

July 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 June 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- 314-6430

Enclosure(s)

¹

Ordering Paragraph No. 39 requires PG&E and the other utilities to "...use a consistent monthly report format approved by Energy Division staff, and ...provide these monthly reports to the Director of the Commission's Energy Division, with service on and the most recent service list in this proceeding."

Appendix A

SCE WG2 Monthly Enhanced Report For June 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) 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
Sub-Total Interruptible	1,782	605.7	725.8	1,790	643.7	726.1	1,797	642.4	720.2	1,804	691.1	719.5	1,818	718.7	723.0	1,820	748.6	727.2	
Price Response																			
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
Sub-Total Price Response	1,120,481	208.0	643.6	1,113,695	236.5	643.1	1,105,282	296.8	634.2	656,641	452.1	616.2	672,627	581.1	660.1	682,198	627.7	674.9	
Total All Programs	1,122,263	813.7	1,369.5	1,115,485	880.2	1,369.2	1,107,079	939.2	1,354.4	658,445	1,143.2	1,335.6	674,445	1,299.7	1,383.1	684,018	1,376.4	1,402.2	

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) 15 Minute Option																			11,558
Base Interruptible Program (BIP) 30 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	
Price Response																			
Summer Discount Plan (SDP) - Residential																			2,143,943
Summer Discount Plan (SDP) - Commercial																			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	
Total All Programs	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	0	0.0	0.0	

Notes:

1. Ex Ante Estimated MW = The monthly ex ante average load impact per customer reported in the annual April 1, 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.
2. 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.
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, 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.
5. 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												Estimated Eligible Accounts as of Jan 1, 2014 ⁽¹⁾⁽²⁾⁽³⁾	Eligibility Criteria
	January	February	March	April	May	June	July	August	September	October	November	December		
Agricultural Pumping Interruptible (API)	37.1	37.1	37.1	37.1	37.1	37.1	37.1	37.1	37.1	37.1	37.1	37.1	8,073	All customers > 37kW on an Ag & Pumping rate
AMP Contracts/DR Contracts (AMP) - Day Ahead	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3	636,465	All non-residential customers
AMP Contracts/DR Contracts (AMP) - Day Of	79.7	79.7	79.7	79.7	79.7	79.7	79.7	79.7	79.7	79.7	79.7	79.7	636,465	All non-residential customers
Base Interruptible Program (BIP) 15 Minute Option	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	11,558	All C & I customers > 200kW
Base Interruptible Program (BIP) 30 Minute Option	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	1,063.3	11,558	All C & I customers > 200kW
Capacity Bidding Program (CBP) Day Ahead	145.4	145.4	145.4	145.4	145.4	145.4	145.4	145.4	145.4	145.4	145.4	145.4	636,465	All non-residential customers
Capacity Bidding Program (CBP) Day Of	43.9	43.9	43.9	43.9	43.9	43.9	43.9	43.9	43.9	43.9	43.9	43.9	636,465	All non-residential customers
Demand Bidding Program (DBP)	75.8	75.8	75.8	75.8	75.8	75.8	75.8	75.8	75.8	75.8	75.8	75.8	636,465	All non-residential customers
Optional Binding Mandatory Curtailment (OBMC)	1,517.0	1,517.0	1,517.0	1,517.0	1,517.0	1,517.0	1,517.0	1,517.0	1,517.0	1,517.0	1,517.0	1,517.0	N/A	All non-res. customers who can reduce circuit load by 15%
Real Time Pricing (RTP)	8.0	8.0	5.4	2.9	2.9	18.9	239.4	227.7	229.4	180.2	4.6	4.6	2,861	All non-res. bundled service customers
Save Power Day (SPD/PTR)	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	4,287,885	All residential customers with SmartMeters excluding those on rates DM, DMS-1, DMS-2, DMS-3, and DS.
Scheduled Load Reduction Program (SLRP)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	21,610	All non-res. bundled service customers >100kW
Summer Advantage Incentive (SAI/CPP)	14.2	14.2	14.2	14.2	14.2	14.2	14.2	14.2	14.2	14.2	14.2	14.2	4,895,906	All bundled service customers
Summer Discount Plan (SDP) - Commercial	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7	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												Estimated Eligible Accounts as of Jan 1, 2014 ⁽¹⁾⁽²⁾⁽³⁾	Eligibility Criteria
	January	February	March	April	May	June	July	August	September	October	November	December		
Agricultural Pumping Interruptible (API)	24.2	29.8	35.2	49.4	51.9	54.6	53.2	53.9	42.8	36.1	27.7	25.8	8,073	All customers > 37kW on an Ag & Pumping rate
AMP Contracts/DR Contracts (AMP) - Day Ahead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	636,465	All non-residential customers
AMP Contracts/DR Contracts (AMP) - Day Of	49.9	54.1	57.0	79.1	73.1	77.3	78.3	78.6	74.7	88.6	58.9	48.8	636,465	All non-residential customers
Base Interruptible Program (BIP) 15 Minute Option	1,641.4	1,860.7	1,824.0	1,928.5	1,957.7	2,021.1	1,933.2	2,054.6	2,044.8	1,990.5	1,970.1	1,744.7	11,558	All C & I customers > 200kW
Base Interruptible Program (BIP) 30 Minute Option	793.8	821.2	820.4	870.8	904.8	940.2	933.3	908.2	937.8	853.1	823.8	751.4	11,558	All C & I customers > 200kW
Capacity Bidding Program (CBP) Day Ahead	29.00	30.30	32.70	38.00	42.60	43.80	44.40	46.80	48.00	66.60	30.80	29.70	636,465	All non-residential customers
Capacity Bidding Program (CBP) Day Of	67.3	67.5	68.4	71.5	50.6	50.7	51.8	52.8	51.9	70.6	73.3	68.1	636,465	All non-residential customers
Demand Bidding Program (DBP)	48.6	63.3	103.5	130.6	126.4	133.6	115.5	131.9	131.0	130.0	118.6	110.1	636,465	All non-residential customers
Optional Binding Mandatory Curtailment (OBMC)	1,596.9	1,599.4	1,601.1	1,555.4	1,609.8	1,524.3	1,510.6	1,532.1	1,469.2	1,450.6	1,498.3	1,348.1	N/A	All non-res. customers who can reduce circuit load by 15%
Real Time Pricing (RTP)	6.6	6.6	6.7	2.9	3.0	-101.1	47.0	273.5	263.4	140.4	7.3	7.3	2,861	All non-res. bundled service customers
Save Power Day (SPD/PTR)	0.04	0.04	0.04	0.05	0.05	0.06	0.07	0.07	0.07	0.06	0.05	0.04	4,287,885	All residential customers with SmartMeters excluding those on rates DM, DMS-1, DMS-2, DMS-3, and DS.
Scheduled Load Reduction Program (SLRP)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	21,610	All non-res. bundled service customers >100kW
Summer Advantage Incentive (SAI/CPP)	5.9	5.9	5.9	14.5	15.0	14.3	14.3	14.3	15.0	15.5	6.3	5.9	4,895,906	All bundled service customers
Summer Discount Plan (SDP) - Commercial	0.0	0.0	0.0	0.9	1.7	1.9	2.4	3.0	3.0	2.0	0.2	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	0.7	0.9	0.9	0.4	0.0	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.

