

## All-American Home Center Saves Automatically with SCE's Automated Demand Response Program

In this economy, every opportunity to save money can help. That's one reason why All-American Home Center on Firestone Boulevard in Downey committed to a money-saving energy-management tool: SCE's Automated Demand Response (DR) Program.

Chief Operating Officer Rob Morck says: "Our store needs to be bright and comfortable; it's part of our appeal. But there are ways to achieve that without overspending, and with SCE's energy management programs like Auto DR, we can implement a lighting and climate control strategy that saves money without compromising the ambiance we want to give our customers. We aim to save every day, particularly when energy rates are highest. Retailers who assume that sound energy management means sacrifice are just incorrect."

### Savings by Managing Energy

SCE's Auto DR Program enables eligible SCE customers to participate in Demand Response programs by automatically reducing electricity usage during periods of peak demand. Customers may pre-select their levels of participation and automatically participate in a demand response event, permitting increased flexibility and ease-of-use. Qualifying customers who can reduce power when statewide energy supplies are low may earn financial incentives and lower their electricity costs by participating in these programs. In addition to saving energy and money, participating in SCE's Demand Response programs can also make a difference in the state's environment and economic well-being.

"The foundation of long-term service success is financial health, so at All-American we're always looking for ways to save money and operate more efficiently," Rob explains. "We have 200,000 square feet of busy retail space in a building that dates from 1970. We've retrofitted and expanded repeatedly over the years, and SCE has always been there for us with incentives and programs... It's a way for us to do the right thing for the community and serve our own business interests at the same time."

SCE offers a range of programs – such as cash incentives, energy surveys and payment options – to help customers better manage their electricity costs. To learn more, contact your SCE account representative, call **(800) 990-7788** or visit us at [www.sce.com/AutoDR](http://www.sce.com/AutoDR).

## Health and Safety Tips for Temperature-Sensitive Customers

Extreme hot weather may be harmful to people who are in poor health or those who are sensitive to high temperatures. Here are steps you can take to avoid heat-related illness this summer, should you be without air conditioning:

### To help you stay cool in hot weather:

- Take a cool shower or bath;
- Wear lightweight, loose, light-colored clothing and a head covering;
- Stay out of direct sunlight and limit outdoor activity to covered or shaded areas;
- Drink plenty of water to stay hydrated;
- Visit a movie theatre, an air-conditioned mall, a library or a community center;
- Visit friends or family whose homes are air-conditioned and are located in areas not affected by severe weather or a rotating outage.

### What To Do During Rotating Outages?

A rotating outage is a temporary and scheduled electricity outage that helps protect the integrity of the overall electric system. You can prepare for rotating outages by planning ahead: To learn which rotating group you or your friends and family members are assigned to, or to learn if there is a current rotating outage in your group, visit [www.sce.com/rotatinggroup](http://www.sce.com/rotatinggroup) and type in your zip code.

Note: Rotating outages are designed to last no more than one hour. Customers in rotating outage group N001 are normally not subject to rotating outages. Your rotating outage group number is located at the top of your bill.

### Cooling Stations

Customers who are temperature-sensitive may find it more comfortable to visit one of our "Cooling Stations" if rotating outages impact their residences. Cooling Stations are air-conditioned facilities providing temporary relief from the extreme heat. These facilities are normally exempt from rotating outages and are open to the public.

For a list of Cooling Stations, visit [www.sce.com/planahead](http://www.sce.com/planahead) and click on **Volunteer Cooling Station Locations**. Or, call **(800) 655-4555** to obtain a list of Cooling Stations in your area.

### Cool Centers

This summer, SCE will also open facilities called "Cool Centers", which may be especially helpful for residential customers who are income-qualified, seniors or those with special needs. The centers are designed to provide these customers with safe, air-conditioned locations to visit so they can save energy and money by not running their own cooling devices at home. Cool Centers are open from June 1 through October 15. To find a center near you, visit [www.sce.com/coolcenters](http://www.sce.com/coolcenters).

### Advance Notification of a Rotating Outage

When possible, SCE will provide advance notice of a rotating outage via an automated telephone message to residential customers, or to someone in a customer's household who files an application certifying that his or her health is at risk when he or she is exposed to extreme temperatures.

Note: If you already participate in SCE's Medical Baseline program, you are automatically enrolled and do not need to complete this application form. Medical Baseline program participants receive advance notification, whenever possible, of rotating power outages that may affect them.

To sign up for advance notification, visit [www.sce.com/planahead](http://www.sce.com/planahead) and click on **Extreme Temperature Sensitivity** notification service to download the application. Or, call **(800) 655-4555** to request an application.

Return the completed application to:

Southern California Edison  
Temperature-Sensitive Customer Representative  
P. O. Box 6400  
Rancho Cucamonga, CA 91729

Upon receipt of your application, SCE will place your name on a calling list to receive advance notice, whenever practical, if a rotating outage is anticipated in your area. This service will be provided to you at no cost.

Los usuarios con acceso al Internet podrán leer y descargar esta notificación en español en el sitio Web de SCE [www.sce.com/avisos](http://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

**SOUTHERN CALIFORNIA EDISON (SCE)  
 NOTIFICATION OF CATASTROPHIC EVENT MEMORANDUM ACCOUNT (CEMA)  
 APPLICATION FILING REGARDING  
 PROPOSED INCREASE IN ELECTRIC RATES  
 APPLICATION NO. A.10-04-026**

In compliance with California Public Utilities Code section 454.9 and California Public Utilities Commission (CPUC) decisions, Southern California Edison Company (SCE) has filed a Catastrophic Event Memorandum Account (CEMA) application. The application filing requests changes in SCE's electric rates due to the incremental costs associated with the restoration of service and repair of damage to its facilities resulting from the 2007 wind and firestorms. The application requests a one-time increase in SCE's revenue requirement of \$10.618 million, or 0.1 percent. If approved by the CPUC in 2011, this amount will be implemented in rates as soon as practical after the effective date of the decision.

Beginning on October 20, 2007, Southern California experienced a series of severe wind and firestorms that affected much of SCE's service territory. These storms caused significant damage to SCE's infrastructure and operations throughout its service territory. On October 21, 2007, the Governor issued a State of Emergency Proclamation for SCE's service territory in the affected areas of Los Angeles, Orange, Riverside, San Bernardino, San Diego, Santa Barbara and Ventura counties due to wildfires<sup>1</sup>. On November 2, 2007 the Governor issued a State of Emergency Proclamation in Riverside County due to extremely damaging winds. In addition, President Bush declared a federal state of emergency on October 23, 2007, and then issued a "major disaster declaration" on October 24, 2007. In accordance with CPUC Resolution E-3824, SCE is requesting compensation through its Wind and Firestorm CEMA for incremental costs SCE incurred in restoring service and rebuilding its infrastructure during 2007 and 2008. These costs are not part of SCE's normal business and therefore are not funded through existing rates.

In the proceeding regarding SCE's 2007 Wind and Firestorm CEMA Application, the CPUC will determine the reasonableness of SCE's incremental costs in 2007 and 2008. Assuming that the CPUC finds SCE's CEMA costs reasonable, the estimated 2012 one-time revenue requirement increase associated with the 2007 Wind and Firestorm CEMA will be approximately \$10.618 million<sup>2</sup>.

The proposed percentage increase in SCE's total revenue is 0.1 percent. Any revenue change resulting from this Application will be consolidated with revenue changes from other SCE applications. The following table shows an estimate of proposed revenues and rate changes by customer group:

**CUSTOMER GROUP REVENUE IMPACT**

| Customer Group                    | Revenue Change (\$Millions) | % Change      | Present Bundled Rates ¢/kWh | Proposed Bundled Rates ¢/kWh |
|-----------------------------------|-----------------------------|---------------|-----------------------------|------------------------------|
| Residential                       | 5.249                       | 0.122%        | 15.938                      | 15.957                       |
| Lighting - Small and Medium Power | 3.774                       | 0.093%        | 15.287                      | 15.301                       |
| Large Power                       | 1.255                       | 0.059%        | 10.827                      | 10.833                       |
| Agricultural and Pumping          | 0.311                       | 0.085%        | 11.577                      | 11.587                       |
| Street and Area Lighting          | 0.029                       | 0.021%        | 19.213                      | 19.217                       |
| <b>TOTAL</b>                      | <b>10.618</b>               | <b>0.096%</b> | <b>14.326</b>               | <b>14.340</b>                |

On an illustrative basis, if total rates were to change as requested, an average residential electric customer using 600 kilowatt-hours per month in the summer would see an increase of \$0.18 per month, from \$99.12 to \$99.30.

<sup>1</sup> Although the storms caused significant damage throughout the SCE service territory, only costs associated with repair and service restoration in those counties listed in the Governor's and President's emergency declarations (Los Angeles, Orange, Riverside, San Bernardino, Santa Barbara and Ventura) are included in this CEMA application.  
<sup>2</sup> Includes Franchise Fees & Uncollectibles.

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

**THE CPUC PROCESS**

The Division of Ratepayer Advocates (DRA) is an independent arm of the CPUC, created by the Legislature to represent the interests of all utility customers throughout the state to obtain the lowest possible rates for service consistent with reliable and safe service levels. DRA has a multi-disciplinary staff with expertise in economics, finance, accounting, and engineering.

**EVIDENTIARY HEARINGS (EH's)**

The CPUC may hold Evidentiary Hearings (EH's) whereby formal parties of record provide testimony and are subject to cross-examination before a CPUC Administrative Law Judge (ALJ). The EH's are open to the public, but only those who are formal parties of record may participate. The CPUC has its own court reporters who will record the comments of those formal parties of record participating in the EH's. After considering all proposals and evidence presented during the formal hearing process, the assigned ALJ will issue a proposed decision. When the CPUC issues a final decision on the application, it may adopt, amend, or modify all or part of the ALJ's proposed decision as written. The CPUC's decision may be different than SCE's request.

**COMMENTS OR PROTESTS**

You may submit written comments to the CPUC's Public Advisor's Office at the address or e-mail shown below. Please state that you are writing concerning SCE's application A.10-04-026. Your comments will become a part of the formal correspondence file for public comment in this proceeding. The Public Advisor's Office will circulate your comments to the five Commissioners, the ALJ, DRA, and to CPUC staff assigned to this proceeding. You may also write to the CPUC if you need advice on how to participate in this proceeding, or would like to receive further notices regarding the date, time, and place of any hearing on SCE's Application. You may also review a copy of this Application and related exhibits at SCE's corporate headquarters (2244 Walnut Grove Avenue, Rosemead, CA 91770). Finally, you may also review a copy of this Application and related exhibits at the CPUC's main office in Los Angeles listed below.

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| The Public Advisor<br>California Public Utilities Commission<br>320 West Fourth Street, Suite 500<br>Los Angeles, CA 90013<br>Or by e-mail: <a href="mailto:Public.Advisor.la@cpuc.ca.gov">Public.Advisor.la@cpuc.ca.gov</a> |
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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](http://www.sce.com/applications). Anyone who would like to obtain more information about the application, please write to:

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

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April 22, 2010.