

SOUTHERN CALIFORNIA EDISON COMPANY
NOTICE OF APPLICATION FILING FOR CHANGES IN ELECTRIC REVENUES:
APPLICATION FOR APPROVAL OF STATEWIDE MARKETING, EDUCATION AND
OUTREACH PROGRAMS AND BUDGETS FOR 2013-2014

APPLICATION (A.) 12-08-008

On August 3, 2012, Southern California Edison Company (SCE) filed an Application with the California Public Utilities Commission (CPUC) requesting a change in SCE's electric revenues related to its proposed Statewide Marketing, Education and Outreach programs for the 2013-2014 program cycle.

STATEWIDE MARKETING, EDUCATION & OUTREACH PROGRAM PLANS

On May 18, 2012, the CPUC issued Decision D.12-05-015, which ordered SCE, Pacific Gas and Electric Company (PG&E), San Diego Gas & Electric Company (SDG&E) and Southern California Gas Company (SoCalGas) to file applications with the CPUC to establish statewide marketing, education & outreach (ME&O) programs and budgets for 2013 and 2014. SCE's proposed application A.12-08-008 requests CPUC approval of SCE's proposed program plans and budgets, which will allow SCE to continue to effectively and efficiently promote, implement and maintain statewide ME&O activities related to all energy education and outreach for demand-side programs, including energy efficiency, demand response, distributed generation, and all other programmatic efforts directed by the CPUC. To achieve this, SCE will support the statewide Energy Upgrade California (EUC) "umbrella brand" in the 2013-2014 timeframe to create broad energy awareness and education that will provide SCE customers with program information and enrollment options. More information on EUC can be found on SCE's website, at http://www.sce.com/residential/rebates-savings/home_upgrade_projects/homeowners/default.htm.

In order to fully implement these programs in 2013 and 2014, SCE is requesting the CPUC authorize SCE to collect \$10.824 million in annual electric revenues over each of the next 2 years (2013-2014) to fund these programs. SCE's total request of \$21.648 million in Statewide ME&O funding is comprised of \$6.1 million for energy efficiency activities, \$4.6 million for demand response activities (including emergency notifications), and \$0.248 million in other allowances authorized by the CPUC. SCE's proposal and funding request in this Application are consistent with the scope and within the cost estimate levels as adopted by the CPUC. If approved by the CPUC, SCE's request could result in an increase to customer base rates.

The following table compares SCE's current average rates to the proposed change in average bundled service rates if SCE's proposals in this application are approved by the CPUC:

Customer Group	Present Average Bundled Service Rates June 2012 ¢/kWh	Proposed Bundled Service Rates ¢/kWh	Proposed Change %
Residential	16.17	16.19	0.10%
Lighting – Small and Medium Power	15.39	15.40	0.08%
Large Power	10.40	10.41	0.09%
Agricultural and Pumping	11.78	11.78	0.08%
Street and Area Lighting	18.26	18.27	0.07%
Total	14.43	14.45	0.09%

The actual changes in rates will be determined by the CPUC

FOR FURTHER INFORMATION FROM SCE

You may view a copy of SCE's application at the following SCE business offices:

1 Pebbly Beach Rd. Avalon, CA 90704	30553 Rimrock Rd. Barstow, CA 92311	374 Lagoon St., Bishop, CA 93514
505 W. 14 th Ave. Blythe, CA 92225	3001 Chateau Rd. Mammoth Lakes, CA 93546	510 S. China Lake Blvd., Ridgecrest, CA 93555
26364 Pine Ave. Rimforest, CA 92378	41694 Dinkey Creek Rd. Shaver Lake, CA 93664	421 W. J St., Tehachapi, CA 93561
120 Woodland Dr., Wofford Heights, CA 93285	6999 Old Woman Springs Rd. Yucca Valley, CA 92284	

Customers with Internet access may view and download SCE's application and the papers supporting it on SCE's web site, www.sce.com/applications. Those without Internet access or anyone wishing to obtain more information about the application or hard copies of some or all of the materials should send a written request, referring to Application No. 12-08-008 to:

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

You may also review a copy of this application and related exhibits at SCE's corporate headquarters (2244 Walnut Grove Avenue, Rosemead, CA 91770).

Los usuarios con acceso al Internet podrán leer y descargar esta notificación en español en el sitio Web de SCE www.sce.com/avisos o escriba a:

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

You may also review a copy of the Application at the CPUC's Formal Files Office at 505 Van Ness Avenue, San Francisco, CA Monday through Friday between the hours of 8:00 A.M. to noon daily

EVIDENTIARY HEARINGS (EH'S)

The CPUC **may** hold evidentiary hearings where parties of record present their proposals in testimony and are subject to cross-examination before an Administrative Law Judge (ALJ). These hearings are open to the public, but only those who are formal parties of record may present evidence or cross-examine witnesses during EH's. Members of the public may attend, but not participate in these hearings. After considering all proposals and evidence presented during the formal hearing process, the assigned ALJ will issue a proposed decision that the CPUC will either adopt, amend, or modify in issuing its final decision on the application. The CPUC's final decision may differ from what is requested by SCE in its Application.

The CPUC's Division of Ratepayer Advocates (DRA) will review this application. The DRA is an independent arm of the CPUC, created by the Legislature to represent the interests of all utility customers throughout the state and obtain the lowest possible rate for service consistent with reliable and safe service levels. The DRA has a multi-disciplinary staff with expertise in economics, finance, accounting and engineering. The DRA's views do not necessarily reflect those of the CPUC. Other parties of record will also participate.

CPUC PROCESS

If you wish to comment on this proceeding, you may submit written correspondence or send an email to the CPUC's Public Advisor's Office (PAO) at the address shown below. Please state that you are writing concerning SCE's application A.12-08-008. Your comments will become a part of the formal correspondence file for public comment in this proceeding. When writing a letter or email, please refer to Application No. 12-08-008. The PAO will circulate your comments to the five Commissioners, the ALJ, DRA, and to CPUC staff assigned to this proceeding. You may also contact the PAO if you need assistance on how to participate in this proceeding.

The Public Advisor
California Public Utilities Commission
320 West Fourth Street, Suite 500
Los Angeles, CA 90013
Email: Public.Advisor.la@cpuc.ca.gov

August 3, 2012.