August 4, 2014

Megan Scott-Kakures
Vice President, Regulatory Operations
Southern California Edison Company
2244 Walnut Grove Avenue
Rosemead, California 91770

SUBJECT: Modification of the Statewide Marketing, Education & Outreach Balancing Account in Compliance with Decision 13-12-038

Dear Ms. Scott-Kakures:

Advice Letter 3070-E is effective as of July 2, 2014.

Sincerely,

Edward Randolph, Director
Energy Division
July 2, 2014

ADVICE 3070-E
(U 338-E)

PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA
ENERGY DIVISION

SUBJECT: Modification of the Statewide Marketing, Education & Outreach Balancing Account in Compliance With Decision 13-12-038

In compliance with the California Public Utilities Commission’s (Commission’s or CPUC’s) Decision (D.)13-12-038, dated December 19, 2013, Southern California Edison Company (SCE) hereby submits for filing the following changes to its tariffs. The revised tariff sheets are listed on Attachment A and are attached hereto.

PURPOSE

Pursuant to D.13-12-038, Ordering Paragraph (OP) 7, this advice filing modifies Preliminary Statement Part CC, Statewide Marketing, Education & Outreach Balancing Account (SME&OBA), to reflect the 2014 – 2015 authorized funding reduced by amounts spent in 2012 and 2013 for statewide marketing transition activities and website maintenance. In addition, in this advice filing SCE informs the Commission that it will use the unspent uncommitted 2010 – 2012 statewide Energy Efficiency (EE) marketing funds that have already been collected in rates and unspent uncommitted 2009 – 2011 Demand Response (DR) funds that have already been collected in rates to fund the 2014 – 2015 Statewide ME&O activities authorized in D.13-12-038.

BACKGROUND

In May 2012, the Commission adopted D.12-05-015, which provided guidance on policies and programs for EE in the 2013 – 2014 portfolio cycle and requested the filing of applications for Statewide ME&O activities for demand-side programs. Applications were filed by Pacific Gas and Electric Company (PG&E), SCE, and San Diego Gas & Electric Company (SDG&E) on August 3, 2012, requesting Commission approval of
their Statewide ME&O activities for program years 2013 – 2014, in addition to the proposed ratemaking treatment of the costs. ¹

On January 18, 2013, the Scoping Memo and Ruling of Assigned Commissioner and Administrative Law Judge divided the proceeding into two phases: Phase 1 related to the budgets for the Flex Alert program for 2013 – 2014; and Phase 2 related to all other aspects of the Statewide ME&O activities and budgets for 2013 – 2014.

On April 18, 2013, the Commission issued D.13-04-021 (Phase 1 Decision) establishing annual utility budgets for the Flex Alert program for 2013 and 2014. The Phase 1 Decision set SCE’s annual 2013 and 2014 annual Flex Alert budget at $6 million per year and established the utility cost recovery mechanisms for Statewide ME&O program costs, including Flex Alert expenses. Specifically for SCE, the Phase 1 Decision:

(1) Authorized SCE to include the approved Statewide ME&O 2013 and 2014 funding in the Public Purpose Programs Adjustment Mechanism (PPPAM) to be collected in rate levels through Public Purpose Programs Charge (PPPC);
(2) Authorized SCE to establish a one-way SME&OBA to record the difference between the authorized Statewide ME&O funding and the actual recorded Statewide ME&O costs in EE and DR subaccounts; and
(3) Limited reasonableness review of the SME&OBA to ensure all recorded costs are consistent with the scope of activities and within the total cost estimate level as defined and adopted by the Commission in this proceeding.

SCE filed Advice 2896-E on May 6, 2013, to establish the SME&OBA and to reflect the rate recovery of the Flex Alert funding through the PPPC. ²

On December 19, 2013, the Commission issued D.13-12-038 (Phase 2 Decision) which addressed all other aspects (other than Flex Alert) of the utilities’ Statewide ME&O activities and budgets for 2014 – 2015. ³ The Phase 2 Decision set forth 2014 and 2015 Statewide ME&O funding for SCE of $6.1 million associated with EE activities and $1.6 million associated with DR activities, or $7.7 million in 2014 and 2015. In SCE’s consolidated January 1, 2014 revenue requirement and rate change Advice 2978-E-A, ⁴ SCE included $6.0 million for authorized Flex Alert funding in PPPC rate levels, and modified Preliminary Statement Part CC, SME&OBA, to reflect the cost categories and

---

¹ An Administrative Law Judge Ruling on November 8, 2012 consolidated A.12-08-007, A.12-08-008, A.12-08-009, and A.12-08-010.
² Advice 2896-E was approved by letter dated May 29, 2013 from Edward Randolph, Director of the Commission’s Energy Division, effective May 6, 2013.
³ D.13-12-038 (at p. 67) changed the cycle for implementing the Statewide ME&O program from 2013 – 2014 to 2014 – 2015.
⁴ Advice 2978-E-A was approved by letter dated January 30, 2014 from Edward Randolph, Director of the Commission’s Energy Division, effective January 1, 2014.
funding amount by year adopted in the Phase 2 Decision. SCE did not include the Phase 2 authorized 2014 funding amount of $7.7 million in its January 1, 2014 PPPC rate level change.Ø

OP 16 of the Phase 2 Decision states, “The utilities and the California Center for Sustainable Energy shall provide updated budget information, as described in this Decision, in a letter to the Commission’s Energy Division within 14 days of the issuance of this decision.” The Phase 2 Decision further explains the details of this request on page 78:

“First we note that we do not have accurate estimates in our record regarding the amount of funds spent on statewide ME&O in 2012 and 2013 for transition activities authorized in Ordering Paragraph 118 of the EE Guidance Decision and on Energy Upgrade California website maintenance and transition...We direct updated showings from the utilities and CCSE on the total spent on transition activities (the EE Guidance Decision)Ø, and website maintenance from January 2013 to December 2013. These total expenditures will be subtracted from the budgets proposed by the utilities in their 2012 applications. The revised total will be the amount authorized for 2014-2015 statewide marketing, education and outreach activities. The utilities and CCSE should jointly submit this updated showing to the service list, providing the total expenses in 2012 and 2013 with revised budget allocations per utility.” (emphasis added).

By letter dated January 10, 2014 to Edward Randolph, Director of the Commission’s Energy Division, the Investor-Owned Utilities (IOUs) and California Center for Sustainable Energy (CCSE) provided revised authorized budgets for the 2014 - 2015 Statewide ME&O program calculated per the directive on page 78 of the Phase 2 Decision, by taking the initial authorized 2014 - 2015 budget for the IOUs in the Phase 2 Decision (i.e., $7.7 million for SCE in 2014 and 2015, for a total of $15.4 million), and then subtracting the expenses from the 2012 - 2013 brand transition activities and 2013 maintenance for Engage 360 and Energy Upgrade California (EUC) web portals.

---

Ø The revised SME&OBA preliminary statement provided in Advice 2978-E-A inadvertently misaligned the funding amounts by year which SCE is correcting in this advice filing.

Ø As described in Advice 2978-E-A, filed on December 24, 2013, the revenue requirement changes approved by the Commission at the December 19, 2013 Commission Conference were not reflected in SCE’s January 1, 2014 rate change. SCE requires at least two weeks lead time to implement rate changes in its billing system, and, therefore, reflected in January 1, 2014 rate levels the consolidated revenue requirement based on what was authorized prior to the December 19, 2013 Commission Conference. The Statewide ME&O Phase 2 Decision was adopted on December 19, 2013.

Ø D.12-05-015, OP 118.

Attachment B to this advice filing contains a copy of the January 10, 2014 letter setting forth the revised Statewide ME&O budgets. The following table provides SCE’s revised Authorized Funding Levels for Statewide ME&O programs for 2014 – 2015 based on the amounts shown in Attachment B.  

<table>
<thead>
<tr>
<th>Statewide ME&amp;O ($ millions)</th>
<th>D.13-12-038 Authorized</th>
<th>Less: 2012/13 brand transition activities &amp; 2013 Maintenance for Engage 360 and EUC web portals</th>
<th>Revised Authorized Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy Efficiency</td>
<td>$6.1</td>
<td>$6.1</td>
<td>$1.4</td>
</tr>
<tr>
<td>Demand Response</td>
<td>$1.6</td>
<td>$1.6</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>$7.7</td>
<td>$7.7</td>
<td>$1.4</td>
</tr>
</tbody>
</table>

In addition, the January 10, 2014 letter also provided the Commission with information on the remaining 2010 - 2012 unspent marketing funds, which the utilities have the option of returning to ratepayers “either by reducing EE balancing accounts, or by using funds that have already been collected to fund new SW ME&O activities for 2013-2014,” and the additional budget that the Energy Savings Assistance (ESA) Program provides through D.12-08-044. In this advice filing, SCE is informing the Commission that it will: (1) use the unspent uncommitted 2010 – 2012 statewide EE marketing funds that have already been collected in rates, and the additional budget that the ESA program provides, to fund the 2014 – 2015 EE-related Statewide ME&O activities ($5.4 million in 2014 and 2015), and (2) use unspent uncommitted 2009 – 2011 DR funds that have already been collected in rates to fund the 2014 – 2015 DR-related Statewide ME&O activities ($1.6 million in 2014 and 2015).

---

9 Due to the nature of the SME&OBA, any unspent portion of the Authorized Funding Level as of December 31, 2014 will be carried over in the SME&OBA into 2015. Therefore, SCE has reduced the 2014 and 2015 initial Authorized Funding Levels equally for the recorded expenses associated with the 2012-2013 brand transition activities and 2013 maintenance for Engage 360 and EUC web portals.

10 D.13-12-038, p. 82.

11 As shown in Attachment B, the amounts already collected in rates are sufficient to fully fund the Authorized Funding Levels for Statewide ME&O programs related to EE activities for 2014 – 2015.
PROPOSED TARIFF CHANGES

As discussed above, and pursuant to OP 7 of the Phase 2 Decision, SCE herein modifies Preliminary Statement Part CC, SME&OBA, to reflect the 2014 – 2015 authorized funding levels reduced by amounts spent in 2012 and 2013 for statewide marketing transition activities and website maintenance, in addition to correcting an alignment error of the Authorized Funding Level by year shown in Part 2 a) “Definitions” of Preliminary Statement Part CC.

No cost information is required for this advice filing.

This advice filing will not increase any rate or charge, cause the withdrawal of service, or conflict with any other schedule or rule.

TIER DESIGNATION

In accordance with OP 7 of D.13-12-038 and pursuant to General Order (GO) 96-B, Rule 5.1, this advice letter is submitted with a Tier 1 designation.

EFFECTIVE DATE

SCE respectfully requests that this filing become effective on July 2, 2014, which is the date filed.

NOTICE

Anyone wishing to protest this advice filing may do so by letter sent via U.S. Mail, facsimile, or electronically, any of which must be received by the Energy Division and SCE no later than 20 days after the date of this advice filing. Protests should be mailed to:

CPUC, Energy Division
Attention: Tariff Unit
505 Van Ness Avenue
San Francisco, California 94102
E-mail: EDTariffUnit@cpuc.ca.gov

Copies should also be mailed to the attention of the Director, Energy Division, Room 4004 (same address above).

In addition, protests and all other correspondence regarding this advice letter should also be sent by letter and transmitted via facsimile or electronically to the attention of:
There are no restrictions on who may file a protest, but the protest shall set forth specifically the grounds upon which it is based and shall be submitted expeditiously.

In accordance with Section 4 of GO 96-B, SCE is serving copies of this advice filing to the interested parties shown on the attached GO 96-B and A.12-08-007 et al. service lists. Address change requests to the GO 96-B service list should be directed to (626) 302-2930 or by electronic mail at AdviceTariffManager@sce.com. For changes to all other service lists, please contact the Commission’s Process office at (415) 703-2021 or by electronic mail at Process_Office@cpuc.ca.gov.

Further, in accordance with Public Utilities Code Section 491, notice to the public is hereby given by filing and keeping the advice filing at SCE’s corporate headquarters. To view other SCE advice letters filed with the Commission, log on to SCE’s web site at https://www.sce.com/wps/portal/home/regulatory/advice-letters.

For questions, please contact Linda Letizia at (626) 302-3634 or by electronic mail at Linda.Letizia@SCE.com.

Southern California Edison Company

/s/ MEGAN SCOTT-KAKURES
Megan Scott-Kakures

MSK:ll:sq
Enclosures
Company name/CPUC Utility No.: Southern California Edison Company (U 338-E)

Utility type:  
- ☑ ELC
- ☐ GAS
- ☐ PLC
- ☐ HEAT
- ☐ WATER

Contact Person: Darrah Morgan  
Phone #: (626) 302-2086  
E-mail: Darrah.Morgan@sce.com  
E-mail Disposition Notice to: AdviceTariffManager@sce.com

EXPLANATION OF UTILITY TYPE

<table>
<thead>
<tr>
<th>ELC = Electric</th>
<th>GAS = Gas</th>
<th>PLC = Pipeline</th>
<th>HEAT = Heat</th>
<th>WATER = Water</th>
</tr>
</thead>
</table>

Advice Letter (AL) #: 3070-E  
Tier Designation: 1

Subject of AL: Modification of the Statewide Marketing, Education & Outreach Balancing Account in Compliance With Decision 13-12-038

Keywords (choose from CPUC listing): Compliance, Balancing Account, Energy Efficiency

AL filing type: ☐ Monthly  ☐ Quarterly  ☐ Annual  ☑ One-Time  ☐ Other

If AL filed in compliance with a Commission order, indicate relevant Decision/Resolution #:
D.13-12-038

Does AL replace a withdrawn or rejected AL? If so, identify the prior AL:

Summarize differences between the AL and the prior withdrawn or rejected AL:

Confidential treatment requested? ☐ Yes ☑ No

If yes, specification of confidential information:
Confidential information will be made available to appropriate parties who execute a nondisclosure agreement. Name and contact information to request nondisclosure agreement/access to confidential information:

Resolution Required? ☐ Yes ☑ No

Requested effective date: 7/2/14  
No. of tariff sheets: -4-

Estimated system annual revenue effect: (%):

Estimated system average rate effect (%):

When rates are affected by AL, include attachment in AL showing average rate effects on customer classes (residential, small commercial, large C/I, agricultural, lighting).

Tariff schedules affected: Preliminary Statement Part CC and Table of Contents

Service affected and changes proposed¹:

Pending advice letters that revise the same tariff sheets: None

¹ Discuss in AL if more space is needed.
Protests and all other correspondence regarding this AL are due no later than 20 days after the date of this filing, unless otherwise authorized by the Commission, and shall be sent to:

CPUC, Energy Division
Attention: Tariff Unit
505 Van Ness Avenue
San Francisco, California 94102
E-mail: EDTariffUnit@cpuc.ca.gov

Megan Scott-Kakures
Vice President, Regulatory Operations
Southern California Edison Company
8631 Rush Street
Rosemead, California 91770
Facsimile: (626) 302-4829
E-mail: AdviceTariffManager@sce.com

Leslie E. Starck
Senior Vice President, Regulatory Policy & Affairs
c/o Karyn Gansecki
Southern California Edison Company
601 Van Ness Avenue, Suite 2030
San Francisco, California 94102
Facsimile: (415) 929-5544
E-mail: Karyn.Gansecki@sce.com
<table>
<thead>
<tr>
<th>Cal. P.U.C. Sheet No.</th>
<th>Title of Sheet</th>
<th>Cancelling Cal. P.U.C. Sheet No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revised 55060-E</td>
<td>Preliminary Statement Part CC</td>
<td>Revised 53670-E</td>
</tr>
<tr>
<td>Revised 55061-E</td>
<td>Preliminary Statement Part CC</td>
<td>Revised 53671-E</td>
</tr>
<tr>
<td>Revised 55062-E</td>
<td>Table of Contents</td>
<td>Revised 54519-E</td>
</tr>
<tr>
<td>Revised 55063-E</td>
<td>Table of Contents</td>
<td>Revised 54306-E</td>
</tr>
</tbody>
</table>
CC. Statewide Marketing, Education & Outreach Balancing Account (SME&OBA)

1. Purpose

The purpose of the Statewide Marketing, Education & Outreach Balancing Account (SME&OBA) is to record the difference between the Commission-authorized Statewide Marketing, Education & Outreach (ME&O) funding and the actual recorded Statewide ME&O costs. Pursuant to D. 13-04-021, the SME&OBA is a one-way balancing account. The Statewide ME&O recorded costs are to be tracked separately in energy efficiency and demand response sub-accounts in the SMEO&BA.

2. Definitions

a) Authorized Statewide ME&O Funding Level:

The Authorized Funding Level for Statewide ME&O programs is the amount authorized by the Commission to be reflected in the Public Purpose Programs Charge (PPPC) rate levels pursuant to D.13-04-021 and D.13-12-038. The amounts below exclude Franchise Fees and Uncollectible Accounts (FF&U) expense.

<table>
<thead>
<tr>
<th>Effective Date</th>
<th>Flex Alert</th>
<th>Demand Response</th>
<th>Energy Efficiency</th>
<th>Total ($000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 18, 2013</td>
<td>$6.0 million</td>
<td>-</td>
<td>-</td>
<td>$6.0 million</td>
</tr>
<tr>
<td>January 1, 2014</td>
<td>$6.0 million</td>
<td>$1.6 million</td>
<td>$5.4 million</td>
<td>$13.0 million</td>
</tr>
<tr>
<td>January 1, 2015</td>
<td>-</td>
<td>$1.6 million</td>
<td>$5.4 million</td>
<td>$7.0 million</td>
</tr>
</tbody>
</table>

b) Interest Rate:

The Interest Rate shall be the most recent annual interest rate of the Federal Reserve three-month Commercial Paper Rate – Non-Financial, from Federal Reserve Statistical Release H.15 (expressed as an annual rate). If an annual non-financial interest rate is not published, SCE shall use the annual Federal Reserve three-month Commercial Paper Rate – Financial.
3. Operation of the SME&OBA

a. On a monthly basis, entries to the SME&OBA shall be determined as follows:

1) A credit entry equal to the Authorized Statewide ME&O Funding Level divided by twelve;

2) A debit entry equal to costs recorded in the Demand Response sub-account which shall include all Demand Response Statewide ME&O activities as authorized by the Commission, including costs related to the Flex Alert program;

3) A debit entry equal to costs recorded in the Energy Efficiency sub-account which shall include all Energy Efficiency Statewide ME&O activities (including Statewide Energy Savings Assistance (ESA)-related activities) as authorized by the Commission;

4) A debit or credit entry equal to any other costs as authorized by the Commission for recovery in the SME&OBA; and

5) Interest calculated by applying the Interest Rate to the average of the beginning-of-year and end-of-year balances. Due to the one-way nature of the SME&OBA, interest expense shall only be calculated when the average balance in the SME&OBA is a negative (under-expended) amount. Annual interest amounts shall be immediately returned to customers by transferring such amounts to the Public Purpose Programs Adjustment Mechanism (PPPAM).

The sum of (1) through (5) equals the activity recorded in the SME&OBA each month.

b. Carry-Over Amounts:

Any unspent portion of the Authorized Statewide ME&O Funding Level as of December 31, 2013 and December 31, 2014 shall be carried over in the SME&OBA into 2014 and 2015, respectively.

c. Carry-Forward Amounts:

Any Statewide ME&O costs recorded as of December 31, 2014 in excess of the Authorized Statewide ME&O Funding Level shall be carried forward in the SME&OBA into 2015. SCE shall not seek rate recovery of any over-expenditure of the Authorized Statewide ME&O Funding Levels remaining in the SME&OBA at the end of 2015.
### TABLE OF CONTENTS

**Sheet 1**

<table>
<thead>
<tr>
<th>Sheet No.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>11431-E</td>
<td>TITLE PAGE</td>
</tr>
<tr>
<td>55062-E</td>
<td>TABLE OF CONTENTS - RATE SCHEDULES</td>
</tr>
<tr>
<td>54691-E</td>
<td>TABLE OF CONTENTS - LIST OF CONTRACTS AND DEVIATIONS</td>
</tr>
<tr>
<td>54314-E</td>
<td>TABLE OF CONTENTS - RULES</td>
</tr>
<tr>
<td>53919-E</td>
<td>TABLE OF CONTENTS - INDEX OF COMMUNITIES, MAPS, BOUNDARY DESCRIPTIONS</td>
</tr>
<tr>
<td>54522-E</td>
<td>TABLE OF CONTENTS - SAMPLE FORMS</td>
</tr>
</tbody>
</table>

### PRELIMINARY STATEMENT:

A. Territory Served .............................................................. 22909-E

B. Description of Service ..................................................... 22909-E

C. Procedure to Obtain Service ............................................. 22909-E

D. Establishment of Credit and Deposits .............................. 22909-E

E. General ................................................................... 45178-45180-53818-45182-E

F. Symbols ........................................................................ 45182-E

G. Gross Revenue Sharing Mechanism ................................. 26584-26585-26586-26587-27195-27196-54092-E

H. Baseline Service ............................................................... 52027-52028-52029-52030-52031-E

I. Not In Use ........................................................................ 51921-51922-51923-E

J. Not In Use ........................................................................ 51921-51922-51923-E

K. Nuclear Decommissioning Adjustment Mechanism ........ 36582-47710-E

L. Purchase Agreement Administrative Costs Balancing Account .......... 51921-51922-51923-E

M. Income Tax Component of Contributions .......................... 53556-27632-E

N. Memorandum Accounts...................................................... 21344-53820-53015-49491-49492-41775-45585-45586-53821-E


P. Optional Pricing Adjustment Clause (OPAC) ....................... 27670-27671-27673-27674-E

(Continued)
### TABLE OF CONTENTS

(Continued)

<table>
<thead>
<tr>
<th>Sheet 2</th>
</tr>
</thead>
</table>

**PRELIMINARY STATEMENT:** (Continued)

<table>
<thead>
<tr>
<th>Class</th>
<th>Description</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q.</td>
<td>NOT IN USE</td>
<td>-E</td>
</tr>
<tr>
<td>R.</td>
<td>NOT IN USE</td>
<td>-E</td>
</tr>
<tr>
<td>S.</td>
<td>Procurement Energy Efficiency Balancing Account</td>
<td>18319-18320-18321-E</td>
</tr>
<tr>
<td>T.</td>
<td>Electric and Magnetic Fields Measurement Program</td>
<td>49279-49280-49281E</td>
</tr>
<tr>
<td>U.</td>
<td>California Solar Initiative Program Balancing Account</td>
<td>18853-22174-E</td>
</tr>
<tr>
<td>V.</td>
<td>Hazardous Substance Cleanup Cost Recovery Mechanism</td>
<td>27264-49536-31527-31528-18857-27681-27682-27683-18863-E</td>
</tr>
<tr>
<td>X.</td>
<td>Research, Development and Demonstration Adjustment Clause</td>
<td>53323-51246-E</td>
</tr>
<tr>
<td>Y.</td>
<td>Demand Response Program Balancing Account</td>
<td>46062-51590-50018-50019-50020-50021-E</td>
</tr>
<tr>
<td>Z.</td>
<td>Songs 2&amp;3 Steam Generator Replacement Balancing Account</td>
<td>45399-49006-49007-45402-E</td>
</tr>
<tr>
<td>AA.</td>
<td>California Alternate Rates for Energy (CARE) Balancing Account</td>
<td>44454-50210-46740-E</td>
</tr>
<tr>
<td>BB.</td>
<td>Greenhouse Gas (GHG) Revenue Balancing Account (GHGRBA)</td>
<td>54108-54109-54110-54111-E</td>
</tr>
<tr>
<td>CC.</td>
<td>Statewide Marketing, Education &amp; Outreach Balancing Account (SME&amp;OBA)</td>
<td>55060-55061-E</td>
</tr>
<tr>
<td>DD.</td>
<td>Cost Of Capital Trigger Mechanism</td>
<td>31356-35497-31358-35498-31360-E</td>
</tr>
<tr>
<td>EE.</td>
<td>Electric Deferred Refund Account</td>
<td>21212-26600-E</td>
</tr>
<tr>
<td>FF.</td>
<td>Public Purpose Programs Adjustment Mechanism</td>
<td>49319-5093-51593-52935-51595-E</td>
</tr>
<tr>
<td>GG.</td>
<td>Not In Use</td>
<td>-E</td>
</tr>
<tr>
<td>HH.</td>
<td>Low Income Energy Efficiency Program Adjustment Mechanism</td>
<td>50212-44460-E</td>
</tr>
<tr>
<td>II.</td>
<td>Bond Charge Balancing Account</td>
<td>32855-32234-32235-E</td>
</tr>
<tr>
<td>JJ.</td>
<td>Direct Access Cost Responsibility Surcharge Tracking Account</td>
<td>40656-40657-40658-E</td>
</tr>
<tr>
<td>KK.</td>
<td>Not In Use</td>
<td>-E</td>
</tr>
<tr>
<td>LL.</td>
<td>Reliability Investment Incentive Mechanism</td>
<td>46160-46161-46162-46163-46164-46165-E</td>
</tr>
<tr>
<td>MM.</td>
<td>Not In Use</td>
<td>-E</td>
</tr>
<tr>
<td>NN.</td>
<td>Mohave Balancing Account</td>
<td>53324-51248-51249-E</td>
</tr>
<tr>
<td>OO.</td>
<td>Pension Costs Balancing Account</td>
<td>53325-44968-44969-E</td>
</tr>
<tr>
<td>PP.</td>
<td>Post Employment Benefits Other Than Pensions Costs Balancing Account</td>
<td>53326-51252-E</td>
</tr>
<tr>
<td>QQ.</td>
<td>Edison SmartConnect™ Balancing Account</td>
<td>53826-53827-51255-53828-53829-E</td>
</tr>
</tbody>
</table>
Attachment B
January 10, 2014

Mr. Edward F. Randolph  
Director, Energy Division  
California Public Utilities Commission  
505 Van Ness Avenue  
San Francisco, CA 94102

Subject: The California Investor Owned Utilities and California Center for Sustainable Energy’s Response to Decision 13-12-038 Ordering Paragraph 16

Dear Mr. Randolph:

Pacific Gas and Electric Company (PG&E) hereby submits this notice of compliance to the California Public Utilities Commission’s (Commission’s) Energy Division on behalf of itself, Southern California Edison Company (SCE), San Diego Gas & Electric Company (SDG&E), Southern California Gas Company (SCG)\(^1\), and California Center for Sustainable Energy (CCSE) to enable the Commission to finalize the Statewide Marketing, Education and Outreach (SW ME&O) budget for program years 2014-2015.

In the Commission’s Decision (D.) 13-12-038, Phase 2 Issues: SW ME&O Plans for 2014-2015, issued on December 27, 2013, Ordering Paragraph (OP) 16 states, “The utilities and the California Center for Sustainable Energy shall provide updated budget information, as described in this Decision, in a letter to the Commission’s Energy Division within 14 days of the issuance of this decision.”

The Commission further explains the details of this request on page 78 of the Decision:

“First we note that we do not have accurate estimates in our record regarding the amount of funds spent on statewide ME&O in 2012 and 2013 for transition.

\(^1\) This letter refers to PG&E, SCE, SDG&E, and SCG, collectively, as “the IOUs” or “the utilities.”
activities authorized in Ordering Paragraph 118 of the EE Guidance Decision and on Energy Upgrade California website maintenance and transition. We direct updated showings from the utilities and CCSE on the total spent on transition activities (the EE Guidance Decision)\(^2\), and website maintenance from January 2013 to December 2013.\(^3\) These total expenditures will be subtracted from the budgets proposed by the utilities in their 2012 applications. **The revised total will be the amount authorized for 2014-2015 statewide marketing, education and outreach activities.** The utilities and CCSE should jointly submit this updated showing to the service list, providing the total expenses in 2012 and 2013 with revised budget allocations per utility.” (emphasis added)

This letter provides the Commission with information on the remaining 2010-2012 unspent marketing funds, which the utilities have the option of returning to ratepayers, “either by reducing EE balancing accounts, or by using funds that have already been collected to fund new SW ME&O activities for 2013-2014”\(^4\), and the additional budget that was approved in D.12-08-044 for marketing activities for the Energy Savings Assistance (ESA) Program.

**General Approach**

The IOUs and CCSE hereby submit in Attachment 1 detailed budget tables containing their response to OP 16. The agreed upon approach to clearly show the unspent 2010-2012 SW ME&O funds and the total revised 2014-2015 SW ME&O budget is to separate the budget information into three categories. The categories are 2010-2012 Unspent SW ME&O Funds, the revised SW ME&O authorized budget for 2014-2015 per the Commission’s request on page 78 of the Decision above, and the addition of the 2013-2014 SW ME&O ESA Program authorized budget.

**2010-2012 Unspent SW ME&O Funds:**

The unspent 2010-2012 SW ME&O funds reflect the dollars that the utilities have remaining, after expenses from the 2010-2012 SW ME&O program and the 2013 transition period. This amount was determined by taking the authorized 2010-2012 SW ME&O budget in D.09-09-047 and subtracting the expenses from the 2010-2012 SW M&EO program, the 2012-2013 brand transition activities, and 2013 maintenance for Engage 360 and Energy Upgrade California (EUC) web portals.

\(^2\) D.12-05-015, OP 118.
\(^3\) Assigned Commissioner’s Ruling Authorizing Interim Support for Statewide Marketing and Outreach Web Portals, December 18, 2012.
\(^4\) D.13-12-038, p. 82
Revised 2014-2015 SW M&EO Authorized Budget:
The revised authorized budget for the 2014-2015 SW ME&O program was calculated per the directive on page 78 of the Decision, by taking the initial authorized 2014-2015 budget for the IOUs in the OPs 5, 7, 10, and 12 and subtracting the expenses from the 2012-2013 brand transition activities and 2013 maintenance for Engage 360 and EUC web portals.

Addition of SW ME&O ESA Authorized Budget:
The Commission stated, in the Decision, that $1.15 million should be used for statewide marketing for low-income customers. The IOUs and CCSE would like to clarify that per D.12-08-044, authorized ESA SW ME&O budgets were for program years 2012-2014. The IOUs' SW ME&O applications only requested permission to use the authorized SW ME&O budget for program years 2013-2014.

IOU Totals

Pacific Gas and Electric Company

Per Attachment 1, PG&E’s totals are:

2010-2012 Unspent SWME&O Funds\(^5\): $13,529,447
Revised Authorized 2014-2015 Budget: $19,999,540
Additional SW ME&O Budget from ESA: $202,000

Total 2014-2015 SW ME&O Budget (includes revised authorized 2014-2015 budget and additional SW ME&O budget from ESA): $20,176,482

Southern California Edison Company

Per Attachment 1, SCE’s totals are:

2010-2012 Unspent SW ME&O Funds: $14,560,772
Revised Authorized 2014-2015 Budget: $13,981,556
Additional SW ME&O Budget from ESA: $240,000

\(^5\) P. 79

\(^6\) D.13-12-038 adopts a cost recovery mechanism that will allow the IOUs to fund the 2014-2015 SW ME&O program with unspent 2010-2012 SW ME&O funds first, before collecting the remaining approved budget. The final adopted budget will be determined, subject to this report. The report will reconcile the 2010-2012 SW ME&O expenditures and the 2014-2015 SW ME&O Phase 2 adopted budget.
Mr. Edward F. Randolph  
January 10, 2014

Total 2014-2015 SW ME&O Budget (includes revised authorized 2014-2015 budget and additional SW ME&O budget from ESA): $14,201,260

San Diego Gas & Electric Company

Per Attachment 1, SDG&E’s totals are:

2010-2012 Unspent SW ME&O Funds: $7,479,133  
Revised Authorized 2014-2015 Budget: $5,320,103  
Additional SW ME&O Budget from ESA: $60,000

Total 2014-2015 SW ME&O Budget (includes revised authorized 2014-2015 budget and additional SW ME&O budget from ESA): $5,371,148

Southern California Gas Company

Per Attachment 1, SCG’s totals are:

2010-2012 Unspent SW ME&O Funds: $3,103,130  
Revised Authorized 2014-2015 Budget: $3,484,031  
Additional SW ME&O Budget from ESA: $200,000

Total 2014-2015 SW ME&O Budget (includes revised authorized 2014-2015 budget and additional SW ME&O budget from ESA): $3,677,667

The IOUs and CCSE appreciate the opportunity to provide this budget update for the 2014-2015 SW M&EO program.

Sincerely,

Brian K. Cherry  
Vice President, Regulatory Relations

cc: Rory Cox  
    Jennifer Caron  
    Jaclyn Marks  
    Stephanie Green  
    All parties to Service Lists A.12-08-007, A.12-08-008, A.12-08-009, A.12-08-010

Attachment 1: SW ME&O Budget True Up (electronic file)
Attachment 1

SW ME&O Budget True Up
### 2010-2012 SW ME&O Unspent Budget

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PG&amp;E</td>
<td>$24,865,221</td>
<td>$9,107,028</td>
<td>$228,286</td>
<td>$1,468,623</td>
<td>$8,111</td>
<td>$274,589</td>
<td>$249,137</td>
<td>$13,529,447</td>
</tr>
<tr>
<td>SCE</td>
<td>$20,213,514</td>
<td>$4,234,298</td>
<td>-</td>
<td>$1,189,478</td>
<td>$6,570</td>
<td>$222,397</td>
<td>-</td>
<td>$14,560,772</td>
</tr>
<tr>
<td>SDG&amp;E</td>
<td>$8,919,698</td>
<td>$814,668</td>
<td>-</td>
<td>$524,864</td>
<td>$2,899</td>
<td>$98,134</td>
<td>-</td>
<td>$7,479,133</td>
</tr>
<tr>
<td>SCG</td>
<td>$6,341,089</td>
<td>$2,717,923</td>
<td>-</td>
<td>$373,025</td>
<td>$2,060</td>
<td>$69,744</td>
<td>$75,208</td>
<td>$3,103,130</td>
</tr>
<tr>
<td>Total</td>
<td>$60,339,522</td>
<td>$16,873,917</td>
<td>$228,286</td>
<td>$3,555,988</td>
<td>$19,640</td>
<td>$664,864</td>
<td>$324,345</td>
<td>$38,672,483</td>
</tr>
</tbody>
</table>

### 2014-2015 SW ME&O Budget

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PG&amp;E</td>
<td>$22,000,000</td>
<td>$1,468,623</td>
<td>$8,111</td>
<td>$274,589</td>
<td>$249,137</td>
<td>$19,999,540</td>
</tr>
<tr>
<td>SCE</td>
<td>$15,400,000</td>
<td>$1,189,478</td>
<td>$6,570</td>
<td>$222,397</td>
<td>-</td>
<td>$13,981,556</td>
</tr>
<tr>
<td>SDG&amp;E</td>
<td>$5,946,000</td>
<td>$524,864</td>
<td>$2,899</td>
<td>$98,134</td>
<td>-</td>
<td>$5,320,103</td>
</tr>
<tr>
<td>SCG</td>
<td>$4,004,067</td>
<td>$373,025</td>
<td>$2,060</td>
<td>$69,744</td>
<td>$75,208</td>
<td>$3,484,034</td>
</tr>
<tr>
<td>Total</td>
<td>$47,350,067</td>
<td>$3,555,988</td>
<td>$19,640</td>
<td>$664,864</td>
<td>$324,345</td>
<td>$42,785,231</td>
</tr>
</tbody>
</table>

### 2013-2014 SW ME&O ESA Budget

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2013-2014 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PG&amp;E</strong></td>
<td></td>
<td></td>
<td></td>
<td>$201,000</td>
</tr>
<tr>
<td>SCE</td>
<td>$120,000</td>
<td></td>
<td>$103,000</td>
<td>$240,000</td>
</tr>
<tr>
<td>SDG&amp;E</td>
<td>$60,000</td>
<td></td>
<td>$60,000</td>
<td>$60,000</td>
</tr>
<tr>
<td>SCG</td>
<td>$100,000</td>
<td></td>
<td>$100,000</td>
<td>$200,000</td>
</tr>
<tr>
<td>Total</td>
<td>$280,000</td>
<td>$163,000</td>
<td>$323,000</td>
<td>$702,000</td>
</tr>
</tbody>
</table>

* Authorized Budget was $24,948,382 with fund shift of $83,161.
** The SW ME&O Application A.12-08-007 only proposed using the 2013-2014 ESA budget for the SW ME&O proceeding.

[1] In D.12-08-044, the Commission authorized an Energy Savings Assistance (ESA) Program budget of $120,000, for the entire budget cycle. For program year 2012-2013, SDG&E’s ESA expensed $40,652 for SW ME&O activities. However, this amount may not be the total project obligation for the ESA Program, as SDG&E may not have been billed yet by the IOU project lead. In addition, D.09-10-012 authorized SW ME&O budget for the ESA Program in the amount of $100,000, each year for SDG&E’s portion of the statewide activities, for program years 2010 and 2011. The ESA Program expensed $52,214 for the SW ME&O activities conducted in 2009-2011, with unspent funds of $147,786.