3	301,559	180.9	271.4	2,143,943
Summer Discount Plan (SDP) - Commercial	10,616	0.0	28.7	10,590	0.0	28.6	10,562	0.0	28.5	10,563	9.5	28.5	10,707	18.2	28.9	11,050	21.0	29.8	469,113
Summer Advantage Incentive (SAI/CPP)	3,466	20.4	49.2	3,474	20.5	49.3	3,489	20.6	49.5	3,501	50.8	49.7	3,517	52.8	49.9	3,525	50.4	50.1	4,895,906
Demand Bidding Program (DBP)	1,488	72.3	112.8	1,488	94.2	112.8	1,497	154.9	113.5	1,502	196.2	113.9	1,484	187.6	112.5	1,477	197.3	112.0	636,465
Capacity Bidding Program (CBP) Day Ahead	248	7.2	36.1	248	7.5	36.1	246	8.0	35.8	252	9.6	36.6	220	9.4	32.0	232	10.2	33.7	636,465
Capacity Bidding Program (CBP) Day Of	141	9.5	6.2	140	9.5	6.1	132	9.0	5.8	130	9.3	5.7	426	21.6	18.7	405	20.5	17.8	636,465
AMP Contracts/DR Contracts (AMP)	1,318	65.8	105.0	1,335	72.2	106.4	1,259	71.8	100.3	1,264	100.0	100.7	1,708	124.9	136.1	1,797	138.9	143.2	636,465
Real Time Pricing (RTP)	125	0.8	1.0	125	0.8	1.0	127	0.9	0.7	129	0.4	0.4	130	0.4	0.4	131	(13.2)	2.5	2,861
Save Power Day (SPD/PTR)	800,108	32.0	32.0	795,220	31.8	31.8	789,660	31.6	31.6	342,747	17.1	13.7	357,485	17.9	14.3	362,022	21.7	14.5	4,287,885
Scheduled Load Reduction Program (SLRP)	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	21,610
<b>Sub-Total Price Response</b>	<b>1,120,481</b>	<b>208.0</b>	<b>643.6</b>	<b>1,113,695</b>	<b>236.5</b>	<b>643.1</b>	<b>1,105,282</b>	<b>296.8</b>	<b>634.2</b>	<b>656,641</b>	<b>452.1</b>	<b>616.2</b>	<b>672,627</b>	<b>581.1</b>	<b>660.1</b>	<b>682,198</b>	<b>627.7</b>	<b>674.9</b>	
<b>Total All Programs</b>	<b>1,122,263</b>	<b>813.7</b>	<b>1,369.5</b>	<b>1,115,485</b>	<b>880.2</b>	<b>1,369.2</b>	<b>1,107,079</b>	<b>939.2</b>	<b>1,354.4</b>	<b>658,445</b>	<b>1,143.2</b>	<b>1,335.6</b>	<b>674,445</b>	<b>1,299.7</b>	<b>1,383.1</b>	<b>684,018</b>	<b>1,376.4</b>	<b>1,402.2</b>	

Programs	July			August			September			October			November			December			Eligible Accounts as of Jan 1, 2014 <sup>(5)</sup>
	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	
<b>Interruptible/Reliability</b>																			
Base Interruptible Program (BIP) 15 Minute Option	72	139.2	76.6																11,558
Base Interruptible Program (BIP) 30 Minute Option	561	523.6	596.5																11,558
Optional Binding Mandatory Curtailment (OBMC)	11	16.6	16.7																N/A
Agricultural Pumping Interruptible (API)	1,194	63.5	44.3																8,073
<b>Sub-Total Interruptible</b>	<b>1,838</b>	<b>742.9</b>	<b>734.1</b>	<b>0</b>	<b>0.0</b>	<b>0.0</b>	<b>0</b>	<b>0.0</b>	<b>0.0</b>	<b>0</b>	<b>0.0</b>	<b>0.0</b>	<b>0</b>	<b>0.0</b>	<b>0.0</b>	<b>0</b>	<b>0.0</b>	<b>0.0</b>	
<b>Price Response</b>																			
Summer Discount Plan (SDP) - Residential	309,036	287.4	278.1																2,143,943
Summer Discount Plan (SDP) - Commercial	11,414	45.2	43.4																469,113
Summer Advantage Incentive (SAI/CPP)	3,505	50.1	49.8																4,895,906
Demand Bidding Program (DBP)	911	105.2	69.1																636,465
Capacity Bidding Program (CBP) Day Ahead	253	11.2	36.8																636,465
Capacity Bidding Program (CBP) Day Of	1,254	65.0	55.1																636,465
AMP Contracts/DR Contracts (AMP)	954	74.7	76.0																636,465
Real Time Pricing (RTP)	135	6.3	32.3																2,861
Save Power Day (SPD/PTR)	381,114	26.7	15.2																4,287,885