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

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

2009 - 2011	January				February				March				April				May				June							
	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology				
	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW				
Price Responsive																												
Capacity Bidding Program		21.5	3.3	24.8		22.0	5.6	27.6		23.0	5.5	28.4		23.8	5.3	29.2		23.9	5.3	29.3		23.9	5.3	29.3		23.9	5.3	29.3
Critical Peak Pricing		7.8	0.8	8.6		7.8	0.8	8.6		7.8	0.8	8.6		7.8	0.8	8.6		7.8	0.8	8.6		7.8	0.8	8.6		7.8	0.8	8.6
Demand Bidding Program		84.2	2.4	86.7		84.4	2.4	86.9		85.0	2.4	87.5		85.0	2.4	87.5		85.0	2.4	87.5		84.8	2.4	87.2		84.8	2.4	87.2
Aggregator Managed Portfolio		37.2	4.1	41.3		37.2	4.1	41.3		39.9	4.1	44.0		39.9	4.0	43.9		40.0	4.0	44.0		40.8	4.0	44.8		40.8	4.0	44.8
Real Time Pricing		20.7	0.0	20.7		20.7	0.0	20.7		20.7	0.0	20.7		20.7	0.0	20.7		20.7	0.0	20.7		20.7	0.0	20.7		20.7	0.0	20.7
SLRP		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Total		171.5	10.7	182.2		172.2	12.9	185.1		176.5	12.8	189.3		177.4	12.6	189.9		177.6	12.6	190.1		178.1	12.6	190.7				
Interruptible/Reliability																												
Base Interruptible Program		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Summer Discount Program		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Agricultural Pumping Interruptible		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
OBMC		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Total		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0				
Total Technology MW		171.5	10.7	182.2		172.2	12.9	185.1		176.5	12.8	189.3		177.4	12.6	189.9		177.6	12.6	190.1		178.1	12.6	190.7				
General Program																												
TA (may also be enrolled in TI and AutoDR)	162.1		7.3		162.1		7.5		162.1		9.3		162.1		9.4		162.1		9.4		162.1		9.4		162.1		9.4	
Total	162.1		7.3		162.1		7.5		162.1		9.3		162.1		9.4		162.1		9.4		162.1		9.4					
Total TA MW	162.1				162.1				162.1				162.1				162.1				162.1							

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

Notes:

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

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

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

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

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

2012-2014	January				February				March				April				May				June							
	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology	TA Identified	Auto DR Verified	TI Verified	Total Technology				
	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW	MW				
Price Responsive																												
Capacity Bidding Program		10.1	0.0	10.1		13.0	0.0	13.0		13.3	0.0	13.3		14.9	0.0	14.9		15.8	0.0	15.8		17.0	0.0	17.0		17.0	0.0	17.0
Critical Peak Pricing		3.1	0.0	3.1		3.1	0.0	3.1		3.0	0.0	3.0		3.0	0.0	3.0		3.5	0.0	3.5		3.9	0.0	3.9		3.9	0.0	3.9
Demand Bidding Program		8.8	0.0	8.8		11.3	0.0	11.3		13.6	0.0	13.6		18.4	0.0	18.4		18.7	0.0	18.7		19.1	0.0	19.1		19.1	0.0	19.1
Aggregator Managed Portfolio		19.8	0.0	19.8		23.2	0.0	23.2		24.7	0.0	24.7		25.9	0.0	25.9		27.1	0.0	27.1		28.7	0.0	28.7		28.7	0.0	28.7
Real Time Pricing		1.6	0.0	1.6		1.9	0.0	1.9		1.9	0.0	1.9		1.9	0.0	1.9		1.9	0.0	1.9		1.9	0.0	1.9		1.9	0.0	1.9
SLRP		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Total		43.5	0.0	43.5		52.6	0.0	52.6		56.5	0.0	56.5		64.2	0.0	64.2		66.9	0.0	66.9		70.6	0.0	70.6		70.6	0.0	70.6
Interruptible/Reliability																												
Base Interruptible Program		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Summer Discount Program		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Agricultural Pumping Interruptible		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
OBMC		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Total		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Total Technology MW		43.5	0.0	43.5		52.6	0.0	52.6		56.5	0.0	56.5		64.2	0.0	64.2		66.9	0.0	66.9		70.6	0.0	70.6		70.6	0.0	70.6
General Program																												
TA (may also be enrolled in TI and AutoDR)	3.7		0.5		3.7		0.7		3.7		0.9		3.7		0.6		3.7		0.6		3.7		0.6		3.7		0.6	
Total	3.7		0.5		3.7		0.7		3.7		0.9		3.7		0.6		3.7		0.6		3.7		0.6		3.7		0.6	
Total TA MW	3.7				3.7				3.7				3.7				3.7				3.7				3.7			

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

Notes:

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

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

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

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

Year-to-Date Program Expenditures

Cost Item	2012 Total Expenditures	2013 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) ⁽⁷⁾⁽⁸⁾	Fundshift Adjustments ⁽⁹⁾⁽¹⁰⁾	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	\$40,637	\$27,765	\$38,720	\$16,788											
Base Interruptible Program (BIP)	\$999,326	\$397,028	\$25,676	\$33,796	\$47,677	\$33,324	\$33,149	\$29,606											
Optional Binding Mandatory Curtailment (OBMC)	\$1,261	\$2,406	\$156	\$176	\$204	\$178	\$195	\$168											
Rotating Outages (RO)	\$97,734	\$83,793	\$21,428	\$2,272	\$2,452	\$2,057	\$2,333	\$1,658											
Scheduled Load Reduction Program (SLRP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Category 1 Total	\$1,472,087	\$766,242	\$62,116	\$45,191	\$90,970	\$63,323	\$74,101	\$48,896	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 2 - Price Responsive Programs																			
10:10 Summer Readiness ⁽¹⁾	\$312,614	\$96,880	\$0	\$0	\$0	\$0	\$0	\$0											
AC Cycling - Summer Discount Plan (SDP)	\$9,897,809	\$6,645,480	\$469,141	\$875,724	\$1,061,408	\$1,818,743	\$1,565,404	\$2,885,078											
AC Cycling - Summer Discount Plan (SDP) - Residential Transition	\$5,481,804	\$107,564	(\$2,531)	\$314	\$263	\$78	(\$235)	(\$183)											
Capacity Bidding Program (CBP)	\$230,537	\$142,107	\$8,278	\$8,472	\$13,735	\$7,951	\$10,191	\$11,876											
Demand Bidding Program (DBP)	\$346,612	\$196,916	\$12,782	\$11,620	\$19,944	\$13,582	\$21,754	\$27,246											
Save Power Day (SPD/PTR) ⁽⁷⁾	\$0	\$645,978	\$115,107	\$124,115	\$145,597	\$214,100	\$197,128	\$136,700											
Category 2 Total	\$16,269,375	\$7,834,926	\$602,777	\$1,020,244	\$1,240,948	\$2,054,453	\$1,794,242	\$3,060,717	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 3 - DR Provider/Aggregated Managed Program:																			
AMP Contracts/DR Contracts (AMP) ⁽⁸⁾	\$509,375	\$353,808	\$15,464	\$15,736	\$20,396	\$16,353	\$16,974	\$15,994											
Category 3 Total	\$509,375	\$353,808	\$15,464	\$15,736	\$20,396	\$16,353	\$16,974	\$15,994	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 4 - Emerging & Enabling Technology:																			
Auto DR / Technology Incentives (AutoDR-TI) ⁽³⁾	\$1,491,483	\$9,650,987	\$1,359,686	\$638,629	\$1,407,956	\$876,319	\$558,525	\$858,649											
Emerging Markets & Technologies ⁽⁷⁾	\$1,647,248	\$2,282,495	\$125,685	\$260,126	\$291,051	\$344,403	\$177,637	\$204,700											
Category 4 Total	\$3,138,731	\$11,933,482	\$1,485,371	\$898,755	\$1,699,007	\$1,220,721	\$736,162	\$1,063,348	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 5 - Pilots																			
Smart Charging Pilot	\$0	\$61,054	\$2,958	\$23,320	\$15,050	\$35,477	\$66,313	\$41,970											
Workplace Charging Pilot	\$0	\$57,087	\$10,745	\$6,502	\$25,797	\$7,650	(\$3,903)	\$14,022											
Category 5 Total	\$0	\$118,141	\$13,703	\$29,822	\$40,847	\$43,127	\$62,410	\$55,992	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 6 - Evaluation, Measurement and Verification																			
DR Research Studies (CPUC)	(\$8,512)	\$13,062	(\$4,551)	\$0	\$0	\$0	\$0	\$0											
Measurement and Evaluation	\$486,149	\$1,056,762	\$84,578	\$140,693	\$207,956	\$263,660	\$145,515	\$93,043											
Category 6 Total	\$477,638	\$1,069,825	\$80,027	\$140,693	\$207,956	\$263,660	\$145,515	\$93,043	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 7 - Marketing, Education & Outreach																			
Circuit Savers Program	\$386,368	\$254,854	\$2,397	\$2,364	\$2,881	\$3,055	\$13,226	\$17,120											
DR Marketing, Education & Outreach	\$221,151	\$138,196	\$3,286	\$13,985	\$10,834	\$32,496	\$76,490	\$8,144											
Other Local Marketing	\$164,985	\$4,231,709	\$7,542	\$52,017	\$321,651	\$774,114	\$3,082,058	\$810,597											
Statewide Marketing - Flex Alert	\$5,464,625	\$5,966,707	\$0	\$0	\$0	\$0	\$3,477	\$302,615											
Category 7 Total	\$6,237,129	\$10,591,467	\$13,226	\$86,366	\$335,366	\$809,665	\$3,175,251	\$1,138,475	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 8 - DR System Support Activities																			
DR Systems & Technology (S&T)	\$4,150,806	\$4,426,839	\$261,121	\$362,443	\$545,430	\$275,190	\$270,127	\$39,522											
Category 8 Total	\$4,150,806	\$4,426,839	\$261,121	\$362,443	\$545,430	\$275,190	\$270,127	\$39,522	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 9 - Integrated Programs and Activities (Including Technical Assistance)																			
Commercial New Construction	\$303,682	\$239,026	\$5,276	\$7,340	\$27,159	\$1,050	\$0	\$0											
DR Energy Leadership Partnership (ELP)	\$534,178	\$410,883	\$19,694	\$25,077	\$25,824	\$47,807	\$6,201	\$23,733											
DR Institutional Partnership	\$143,030	\$568,634	\$28,039	\$26,562	\$28,651	\$22,550	\$43,686	\$28,892											
DR Technology Resource Incubator Program (TRIO)	\$15,835	\$12,896	\$147	\$137	\$197	\$35,222	\$50,469	\$30,864											
Federal Power Reserve Partnership (FedPower)	\$342,896	(\$234)	\$0	\$0	\$0	\$126	\$190	\$308											
IDSM Continuous Energy Improvement	\$0	\$1,906	\$1,254	\$17,151	(\$10,544)	\$0	\$175	\$1,986											
IDSM Food Processing Pilot	\$83,419	\$265,870	\$1,857	\$21,630	\$38,567	\$1,837	\$1,494	\$1,885											
Integrated DSM Marketing	\$671,398	\$1,189,032	\$16,665	\$18,770	\$33,370	\$190,388	\$156,366	\$40,272											
Rx Initiative	\$0	\$43,140	\$25,734	\$16,695	\$10,582	\$16,414	\$18,954	\$13,654											
Residential New Construction Pilot	\$20,540	\$29,804	\$464	\$479	\$739	\$440	\$647	\$1,081											
Statewide IDSM	\$168,227	\$446,418	\$29,886	\$1,761	\$9,710	\$12,938	\$34,672	\$24,879											
Technical Assistance (TA)	\$468,612	\$339,899	\$9,754	\$10,877	\$23,306	\$22,042	\$25,792	\$25,692											
Third Party Programs	\$0	\$21,322	\$2,418	\$2,353	\$3,345	\$3,151	\$3,191	\$3,591											
Upstream Auto-DR w/HVAC	\$0	\$195,320	\$3,048	\$94,143	\$3,833	\$2,373	\$64,503	\$64,361											
Workforce Education & Training Smart Students (SmartStudents)	\$52,902	\$455,374	\$20,120	\$58,104	\$142,561	\$51,280	\$83,882	\$58,574											
Category 9 Total	\$2,804,719	\$4,219,290	\$164,358	\$301,080	\$337,299	\$407,793	\$492,034	\$336,652	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 10 - Special Projects																			
Permanent Load Shift	\$205,013	\$235,464	\$53,614	\$756	\$32,581	\$26,489	\$25,989	\$16,619											
Category 10 Total	\$205,013	\$235,464	\$53,614	\$756	\$32,581	\$26,489	\$25,989	\$16,619	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Category 11 - Dynamic Pricing																			
Real Time Pricing	\$91,351	\$78,837	\$6,093	\$5,859	\$6,838	\$6,559	\$10,963	\$12,416											
Summer Advantage Incentive <200kW (SAI/CPP)	\$38,797	\$64,625	\$10,177	\$10,023	\$17,513	\$13,652	\$14,751	\$18,903											
Summer Advantage Incentive >=200kW (SAI/CPP)	\$280,677	\$198,134	\$20,734	\$21,739	\$24,122	\$22,721	\$28,678	\$27,976											
Category 11 Total	\$410,825	\$341,595	\$37,005	\$37,621	\$48,472	\$42,931	\$54,391	\$59,295	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Programs Support Costs	(\$156)	\$0	\$0	\$0	\$0	\$0	\$0	\$0											
Total Incremental Cost	\$35,675,542	\$41,891,078	\$2,788,782	\$2,938,707	\$4,599,274	\$5,223,708	\$6,847,196	\$5,930,553	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Technical Assistance & Technology Incentives (TA&TI) commitments outstanding as of 6/30/2014	\$11,356,967																		

Notes:

(1) Per ACR issued on 12/28/11, continuing program costs reported here are recorded in SCE's Demand Response Program Balancing Account (DRPBA), unless otherwise noted

Due to timing differences, the amounts in the table may not reflect transactions to reflect respective bridge funding and carryover activities:

(2) Funding and expenses for Aggregator Managed Contracts (DR Contracts/AMP) reflect the administrative portion of costs tracked in the Purchase Agreement Administrative Costs Balancing Account (PAACBA). Capacity payments are recorded separately in Table I-4

(3) Per Advice Letter 2721-E-A, 10:10 Summer Readiness Program anticipates \$33 million to be transferred from funds previously approved in D. 11-11-002 for SCE's Summer Discount Plan Transition

(4) See Table I-2A (Fund Shift Log) for explanations

(5) SDP Transition Program-to-Date Total Expenditures and 3-Year Funding includes 2011 & 2012 funding authorized in D.11-11-002. Category 9 Program-to-Date Total Expenditures and 3-Year Funding includes 2012 funding authorized in D.12-04-045, 2013-2014 funding authorized in D.12-11-015 and Category 7 Program-to-Date Total Expenditures and 3-Year Funding includes 2014 funding authorized in D.13-12-038. DR Contracts 3-year funding included 2013-2014 funding authorized in D.13-01-024

(6) Negative expenses in January are a result of reversed accrual entries

(7) 2012 Funding for Save Power Day (SPD/PTR) was approved in D. 08-09-039. 2012 PTR expenses record to the Edison SmartConnectTM Balancing Account (ESCA).

(8) 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)

(9) Amounts for fundshifting activities authorized in D.13-04-017 are reflected and also shown on the Fundshift log

Year-to-Date Program Expenditures

Cost Item	2012	2013	2014 Expenditures of Carry-over Funds ⁽¹⁾												Year-to-Date	2012-2014
	Total Expenditures	Total Expenditures	January ⁽³⁾	February	March	April	May	June	July	August	September	October	November	December	2014 Expenditures	Total Expenditures
Category 1: Emergency Programs																
AC Cycling - Summer Discount Plan - Transition	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
AC Cycling - Summer Discount Plan (SDP)	\$0	\$3,633	\$0	\$167	\$81	\$1,177	(\$1,340)	(\$227)								
Agricultural Pumping Interruptible (API)	\$7,153	(\$7,153)	\$0	\$0	\$0	\$0	\$0	\$136								
Base Interruptible Program (BIP)	\$79,700	\$2,860	\$0	(\$1,551)	\$0	\$0	\$0	\$0								
Optional Binding Mandatory Curtailment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Rotating Outages (RO)	\$3,683	(\$48)	\$131	(\$15)	\$0	\$0	\$0	\$0								
Scheduled Load Reduction Program (SLRP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Budget Category 1 Total	\$90,536	(\$709)	\$131	(\$1,398)	\$81	\$1,177	(\$1,340)	(\$91)	\$0	\$0	\$0	\$0	\$0	\$0	(\$1,440)	\$88,388
Category 2: Price Responsive Programs																
Capacity Bidding Program (CBP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Demand Bidding Program (DBP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Energy Options Program	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Real Time Pricing (RTP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Summer Advantage Incentive (SAI/CPP)	\$0	\$281	\$0	\$0	\$0	\$0	\$0	\$0								
Budget Category 2 Total	\$0	\$281	\$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	\$0	\$0								
Budget Category 3 Total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Category 4: DR Enabled Programs																
Auto DR	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Agriculture Pump Timer Program	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Emerging Markets & Technologies	\$780,361	\$2,019,124	(\$1,752)	\$4,317	\$478	\$66,288	(\$531)	\$86,353								
Technical Assistance & Technology Incentives - Admin ⁽²⁾	\$1,209,456	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Technical Assistance & Technology Incentives - Incentives ⁽²⁾	\$13,505,990	\$5,010,674	\$109,991	(\$417,046)	\$807,076	\$0	\$0	\$0								
Permanent Load Shift	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Budget Category 4 Total	\$15,495,808	\$7,029,797	\$108,239	(\$412,729)	\$807,554	\$66,288	(\$531)	\$86,353	\$0	\$0	\$0	\$0	\$0	\$0	\$655,175	\$23,180,780
Category 5: Pilots & SmartConnect Enabled Programs																
Participating Load / Proxy Demand Resource Pilot	\$92,081	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
SmartConnect Thermostats for CPP	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
SmartConnect Customer Experience Pilot	\$0	\$0	\$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	\$92,081
Category 6: Statewide Marketing Program																
Flex Alert	\$44,151	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Budget Category 6 Total	\$44,151	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$44,151
Category 7: Measurement & Evaluation																
Measurement & Evaluation	\$1,138,676	(\$27,379)	\$0	\$0	\$0	\$0	\$0	\$0								
Budget Category 7 Total	\$1,138,676	(\$27,379)	\$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	\$0	\$0								
DR Resource Portal	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
DR System Infrastructure	\$141,941	\$90,731	\$5,025	\$4,498	\$5,210	\$4,462	\$1,394	\$294								
Budget Category 8 Total	\$141,941	\$90,731	\$5,025	\$4,498	\$5,210	\$4,462	\$1,394	\$294	\$0	\$0	\$0	\$0	\$0	\$0	\$20,882	\$253,555
Category 9: Marketing Education & Outreach																
Agriculture & Water Outreach	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Circuit Savers	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
DR Energy Leadership Partnership (Community EE/DR Partnership)	\$7,421	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Federal Power Reserves Partnership	\$5,942	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Income Qualified Customer Outreach	\$2,331	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Integrated DSM Marketing	\$88,555	\$20,965	\$3,492	\$471	\$2,104	\$2,964	\$3,260	\$1,522								
PEAK	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Budget Category 9 Total	\$104,250	\$20,965	\$3,492	\$471	\$2,104	\$2,964	\$3,260	\$1,522	\$0	\$0	\$0	\$0	\$0	\$0	\$13,812	\$139,027
Category 10: Integrated Programs																
IDEAA Program	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
IDSM food Processing Pilot	\$195,170	(\$28,419)	\$0	\$0	\$0	\$0	\$0	\$0								
Institutional & Govt Partnership Program	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Non-residential New Construction	\$35,789	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Residential New Construction	\$10,251	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Statewide IDSM Program	\$7,531	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
TRIO Program	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
W&T Smart Students	\$0	\$0	\$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	\$220,321
Programs Support costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0								
Total Incremental Cost	\$17,356,184	\$7,085,268	\$116,888	(\$409,158)	\$814,948	\$74,891	\$2,782	\$88,078	\$0	\$0	\$0	\$0	\$0	\$0	\$688,429	\$25,129,881

Technical Assistance & Technology Incentives (TA&TI) commitments outstanding as of 6/30/2014 **\$717,875**

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 Total Cost	
	January	February	March	April	May	June	July	August	September	October	November	December		
Program Incentives ⁽²⁾														
10:10 Summer Readiness	(\$19)	(\$21)	(\$7)	\$12	\$0	(\$376)								(\$411)
Agricultural Pumping Interruptible (API)	\$46,298	\$57,258	\$46,504	\$66,860	\$207,303	\$596,389								\$1,020,611
Base Interruptible Program (BIP)	\$730,786	(\$1,269,641)	(\$796,256)	\$809,516	\$799,319	\$4,261,556								\$4,535,280
Capacity Bidding Program (CBP)	\$0	\$0	\$0	\$10,686	\$11,249	<i>Pending</i>								\$21,935
Demand Bidding Program (DBP)	\$1,175	\$17	\$0	\$0	\$0	\$0								\$1,192
AMP Contracts/DR Contracts (AMP)	(\$35,135)	\$72,418	(\$373)	\$2,070	\$17,213	\$13,672								\$69,865
Save Power Day (SPD/PTR)	\$39,658	\$42,570	\$44,974	\$43,443	\$38,785	\$42,475								\$251,904
Summer Discount Plan (SDP) - Commercial	\$24,444	\$16,348	\$2,605	(\$168)	(\$1,964)	\$1,805,424								\$1,846,689
Summer Discount Plan (SDP) - Residential	\$125,104	\$126,740	\$133,002	\$117,803	\$112,904	\$5,551,914								\$6,167,467
Summer Discount Plan (SDP) - Residential O-Switch	\$666	\$769	\$485	\$1,089	\$720	\$41,074								\$44,802
Total Cost of Incentives	\$932,977	(\$953,542)	(\$569,065)	\$1,051,309	\$1,185,529	\$12,312,127	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$13,959,335

Revenues from Excess Energy Charges ⁽³⁾	\$0	\$2,017,725	\$1,546,052	\$0	\$0	\$56,147								\$3,619,924
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(1) Amounts reported are for incentives costs that are not recovered in the Demand Response Program Balancing Account.

(2) Except for AMP Contracts/DR Contracts, Incentive data is preliminary and subject to change based on billing records.

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

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							\$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
II. TOTAL STATEWIDE MARKETING	\$0	\$0	\$0	\$0	\$3,477	\$302,615	\$0	\$0	\$0	\$0	\$0	\$0	\$306,092	\$5,439,518	\$5,966,707	\$11,712,317	\$29,675,000
II. UTILITY MARKETING BY ACTIVITY ⁽¹⁾																	
TOTAL AUTHORIZED UTILITY MARKETING BUDGET FOR 2012-2014																	\$23,600,000
PROGRAMS, RATES & ACTIVITIES WHICH DO NOT REQUIRE ITEMIZED ACCOUNTING																	
Category 1: Reliability Programs																	
Agricultural Pumping Interruptible (API)	\$0	\$5,792	\$0	\$0	\$643	\$0							\$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	
Category 2: Price Responsive Programs																	
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	
Category 3: DR Provider/Aggregated Managed Programs																	
AMP Contracts/DR Contracts (AMP)	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	
Category 4: Emerging & Enabling Technologies																	
Auto DR / Technology Incentives (AutoDR-TI)	\$0	\$0	\$0	\$0	\$1,286	\$0							\$1,286	\$4,695	\$26,919	\$32,899	\$220,000
Emerging Markets & Technologies	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	
Category 5: Pilots																	
Smart Charging Pilot	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	
Workplace Charging Pilot	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	
Category 6: Evaluation, Measurement and Verification																	
Measurement and Evaluation	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	
DR Research Studies (CPUC)	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	
Category 7: Marketing, Education & Outreach																	
Circuit Savers Program	\$2,397	\$2,364	\$2,881	\$3,055	\$3,062	\$3,483							\$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
Category 9: Integrated Programs and Activities (Including Technical Assistance)																	
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)
	January	February	March	April	May	June	July	August	September	October	November	December					
Category 10 - Special Projects																	
Permanent Load Shift	\$0	\$469	\$354	\$2,336	\$1,572	\$4,627							\$9,358	\$0	\$40,901	\$50,259	\$250,000
Category 11 - Dynamic Pricing																	
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
SUBTOTAL	\$22,465	\$53,835	\$47,750	\$231,871	\$258,615	\$359,475	\$0	\$0	\$0	\$0	\$0	\$0	\$974,011	\$7,497,951	\$7,516,013	\$15,987,975	\$34,775,000
PROGRAMS & RATES WHICH REQUIRE ITEMIZED ACCOUNTING																	
AC Cycling - Summer Discount Plan (SDP)																	\$4,931,000
Customer Research	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	\$0
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	
Peak Time Rebate / Save Power Day (PTR) (2)																	\$10,000,000
Customer Research	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	\$0
Collateral- Development, Printing, Distribution etc. (all non-labor costs)	\$348	\$0	\$0	\$29,422	\$745,598	\$185,652							\$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	
Critical Peak Pricing < 200 kW (aka Summer Advantage Incentive)																	\$5,500,000
Customer Research	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	\$0
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	
II. TOTAL UTILITY MARKETING BY ACTIVITY	\$29,930	\$105,174	\$369,047	\$1,000,204	\$3,321,453	\$1,165,445	\$0	\$0	\$0	\$0	\$0	\$0	\$5,991,253	\$7,601,800	\$11,613,743	\$25,206,797	\$55,206,000
III. UTILITY MARKETING BY ITEMIZED COST																	
Customer Research	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	\$0
Collateral- Development, Printing, Distribution etc. (all non-labor costs)	\$7,465	\$51,339	\$321,297	\$767,494	\$3,062,838	\$804,247							\$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 & Activities that do not require itemized accounting</i>	\$22,465	\$53,835	\$47,750	\$231,871	\$258,615	(\$359,475)							\$974,011	\$7,497,951	\$7,516,013	\$15,987,975	
III. TOTAL UTILITY MARKETING BY ITEMIZED COST	\$29,930	\$105,174	\$369,047	\$1,000,204	\$3,321,453	\$1,165,445	\$0	\$0	\$0	\$0	\$0	\$0	\$5,991,253	\$7,601,800	\$11,613,743	\$25,206,797	\$55,206,000
IV. UTILITY MARKETING BY CUSTOMER SEGMENT																	
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	
IV. TOTAL UTILITY MARKETING BY CUSTOMER SEGMENT	\$29,930	\$105,174	\$369,047	\$1,000,204	\$3,321,453	\$1,165,445	\$0	\$0	\$0	\$0	\$0	\$0	\$5,991,253	\$7,601,800	\$11,613,743	\$25,206,797	\$55,206,000

Notes:

(1) Utility Marketing includes all activities to market individual utility programs or rates, demand response concepts, and customer tools, that were approved or directed by Decision 12-04-045, whether or not the marketing budget was approved as a line item in the Decision. For example, PG&E should not include marketing for TOU and PDP because funding was authorized in another proceeding. However, PG&E must document all amounts spent on marketing individual demand response programs such as Peak Choice even though a specific marketing budget was not approved for the program. This example applies to all of the utilities. The programs and activities listed in item II of the template are meant as examples, and may not be exhaustive. However, the utilities must include all programs or rates that meet this description. The totals for Items II, III and IV should be equal.

(2) 3-Year Funding 2012-2014 for Flex Alert includes \$12,000,000 approved in D.13-04-021 and recorded to SCE's Statewide Marketing, Education & Outreach Balancing Account (SME&OBA).

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

	2012-2014 Funding Cycle Customer Communication, Marketing, and Outreach												Year-to Date	2012	2013	2012-2014	2012-2014
	January	February	March	April	May	June	July	August	September	October	November	December	2014	Total	Total	Total	Authorized
													Expenditures	Expenditures	Expenditures	Expenditures	Budget (if
																	Applicable)
I. STATEWIDE MARKETING																	
IOU Administrative Costs	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	
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
II. TOTAL STATEWIDE MARKETING	\$0	\$0	\$0	\$0	\$3,477	\$302,615	\$0	\$0	\$0	\$0	\$0	\$0	\$306,092	\$5,439,518	\$5,966,707	\$11,712,317	\$29,675,000
II. UTILITY MARKETING BY ACTIVITY ⁽¹⁾																	
TOTAL AUTHORIZED UTILITY MARKETING BUDGET FOR 2012-2014																	\$23,600,000
PROGRAMS, RATES & ACTIVITIES WHICH DO NOT REQUIRE ITEMIZED ACCOUNTING																	
Category 1: Reliability Programs																	
Agricultural Pumping Interruptible (API)	\$0	\$5,792	\$0	\$0	\$643	\$0							\$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	
Category 2: Price Responsive Programs																	
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	
Category 3: DR Provider/Aggregated Managed Programs																	
AMP Contracts/DR Contracts (AMP)	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	
Category 4: Emerging & Enabling Technologies																	
Auto DR / Technology Incentives (AutoDR-TI)	\$0	\$0	\$0	\$0	\$1,286	\$0							\$1,286	\$4,695	\$26,919	\$32,899	\$220,000
Emerging Markets & Technologies	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	
Category 5: Pilots																	
Smart Charging Pilot	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	
Workplace Charging Pilot	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	
Category 6: Evaluation, Measurement and Verification																	
Measurement and Evaluation	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	
DR Research Studies (CPUC)	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	
Category 7: Marketing, Education & Outreach																	
Circuit Savers Program	\$2,397	\$2,364	\$2,881	\$3,055	\$3,062	\$3,483							\$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
Category 9: Integrated Programs and Activities (Including Technical Assistance)																	
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)
	January	February	March	April	May	June	July	August	September	October	November	December					
Category 10 - Special Projects																	
Permanent Load Shift	\$0	\$469	\$354	\$2,336	\$1,572	\$4,627							\$9,358	\$0	\$40,901	\$50,259	\$250,000
Category 11 - Dynamic Pricing																	
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
SUBTOTAL	\$22,465	\$53,835	\$47,750	\$231,871	\$258,615	\$359,475	\$0	\$0	\$0	\$0	\$0	\$0	\$974,011	\$7,497,951	\$7,516,013	\$15,987,975	\$34,775,000
PROGRAMS & RATES WHICH REQUIRE ITEMIZED ACCOUNTING																	
AC Cycling : Summer Discount Plan (SDP)																	\$4,931,000
Customer Research	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	\$0
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	
Peak Time Rebate / Save Power Day (PTR) (2)																	\$10,000,000
Customer Research	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	\$0
Collateral- Development, Printing, Distribution etc. (all non-labor costs)	\$348	\$0	\$0	\$29,422	\$745,598	\$185,652							\$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	
Critical Peak Pricing < 200 kW (aka Summer Advantage Incentive)																	\$5,500,000
Customer Research	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	\$0
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	
II. TOTAL UTILITY MARKETING BY ACTIVITY	\$29,930	\$105,174	\$369,047	\$1,000,204	\$3,321,453	\$1,165,445	\$0	\$0	\$0	\$0	\$0	\$0	\$5,991,253	\$7,601,800	\$11,613,743	\$25,206,797	\$55,206,000
III. UTILITY MARKETING BY ITEMIZED COST																	
Customer Research	\$0	\$0	\$0	\$0	\$0	\$0							\$0	\$0	\$0	\$0	\$0
Collateral- Development, Printing, Distribution etc. (all non-labor costs)	\$7,465	\$51,339	\$321,297	(\$767,494)	(\$3,062,838)	(\$804,247)							\$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 & 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>	
III. TOTAL UTILITY MARKETING BY ITEMIZED COST	\$29,930	\$105,174	\$369,047	\$1,000,204	\$3,321,453	\$1,165,445	\$0	\$0	\$0	\$0	\$0	\$0	\$5,991,253	\$7,601,800	\$11,613,743	\$25,206,797	\$55,206,000
IV. UTILITY MARKETING BY CUSTOMER SEGMENT																	
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	
IV. TOTAL UTILITY MARKETING BY CUSTOMER SEGMENT	\$29,930	\$105,174	\$369,047	\$1,000,204	\$3,321,453	\$1,165,445	\$0	\$0	\$0	\$0	\$0	\$0	\$5,991,253	\$7,601,800	\$11,613,743	\$25,206,797	\$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	31.7 MW	System Territory	2:15 PM - 7:39 PM	5.5
BIP - Base Interruptible Program	1	02/06/14	CAISO Imminent Stage 1	625.4 MW	System Territory	2:15 PM - 7:14 PM	5
Category 2: Price Responsive Programs							
SDP-C - Summer Discount Plan Commercial	1	02/06/14	CAISO Imminent Stage 1	0.0 MW	System Territory	2:15 PM - 7:39 PM	5.5
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
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 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 (2-6)	1	02/06/14	CAISO Warning	0.0 MW	System Territory	3:00 PM - 7:00 PM	4
Category 3: DR Provider/Aggregated Managed Programs (6)							
AMP - Aggregator Managed Portfolio	1	02/06/14	Energy Prices	18.3 MW	System Territory	5:00 PM - 9:00 PM	4
AMP - Aggregator Managed Portfolio	2	02/06/14	Energy Prices	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
Category 11: Dynamic Pricing							

Notes: