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Southern California Edison Company
P.O. Box 800
2244 Walnut Grove Avenue
Rosemead, CA 91770
Atención: Comunicaciones Corporativas

**SOUTHERN CALIFORNIA EDISON COMPANY NOTIFICATION OF
EVIDENTIARY HEARINGS OF THE 2012-2014 DEMAND RESPONSE
(DR) PROCEEDING,
APPLICATION NO. A.11-03-001, et al., FILED MARCH 1, 2011**

**DATE: Tuesday, July 19, 2011 – TIME: 9:00 A.M.
THRU July 22, 2011 – TIME: 9:00 A.M.
LOCATION: Commission Courtroom, 505 Van Ness Avenue,
San Francisco, CA 94102**

The California Public Utilities Commission (CPUC) will hold joint evidentiary hearings in the consolidated proceeding regarding the 2012-2014 Demand Response (DR) Programs, Activities, Pilots, and Budget Applications of Pacific Gas and Electric Company (PG&E), San Diego Gas and Electric Company (SDG&E), and Southern California Edison Company (SCE).

SCE offers a variety of DR programs to help qualifying customers shift load and reduce their energy usage during peak times through load control, price response and/or short-term behavioral efforts. In its Application, SCE requested CPUC approval to continue such programs over the 2012 – 2014 period and to collect electric revenues of \$229.037 million over this three-year period to fund these programs. If approved by the CPUC, SCE's request would result in a **decrease** of more than \$4.5 million over the revenues authorized for the 2009 – 2011 DR program cycle. Because the requested electric revenues for 2012-2014 represent a decrease in the currently authorized revenues, SCE does not expect approval of its Application to result in an increase of customer base rates.

Evidentiary hearings will begin on July 19, 2011 at 9:00 a.m., and will continue daily through July 22, 2011. The Administrative Law Judge (ALJ) may modify the schedule at a later date, and will preside over the evidentiary hearings. The assigned Commissioner may be in attendance as well. The evidentiary hearings will be held at a designated CPUC hearing room in San Francisco, CA at the address noted above. During the evidentiary hearings, formal Parties of record participate, present testimony and oral arguments addressing the issues as set forth in the Joint Assigned Commissioner and Administrative Law Judge's Ruling and Scoping Memo dated May 13, 2011.

EVIDENTIARY HEARINGS

The CPUC holds evidentiary hearings whereby the formal parties of record provide testimony and are subject to cross-examination before the CPUC's ALJ. These hearings are open to the public to attend and listen, but only those who are formal parties of record are allowed to participate. One party is the Division of Ratepayer Advocates (DRA), which consists of engineers, accountants, economists and attorneys who independently evaluate the proposals of utilities and present their analyses and recommendations for the CPUC at the evidentiary hearings. The CPUC has its own court reporters who will record the participation of parties in the evidentiary hearings. Parties may offer proposals that differ from those presented in SCE's application. Once hearings are completed, the ALJ will consider all of the evidence presented and release a proposed decision. When the CPUC issues a final decision, it may adopt, amend or modify all or part of the ALJ's proposed decision. The final decision may differ from the requests filed by SCE in its proposed application.

FOR MORE INFORMATION ABOUT THE APPLICATION OR NOTICE

Customers with Internet access may view and download SCE's application on SCE's website, at www.sce.com/applications. Anyone who would like to obtain more information about the application or notice, please write to:

Southern California Edison Company
P.O. Box 800
2244 Walnut Grove Avenue
Rosemead, CA 91770
Attention: Case Administration

FOR MORE INFORMATION ABOUT THE EVIDENTIARY HEARINGS

If you would like further information on the evidentiary hearing process or if you wish to submit written comments or informally protest this application as a customer of SCE, you may do so by contacting the CPUC's Public Advisor's Office at the address or e-mail shown below. Please state that you are writing concerning SCE's A.11-03-001, et al. Your comments will become part of the formal correspondence file for public comment in this proceeding. The Public Advisor's Office will circulate your comments to the Commissioners and other CPUC staff working on this matter.

Mail: California Public Utilities Commission
Public Advisor's Office
320 West 4th St., Suite 500
Los Angeles, CA. 90013

E-Mail: public.advisor.la@cpuc.ca.gov