Scheduled Load Reduction Program (SLRP)	0	0.0	0.0																21,610
<b>Sub-Total Price Response</b>	<b>708,576</b>	<b>671.9</b>	<b>655.8</b>	<b>0</b>	<b>0.0</b>	<b>0.0</b>	<b>0</b>	<b>0.0</b>	<b>0.0</b>	<b>0</b>	<b>0.0</b>	<b>0.0</b>	<b>0</b>	<b>0.0</b>	<b>0.0</b>	<b>0</b>	<b>0.0</b>	<b>0.0</b>	
<b>Total All Programs</b>	<b>710,414</b>	<b>1,414.8</b>	<b>1,389.8</b>	<b>0</b>	<b>0.0</b>	<b>0.0</b>	<b>0</b>	<b>0.0</b>	<b>0.0</b>	<b>0</b>	<b>0.0</b>	<b>0.0</b>	<b>0</b>	<b>0.0</b>	<b>0.0</b>	<b>0</b>	<b>0.0</b>	<b>0.0</b>	

Notes:

- Ex Ante Estimated MW = The monthly ex ante average load impact per customer reported in the annual April 1, 2014 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.
- Ex Post Estimated MW = The annual ex post average load impact per customer reported in the annual April 1, 2014 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.
- Load impacts are not available for the SLRP, therefore MW are estimated based on the hour of peak scheduled load reduction.
- 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, and other lesser effects etc. An ex-ante forecast reflects forecast estimate 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.
- PTR Service Accounts reflects the total number of customers eligible for PTR notifications as of Jan 1, 2014.

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

Program	Average Ex Post Load Impact kW / Customer <sup>(4)</sup>												Estimated Eligible Accounts as of Jan 1, 2014 <sup>(1)(2)(3)</sup>	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 <sup>(5)</sup>												Estimated Eligible Accounts as of Jan 1, 2014 <sup>(1)(2)(3)</sup>	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-4  
SCE Demand Response Programs  
Customer Program Incentives  
2014

Annual Total Cost

Cost Item	Total Embedded Cost and Revenues <sup>(1)</sup>												Year-to-Date Total Cost
	January	February	March	April	May	June	July	August	September	October	November	December	
<b>Program Incentives <sup>(2)</sup></b>													
10:10 Summer Readiness	(\$19)	(\$21)	(\$7)	\$12	\$0	(\$376)	(\$176)						(\$587)
Agricultural Pumping Interruptible (API)	\$46,298	\$57,258	\$46,504	\$66,860	\$207,303	\$596,389	\$1,494,806						\$2,515,417
Base Interruptible Program (BIP)	\$730,786	(\$1,269,641)	(\$796,256)	\$809,516	\$799,319	\$4,261,556	\$18,234,137						\$22,769,417
Capacity Bidding Program (CBP)	\$0	\$0	\$0	\$10,686	\$11,249	\$71,857	\$105,467						\$199,258
Demand Bidding Program (DBP)	\$1,175	\$17	\$0	\$0	\$0	\$0	\$34,323						\$35,515
AMP Contracts/DR Contracts (AMP)	(\$35,135)	\$72,418	(\$373)	\$2,070	\$17,195	\$13,672	(\$17,188)						\$52,658
Save Power Day (SPD/PTR)	\$39,658	\$42,570	\$44,974	\$43,443	\$38,785	\$42,475	\$552,409						\$804,314
Summer Discount Plan (SDP) - Commercial	\$24,444	\$16,348	\$2,605	(\$168)	(\$1,964)	\$1,805,424	\$4,214,443						\$6,061,132
Summer Discount Plan (SDP) - Residential	\$125,104	\$126,740	\$133,002	\$117,803	\$112,904	\$5,551,914	\$12,733,893						\$18,901,360
Summer Discount Plan (SDP) - Residential O-Switch	\$666	\$769	\$485	\$1,089	\$720	\$41,074	\$100,955						\$145,757
<b>Total Cost of Incentives</b>	<b>\$932,977</b>	<b>(\$953,542)</b>	<b>(\$569,065)</b>	<b>\$1,051,309</b>	<b>\$1,185,511</b>	<b>\$12,383,984</b>	<b>\$37,453,068</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$51,484,242</b>

