

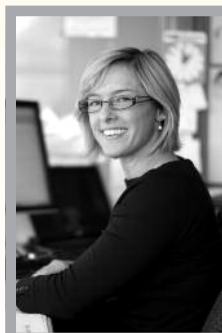
Do You Need to Prepare Your Business for Electric Vehicles?

You've probably heard a lot about the new models of light-duty passenger plug-in electric vehicles (PEVs) being released by auto manufacturers, some of which are already on the roads. And, you may expect to see more models hitting the market over the next few years. Many business owners will find ways to integrate PEVs into their operations – perhaps incorporating them into their fleets, or providing electric vehicle charging for their customers and employees.

SCE is now developing materials to help prepare its business customers for electric vehicles. Some things business customers may wish to consider:

- What rates and programs are available to SCE customers to reduce the cost of charging electric vehicles?
- What charging options are available in SCE's service area?
- Are there differences between employee work place charging and fleet vehicle charging?

In the coming months, SCE will be making information available to help answer your questions and get your business prepared for this exciting new technology. In the meantime, if you have questions about electric vehicles or charging equipment, please call **(800) 990-7788** or contact your SCE account representative.



Paperless Billing

The most convenient way to receive your SCE bill

Please visit

www.sce.com/mybill
to sign up!

Aquarium Commits to Growth Without Expanding Carbon Footprint

Can an organization grow 30 percent over seven years without increasing its energy usage?

The Aquarium of the Pacific, the nation's fourth-largest aquarium, proves it's possible to not only keep electricity usage flat, but to lower it with a proactive approach to energy management.

According to the Aquarium of the Pacific's Vice President of Operations, John Rouse, in 2002 the Aquarium used just over 11 million kilowatt-hours (kWh). Despite adding two major exhibits in the years since, he said 2009 usage totaled 10.755 million kWh.



Projected Chiller Project Savings of 750,000 kWh/Year

The Aquarium's latest project involves the installation of a software-driven chiller optimization system, which will earn the Aquarium an approximately \$83,000 incentive from SCE (pending final post-installation inspection) and save a projected 750,000 kWh annually. It uses variable frequency drives to modulate the flow of chilled water pumps connected to the Aquarium's tanks, constantly monitoring the central plant to ensure it doesn't overuse energy for pumping.

Rouse said the chiller optimization savings will offset the load added when the Aquarium completes the second phase of its Molina Animal Care Center in the next few years.

The Animal Care Center is one of two new facilities, along with the Our Watersheds: Pathway to the Pacific exhibit, with U.S. Green Building Council Leadership in Energy and Environmental Design (LEED)[®] Platinum certification—the highest nationally recognized benchmark for green design, construction and operations.

As part of their sustainable design, both buildings include solar energy generating systems: a 6-kW array on the watershed exhibit and classroom, and a 30-kW array for the Animal Care Center, both of which will receive rebates via the California Solar Initiative.

A Commitment to 10 Percent Demand Response Reduction

The Aquarium also takes an active approach to demand response, committing to load reduction through an aggregator contracted under SCE's Demand Response Contract portfolio, and building on that by participating on the Critical Peak Pricing rate schedule starting this year.

Rouse said the Aquarium tries to shed about 10 percent of its load during demand response events. It does this by adjusting air handling, using variable frequency drives to modulate some pumps, turning off non-essential pumps, and even asking employees to shut down computers if they're not at their desks.

"We do all of these programs because we feel we have to be good citizens of the grid," Rouse said. "We're so dependent on power. Anytime we can reduce the likelihood of an outage, we support that."

In addition, Rouse said the Aquarium uses SCE EnergyManager[®] Basic and SCE Cost Manager[®] to better understand daily energy usage and how energy use translates into costs. "For us, 50 percent of our bill in the summer is made up of demand. We want to save those kilowatts. That's a huge financial driver for us."

Rouse said the Aquarium continues to implement energy efficiency measures—from installing lighting sensors in office space to adding variable frequency drives on smaller pool pumps—and to "look on a daily basis" for more opportunities to save.

For more information on how you also can benefit from SCE's wide array of energy management programs and services, contact your account representative or visit www.sce.com/solutions and www.sce.com/drp.

**SOUTHERN CALIFORNIA EDISON COMPANY (SCE)
NOTICE OF FILING OF APPLICATION FOR INCREASE IN ELECTRIC REVENUES:
APPLICATION FOR APPROVAL OF DEMAND RESPONSE PROGRAMS, GOALS,
AND BUDGETS FOR 2012 – 2014**

APPLICATION (A.) 11-03-003

On March 1, 2011, Southern California Edison Company (SCE) filed an application with the California Public Utilities Commission (CPUC) asking for changes in SCE's electric revenues related to its Demand Response programs.

SCE offers a variety of Demand Response 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 Application 11-03-003, 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 Demand Response program cycle. Because the requested electric revenues represent a **decrease** in the currently authorized revenues, SCE does not expect this application to result in an increase of customer base rates.

THE CPUC WELCOMES YOUR PARTICIPATION AND COMMENTS

Before acting on SCE's 2012 – 2014 Demand Response application, the CPUC may hold evidentiary hearings. At the hearings, SCE, the CPUC's independent Division of Ratepayer Advocates (DRA), and other formal parties of record provide testimony and are subject to cross-examination before a CPUC Administrative Law Judge (ALJ). These hearings are open to the public, but only those who are formal parties of record may participate. Parties may offer proposals that differ from those presented in SCE's application.

After considering all proposals and evidence presented during the formal hearing process, the assigned ALJ will issue a proposed decision which the CPUC will either adopt, amend, or modify in issuing its final Decision on the application. The CPUC's decision may differ from what is requested by SCE in its application.

FOR FURTHER INFORMATION FROM SCE

As noted above, 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	30553 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 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. 11-03-003 to:

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

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

CPUC PROCESS

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.11-03-003. 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.

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

When writing, please refer to Application No. 11-03-003. Please state if you would like a response, otherwise no response will be sent.

March 1, 2011.

Safe Tree Trimming Reminders

This spring, you may be planning to trim your home's trees and shrubs, some of which may have grown near or around power lines or electrical equipment. For your safety, we remind you of the following:

- Always stay at least 10 feet away from electrical facilities and power lines. If you or your tools come in contact or close proximity with an energized power line you could be killed or seriously injured.
- Be aware of broken or downed power lines, which may still be energized and deadly. **If you see a downed power line, or a fallen tree near electrical wires, stay away and keep others away as well. Do not touch either the tree or the wires. Instead, immediately call 9-1-1.**
- Do not climb any tree if there is a power line touching its branches or trunk. That tree could be energized. If a cut tree branch falls on to a power line, that branch could also become energized. **In either case, contact 9-1-1 right away.**
- Be careful as you move ladders, tree trimming equipment, harvesting poles, pool skimmers or any tool that extends above your head.
- We strongly recommend you contact a qualified line-clearance arborist to trim and maintain trees that have grown close to power lines or electric facilities. However, if you plan to trim or remove trees that are closer than 10 feet from power lines, please contact SCE at least five days before the work is to be done. To report trees that have grown near power lines, call SCE at (800) 655-4555 or go to SCE's online Request Tree Trimming form at www.sce.com/treertrimming.

For more safety tips to help you while you work on beautifying your landscape, visit www.sce.com/trees.

