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

**NOTICE OF EVIDENTIARY HEARINGS REGARDING THE PILOT PHASE OF
SOUTHERN CALIFORNIA EDISON COMPANY'S PROPOSAL FOR CHARGE
READY AND MARKET EDUCATION PROGRAMS**

APPLICATION (A.) 14-10-014

PROPOSAL TO INCREASE ELECTRIC RATES

Monday, June 22, 2015, through Friday, June 26, 2015

10:00 A.M.

**CPUC Hearing Room, 505 Van Ness Avenue
San Francisco, CA 94102**

The California Public Utilities Commission (CPUC) is currently reviewing Southern California Edison Company's (SCE) request to increase rates for issues related to the pilot phase of its Charge Ready and Market Education Programs. Evidentiary Hearings (EHs) are scheduled for the dates, times, and location shown above.

Any changes to the dates, times, and locations of the EHs will be posted to the CPUC's Daily Calendar, which is accessible on the CPUC website at www.cpuc.ca.gov. The hearing location is wheelchair accessible. Any participant needing a language or Sign interpreter, or other special assistance, should contact the CPUC's Public Advisor's Office (PAO) at the address listed at the bottom of this notice at least five days in advance of the hearing date.

INFORMATION ABOUT SCE'S PROPOSAL

On October 30, 2014, SCE submitted an application to the CPUC for approval of its proposed Charge Ready and Market Education Programs, which includes a pilot phase (Phase 1). If this pilot phase is approved, SCE will recover the program costs through electric rates. SCE's estimate of the total cost of this pilot phase is \$22 million in 2015, which will result in a 0.03% system wide average rate increase compared to August 2014 rates.

Through this proposed program, SCE will encourage business customers to add charging stations to their property by providing the supporting electric infrastructure needed. SCE will offer

customers a rebate for purchasing the charging stations. SCE will own and maintain the supporting electrical infrastructure. Customers will choose, own, operate, and maintain the charging stations. SCE's proposed Charge Ready program aims to support the deployment of charging installations efficiently by factoring in the location, design and construction costs to maintain reasonable fees.

In this application, SCE is proposing to implement a two-phase Charge Ready program and an electric vehicle (EV) Market Education campaign. Phase 1 would be a one-year pilot to deploy up to 1,500 charging stations, and would also include an introductory market education program. Phase 2 would include deployment of additional charging stations to bring the total up to 30,000 over five years, and expand the market education and outreach campaign.

SCE's proposed Charge Ready program is integral to developing the charging infrastructure required to increase EV usage to help meet California's greenhouse gas (GHG), climate, air quality and petroleum reduction goals and objectives by 2020. The Charge Ready program will expand the EV charging infrastructure and aims to improve customer awareness.

EVIDENTIARY HEARINGS

At these EHs the assigned Administrative Law Judge (Judge) will receive the testimony of representatives from SCE, as well as consumer advocacy groups, and all other parties to this proceeding. These hearings are open to the public, but only those who are parties to the proceeding may present evidence, testimony, and be subject to cross-examination. The hearings and documents submitted during the proceeding become part of the formal record that the Judge relies upon in writing a proposed decision to present to the Commissioners for their consideration.

After considering all proposals and evidence presented during the formal hearing process, the assigned Judge will issue a proposed decision which may adopt SCE's proposal, modify it, or deny it. Any CPUC Commissioner may sponsor an alternate decision. The proposed decision, and any alternate decisions, will be discussed and voted upon at a scheduled CPUC Voting Meeting.

As a party of record, the Office of Ratepayer Advocates (ORA) has reviewed SCE's Application. ORA is the independent consumer advocate within the CPUC with a legislative mandate to represent investor-owned utility customers to obtain the lowest possible rate for service consistent with reliable and safe service levels. ORA has a multi-disciplinary staff with expertise in economics, finance, accounting and engineering. Other parties of record will also participate in the CPUC's proceeding to consider this application. For more information about ORA, please call (415) 703-1584, e-mail ora@cpuc.ca.gov, or visit ORA's website at www.ora.ca.gov.

FOR FURTHER INFORMATION FROM SCE

You may review a copy of this application and related exhibits at SCE's corporate headquarters (2244 Walnut Grove Avenue, Rosemead, CA 91770). You may also view these materials at the following SCE business offices:

1 Pebbly Beach Rd.
Avalon, CA 90704

1820 Rimrock Rd.
Barstow, CA 92311

374 Lagoon St.
Bishop, CA 93514

505 W. 14th 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 related exhibits on SCE's website, www.sce.com/applications (type "A.14-10-014" into the Search box and click "Go"). Anyone who would like to obtain more information about the application, please write to:

Southern California Edison Company
SCE's Charge Ready Application (A.14-10-014)
P.O. Box 800
2244 Walnut Grove Avenue
Rosemead, CA 91770
Attention: Law Dept. – Case Administration

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If you would like to learn how you can participate in the proceeding, or if you have informal comments or questions about the CPUC processes, you may access the CPUC's PAO webpage at www.cpuc.ca.gov/puc and click on "Public Advisor" from the CPUC Information Menu. You may also contact the PAO as follows:

Write: CPUC Public Advisor's Office, Room 2103
505 Van Ness Avenue
San Francisco, CA 94102

Email: public.advisor@cpuc.ca.gov

Phone: 1-866-849-8390 (toll-free) or 1-415-703-2074

TTY: 1-866-836-7825 (toll-free) or 1-415-703-5282

Please reference SCE Application No. A.14-10-014 in any communications you have with the CPUC regarding this matter. All public comments will become part of the public correspondence file for this proceeding and made available for review by the assigned Judge, the Commissioners, and appropriate CPUC staff.