<b>Revenues from Excess Energy Charges <sup>(3)</sup></b>	<b>\$0</b>	<b>\$2,017,725</b>	<b>\$1,546,052</b>	<b>\$0</b>	<b>\$0</b>	<b>\$56,147</b>	<b>\$0</b>						<b>\$3,619,924</b>
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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.

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					
<b>I. STATEWIDE MARKETING</b>																	
IOU Administrative Costs	\$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						\$363,726	\$5,439,518	\$5,966,707	\$11,769,950	\$29,675,000
<b>II. TOTAL STATEWIDE MARKETING</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$3,477</b>	<b>\$302,615</b>	<b>\$57,633</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$363,726</b>	<b>\$5,439,518</b>	<b>\$5,966,707</b>	<b>\$11,769,950</b>	<b>\$29,675,000</b>
<b>II. UTILITY MARKETING BY ACTIVITY <sup>(1)</sup></b>																	
TOTAL AUTHORIZED UTILITY MARKETING BUDGET FOR 2012-2014																	<b>\$23,600,000</b>
<b>PROGRAMS, RATES &amp; ACTIVITIES WHICH DO NOT REQUIRE ITEMIZED ACCOUNTING</b>																	
<b>Category 1: Reliability Programs</b>																	
Agricultural Pumping Interruptible (API)	\$0	\$5,792	\$0	\$0	\$643	\$0	\$0						\$6,435	\$11,145	\$7,224	\$24,804	
Base Interruptible Program (BIP)	\$0	(\$8,786)	\$0	\$3,444	\$0	\$0	\$0						(\$5,342)	\$15,207	\$21,218	\$31,083	
Optional Binding Mandatory Curtailment (OBMC)	\$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	
Scheduled Load Reduction Program (SLRP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0						\$0	\$0	\$0	\$0	
<b>Category 2: Price Responsive Programs</b>																	
Ancillary Service Tariff (AS)	\$0	\$0	\$0	\$0	\$0	\$0	\$0						\$0	\$0	\$0	\$0	
Capacity Bidding Program (CBP)	\$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						\$18,072	\$1,771	(\$445)	\$19,397	\$275,000
AC Cycling - Summer Discount Plan (SDP) Transition	\$0	\$0	\$0	\$0	\$0	\$0	\$0						\$0	\$374,219	\$913	\$375,132	
10:10 Summer Readiness	\$77	\$0	\$0	\$0	\$0	\$0	\$0						\$77	\$114,048	(\$1,897)	\$112,228	
<b>Category 3: DR Provider/Aggregated Managed Programs</b>																	
AMP Contracts/DR Contracts (AMP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0						\$0	\$0	\$0	\$0	
<b>Category 4: Emerging &amp; Enabling Technologies</b>																	
Auto DR / Technology Incentives (AutoDR-TI)	\$0	\$0	\$0	\$0	\$1,286	\$0	\$2,542						\$3,828	\$4,695	\$26,919	\$35,442	\$220,000
Emerging Markets & Technologies	\$0	\$0	\$0	\$0	\$0	\$0	\$0						\$0	\$0	\$0	\$0	
<b>Category 5: Pilots</b>																	
Smart Charging Pilot	\$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	
<b>Category 6: Evaluation, Measurement and Verification</b>																	
Measurement and Evaluation	\$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	
<b>Category 7: Marketing, Education &amp; Outreach</b>																	
Circuit Savers Program	\$2,397	\$2,364	\$2,881	\$3,055	\$3,062	\$3,483	\$3,333						\$20,575	\$387,518	(\$4,857)	\$403,236	\$1,000,000
DR Marketing, Education & Outreach	\$3,286	\$31,985	\$10,834	\$32,496	\$76,490	\$8,144	\$4,336						\$167,571	\$215,119	\$138,196	\$520,886	\$2,600,000
<b>Category 9: Integrated Programs and Activities (Including Technical Assistance)</b>																	
Integrated DSM Marketing	\$16,665	\$18,770	\$33,370	\$190,388	\$156,366	\$40,272	\$23,295						\$479,127	\$681,728	\$1,189,032	\$2,349,886	
Statewide IDSM	\$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	
DR Technology Resource Incubator Program (TRIO)	\$0	\$0	\$0	\$0	\$0	\$0	\$0						\$0	\$0	\$0	\$0	
DR Energy Leadership Partnership (ELP)	\$0	\$0	\$0	\$0	\$0	\$0	\$283						\$283	\$165,832	\$0	\$166,115	
Federal Power Reserve Partnership (FedPower)	\$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	
Commercial New Construction	\$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	
Residential New Construction Pilot	\$39	\$37	\$311	\$152	\$0	\$335	\$190						\$1,064	\$0	\$2,099	\$3,163	
Workforce Education & Training Smart Students (SmartStudents)	\$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												
<b>Category 10 - Special Projects</b>																								
Permanent Load Shift	\$0	\$469	\$354	\$2,336	\$1,572	\$4,627	\$10,426													\$19,785	\$0	\$40,901	\$60,685	\$250,000
<b>Category 11 - Dynamic Pricing</b>																								
Critical Peak Pricing >=200kW (aka Summer Advantage Incentive)	\$0	\$0	\$0	\$0	\$0	\$0	\$0													\$0	\$23,504	\$8,040	\$31,543	\$275,000
Real Time Pricing	\$0	\$208	\$0	\$0	\$643	\$0	\$0													\$851	\$0	\$30,818	\$31,669	\$480,000
<b>SUBTOTAL</b>	<b>\$22,465</b>	<b>\$53,835</b>	<b>\$47,750</b>	<b>\$231,871</b>	<b>\$258,615</b>	<b>\$359,475</b>	<b>\$102,039</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1,076,050</b>	<b>\$7,497,951</b>	<b>\$7,516,013</b>	<b>\$16,090,014</b>	<b>\$34,775,000</b>						
<b>PROGRAMS &amp; RATES WHICH REQUIRE ITEMIZED ACCOUNTING</b>																								
<b>AC Cycling - Summer Discount Plan (SDP)</b>																	\$4,931,000							
Customer Research	\$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													\$4,189,683	\$0	\$1,284,660	\$5,474,343	
Labor	\$0	\$0	\$0	\$0	\$0	\$0	\$0													\$0	\$0	\$346,240	\$346,240	
Paid Media	\$0	\$0	\$0	\$0	\$0	\$0	\$0													\$0	\$0	\$10,703	\$10,703	
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0													\$0	\$103,849	\$49	\$103,898	
<b>Peak Time Rebate / Save Power Day (PTR) (2)</b>																	\$10,000,000							
Customer Research	\$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													\$1,213,920	\$0	\$2,131,078	\$3,344,998	
Labor	\$0	\$0	\$0	\$840	\$0	\$1,723	\$0													\$2,563	\$0	\$0	\$2,563	
Paid Media	\$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	
<b>Critical Peak Pricing &lt; 200 kW (aka Summer Advantage Incentive)</b>																	\$5,500,000							
Customer Research	\$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													\$340	\$0	\$41,154	\$41,494	
Labor	\$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	
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0													\$0	\$0	\$0	\$0	
<b>II. TOTAL UTILITY MARKETING BY ACTIVITY</b>	<b>\$29,930</b>	<b>\$105,174</b>	<b>\$369,047</b>	<b>\$1,000,204</b>	<b>\$3,321,453</b>	<b>\$1,167,168</b>	<b>\$489,580</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$6,482,557</b>	<b>\$7,601,800</b>	<b>\$11,613,743</b>	<b>\$25,698,100</b>	<b>\$55,206,000</b>						
<b>III. UTILITY MARKETING BY ITEMIZED COST</b>																								
Customer Research	\$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	\$387,941													\$5,403,943	\$0	\$3,456,893	\$8,860,836	
Labor	\$0	\$0	\$0	\$840	\$0	\$1,723	\$0													\$2,563	\$0	\$368,295	\$370,858	
Paid Media	\$0	\$0	\$0	\$0	\$0	\$0	\$0													\$0	\$0	\$272,493	\$272,493	
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0													\$0	\$103,849	\$49	\$103,898	
<i>Total from Program, Rates &amp; 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>\$1,076,050</i>	<i>\$7,497,951</i>	<i>\$7,516,013</i>	<i>\$16,090,014</i>	
<b>III. TOTAL UTILITY MARKETING BY ITEMIZED COST</b>	<b>\$29,930</b>	<b>\$105,174</b>	<b>\$369,047</b>	<b>\$1,000,204</b>	<b>\$3,321,453</b>	<b>\$1,167,168</b>	<b>\$489,580</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$6,482,557</b>	<b>\$7,601,800</b>	<b>\$11,613,743</b>	<b>\$25,698,100</b>	<b>\$55,206,000</b>						
<b>IV. UTILITY MARKETING BY CUSTOMER SEGMENT</b>																								
Agricultural / Pumping	\$224	\$6,323	\$474	\$2,261	\$3,037	\$3,548	\$891													\$16,758	\$80,662	\$81,034	\$178,454	
Large Commercial and Industrial	\$2,689	\$775	\$5,698	\$30,645	\$45,092	\$42,721	\$12,400													\$140,018	\$882,349	\$957,456	\$1,979,823	
Small and Medium Commercial	\$299	\$1,359	\$817	\$4,527	\$4,607	\$8,037	\$12,148													\$31,794	\$182,256	\$191,573	\$405,622	
Residential	\$26,719	\$96,717	\$362,058	\$962,772	\$3,268,717	\$1,112,862	\$464,142													\$6,293,987	\$6,456,534	\$10,383,680	\$23,134,201	
<b>IV. TOTAL UTILITY MARKETING BY CUSTOMER SEGMENT</b>	<b>\$29,930</b>	<b>\$105,174</b>	<b>\$369,047</b>	<b>\$1,000,204</b>	<b>\$3,321,453</b>	<b>\$1,167,168</b>	<b>\$489,580</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$6,482,557</b>	<b>\$7,601,800</b>	<b>\$11,613,743</b>	<b>\$25,698,100</b>	<b>\$55,206,000</b>						

**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						
<b>I. STATEWIDE MARKETING</b>																		
IOU Administrative Costs	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0		
Statewide ME&O contract	\$0	\$0	\$0	\$0	\$3,477	\$302,615							\$306,092	\$5,439,518	\$5,966,707	\$11,712,317	\$29,675,000	
<b>II. TOTAL STATEWIDE MARKETING</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$3,477</b>	<b>\$302,615</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$306,092</b>	<b>\$5,439,518</b>	<b>\$5,966,707</b>	<b>\$11,712,317</b>	<b>\$29,675,000</b>	
<b>II. UTILITY MARKETING BY ACTIVITY <sup>(1)</sup></b>																		
TOTAL AUTHORIZED UTILITY MARKETING BUDGET FOR 2012-2014																		<b>\$23,600,000</b>
<b>PROGRAMS, RATES &amp; ACTIVITIES WHICH DO NOT REQUIRE ITEMIZED ACCOUNTING</b>																		
<b>Category 1: Reliability Programs</b>																		
Agricultural Pumping Interruptible (API)	\$0	\$5,792	\$0	\$0	\$643	\$0							\$6,435	\$11,145	\$7,224	\$24,804		
Base Interruptible Program (BIP)	\$0	(\$8,786)	\$0	\$3,444	\$0	\$0							(\$5,342)	\$15,207	\$21,218	\$31,083		
Optional Binding Mandatory Curtailment (OBMC)	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$3	\$0	\$3		
Rotating Outages (RO)	\$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		
<b>Category 2: Price Responsive Programs</b>																		
Ancillary Service Tariff (AS)	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0		
Capacity Bidding Program (CBP)	\$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							\$18,072	\$1,771	(\$445)	\$19,397	\$275,000	
AC Cycling - Summer Discount Plan (SDP) Transition	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$374,219	\$913	\$375,132		
10:10 Summer Readiness	\$77	\$0	\$0	\$0	\$0	\$0							\$77	\$114,048	(\$1,897)	\$112,228		
<b>Category 3: DR Provider/Aggregated Managed Programs</b>																		
AMP Contracts/DR Contracts (AMP)	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0		
<b>Category 4: Emerging &amp; Enabling Technologies</b>																		
Auto DR / Technology Incentives (AutoDR-TI)	\$0	\$0	\$0	\$0	\$1,286	\$0							\$1,286	\$4,695	\$26,919	\$32,899	\$220,000	
Emerging Markets & Technologies	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0		
<b>Category 5: Pilots</b>																		
Smart Charging Pilot	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0		
Workplace Charging Pilot	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0		
<b>Category 6: Evaluation, Measurement and Verification</b>																		
Measurement and Evaluation	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0		
DR Research Studies (CPUC)	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0		
<b>Category 7: Marketing, Education &amp; Outreach</b>																		
Circuit Savers Program	\$2,397	\$2,364	\$2,881	\$3,055	\$3,062	\$3,483							\$17,242	\$387,518	(\$4,857)	\$399,902	\$1,000,000	
DR Marketing, Education & Outreach	\$3,286	\$31,985	\$10,834	\$32,496	\$76,490	\$8,144							\$163,234	\$215,119	\$138,196	\$516,550	\$2,600,000	
<b>Category 9: Integrated Programs and Activities (Including Technical Assistance)</b>																		
Integrated DSM Marketing	\$16,665	\$18,770	\$33,370	\$190,388	\$156,366	\$40,272							\$455,832	\$681,728	\$1,189,032	\$2,326,592		
Statewide IDSM	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0		
DR Institutional Partnership	\$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		
DR Energy Leadership Partnership (ELP)	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$165,832	\$0	\$165,832		
Federal Power Reserve Partnership (FedPower)	\$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		
Commercial New Construction	\$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		
Residential New Construction Pilot	\$39	\$37	\$311	\$152	\$0	\$335							\$874	\$0	\$2,099	\$2,974		
Workforce Education & Training Smart Students (SmartStudents)	\$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)
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Permanent Load Shift	\$0	\$469	\$354	\$2,336	\$1,572	\$4,627							\$9,358	\$0	\$40,901	\$50,259	\$250,000
<b>Category 11 - Dynamic Pricing</b>																	
Critical Peak Pricing >=200kW (aka Summer Advantage Incentive)	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$23,504	\$8,040	\$31,543	\$275,000
Real Time Pricing	\$0	\$208	\$0	\$0	\$643	\$0							\$851	\$0	\$30,818	\$31,669	\$480,000
<b>SUBTOTAL</b>	<b>\$22,465</b>	<b>\$53,835</b>	<b>\$47,750</b>	<b>\$231,871</b>	<b>\$258,615</b>	<b>\$359,475</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$974,011</b>	<b>\$7,497,951</b>	<b>\$7,516,013</b>	<b>\$15,987,975</b>	<b>\$34,775,000</b>
<b>PROGRAMS &amp; RATES WHICH REQUIRE ITEMIZED ACCOUNTING</b>																	
<b>AC Cycling - Summer Discount Plan (SDP)</b>																	\$4,931,000
Customer Research	\$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							\$4,053,319	\$0	\$1,284,660	\$5,337,980	
Labor	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$346,240	\$346,240	
Paid Media	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$10,703	\$10,703	
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$103,849	\$49	\$103,898	
<b>Peak Time Rebate / Save Power Day (PTR) (2)</b>																	\$10,000,000
Customer Research	\$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							\$961,020	\$0	\$2,131,078	\$3,092,098	
Labor	\$0	\$0	\$0	\$840	\$0	\$1,723							\$2,563	\$0	\$0	\$2,563	
Paid Media	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$261,790	\$261,790	
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	
<b>Critical Peak Pricing &lt; 200 kW (aka Summer Advantage Incentive)</b>																	\$5,500,000
Customer Research	\$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							\$340	\$0	\$41,154	\$41,494	
Labor	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$22,056	\$22,056	
Paid Media	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	
<b>II. TOTAL UTILITY MARKETING BY ACTIVITY</b>	<b>\$29,930</b>	<b>\$105,174</b>	<b>\$369,047</b>	<b>\$1,000,204</b>	<b>\$3,321,453</b>	<b>\$1,165,445</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$5,991,253</b>	<b>\$7,601,800</b>	<b>\$11,613,743</b>	<b>\$25,206,797</b>	<b>\$55,206,000</b>
<b>III. UTILITY MARKETING BY ITEMIZED COST</b>																	
Customer Research	\$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							\$5,014,679	\$0	\$3,456,893	\$8,471,572	
Labor	\$0	\$0	\$0	\$840	\$0	\$1,723							\$2,563	\$0	\$368,295	\$370,858	
Paid Media	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$272,493	\$272,493	
Other Costs	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$103,849	\$49	\$103,898	
<i>Total from Program, Rates &amp; 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>\$974,011</i>	<i>\$7,497,951</i>	<i>\$7,516,013</i>	<i>\$15,987,975</i>	
<b>III. TOTAL UTILITY MARKETING BY ITEMIZED COST</b>	<b>\$29,930</b>	<b>\$105,174</b>	<b>\$369,047</b>	<b>\$1,000,204</b>	<b>\$3,321,453</b>	<b>\$1,165,445</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$5,991,253</b>	<b>\$7,601,800</b>	<b>\$11,613,743</b>	<b>\$25,206,797</b>	<b>\$55,206,000</b>
<b>IV. UTILITY MARKETING BY CUSTOMER SEGMENT</b>																	
Agricultural / Pumping	\$224	\$6,323	\$474	\$2,261	\$3,037	\$3,548							\$15,867	\$80,662	\$81,034	\$177,563	
Large Commercial and Industrial	\$2,689	\$775	\$5,698	\$30,645	\$45,092	\$42,721							\$127,619	\$882,349	\$957,456	\$1,967,424	
Small and Medium Commercial	\$299	\$1,359	\$817	\$4,527	\$4,607	\$8,037							\$19,645	\$182,256	\$191,573	\$393,474	
Residential	\$26,719	\$96,717	\$362,058	\$962,772	\$3,268,717	\$1,111,139							\$5,828,122	\$6,456,534	\$10,383,680	\$22,668,336	
<b>IV. TOTAL UTILITY MARKETING BY CUSTOMER SEGMENT</b>	<b>\$29,930</b>	<b>\$105,174</b>	<b>\$369,047</b>	<b>\$1,000,204</b>	<b>\$3,321,453</b>	<b>\$1,165,445</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$5,991,253</b>	<b>\$7,601,800</b>	<b>\$11,613,743</b>	<b>\$25,206,797</b>	<b>\$55,206,000</b>

**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
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.
<b>Total</b>	<b>\$10,925,351</b>			

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)
<b>Category 1: Reliability Programs</b>							
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
<b>Category 2: Price Responsive Programs</b>							
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	5.5
SDP-C - Summer Discount Plan Commercial	2	07/30/14	Energy Prices	52.7 MW	System Territory	5:00 PM - 6:00 PM	6.5
SDP-C - Summer Discount Plan Commercial	3	07/31/14	Energy Prices	55.4 MW	System Territory	5:00 PM - 6:00 PM	7.5
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	5.5
SDP-R - Summer Discount Plan Residential	2	07/30/14	Energy Prices	312.4 MW	System Territory	5:00 PM - 6:00 PM	6.5
SDP-R - Summer Discount Plan Residential	3	07/31/14	Energy Prices	331.9 MW	System Territory	4:00 PM - 6:00 PM	8.5
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	11.2 MW	System Territory	3:00 PM - 4:00 PM	5
CBP - Capacity Bidding Program - Day Ahead (1-4)	4	07/14/14	Heat Rate	11.2 MW	System Territory	3:00 PM - 7:00 PM	9
CBP - Capacity Bidding Program - Day Ahead (1-4)	5	07/15/14	Heat Rate	11.2 MW	System Territory	5:00 PM - 6:00 PM	10
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	54.2 MW	System Territory	3:00 PM - 5:00 PM	6
CBP - Capacity Bidding Program - Day Of (1-4)	3	07/30/14	Heat Rate	54.2 MW	System Territory	3:00 PM - 7:00 PM	10
CBP - Capacity Bidding Program - Day Of (1-4)	4	07/31/14	Heat Rate	54.2 MW	System Territory	3:00 PM - 7:00 PM	14
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	10.7 MW	System Territory	3:00 PM - 7:00 PM	8
CBP - Capacity Bidding Program - Day Of (2-6)	3	07/31/14	Heat Rate	10.7 MW	System Territory	2:00 PM - 7:00 PM	13
DBP - Demand Bidding Program	1	07/14/14	Heat Rate	163.3 MW	System Territory	12:00 PM - 8:00 PM	8
SPD - Save Power Day	1	07/14/14	Heat Rate	34.2 MW	System Territory	2:00 PM - 6:00 PM	4
<b>Category 3: DR Provider/Aggregated Managed Programs (6)</b>							
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	54.9 MW	System Territory	11:00 AM - 5:00 PM	10
AMP - Aggregator Managed Portfolio	3	02/06/14	Energy Prices	51.2 MW	System Territory	5:00 PM - 7:00 PM	12
AMP - Aggregator Managed Portfolio	4	05/13/14	Energy Prices	59.7 MW	System Territory	5:00 PM - 6:00 PM	13
AMP - Aggregator Managed Portfolio	5	05/14/14	Energy Prices	59.7 MW	System Territory	2:00 PM - 3:00 PM	14
AMP - Aggregator Managed Portfolio	6	05/14/14	Energy Prices	59.7 MW	System Territory	3:00 PM - 6:00 PM	17
AMP - Aggregator Managed Portfolio	7	05/15/14	Energy Prices	59.7 MW	System Territory	1:00 PM - 5:00 PM	21
AMP - Aggregator Managed Portfolio	8	05/15/14	Energy Prices	59.7 MW	System Territory	5:00 PM - 6:00 PM	22
AMP - Aggregator Managed Portfolio	9	05/29/14	Measurement & Evaluation	65.2 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	47.5 MW	System Territory	2:00 PM - 4:00 PM	32
AMP - Aggregator Managed Portfolio	14	06/30/14	Measurement & Evaluation	66.0 MW	System Territory	1:00 PM - 3:00 PM	34
AMP - Aggregator Managed Portfolio	15	07/25/14	Measurement & Evaluation	74.7 MW	System Territory	2:00 PM - 4:00 PM	36
<b>Category 11: Dynamic Pricing</b>							
SAI - Summer Advantage Incentive	1	07/08/14	CAISO System Peak	42.4 MW	System Territory	2:00 PM - 6:00 PM	4
SAI - Summer Advantage Incentive	2	07/14/14	Heat Rate	42.4 MW	System Territory	2:00 PM - 6:00 PM	8
SAI - Summer Advantage Incentive	3	07/30/14	CAISO System Peak	42.4 MW	System Territory	2:00 PM - 6:00 PM	12

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

Notes: