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CPUC Approves Demand Response Programs Through 2011

A recent California Public Utilities Commission (CPUC) decision adopts approximately \$188.8 million for Southern California Edison Company's (SCE) demand response activities through 2011, providing customers with continued opportunities to earn financial incentives and/or other benefits by reducing energy use during peak periods.

Key aspects of the CPUC decision—to be discussed at the October Electricity Outlook sessions (see next section for sign-up details)—include:

- Establishing new multi-program participation rules to enhance demand response benefits. The new rules are expected to go into effect no later than May 1, 2010. The decision modifies the program participation rules SCE had proposed in its 2009 General Rate Case (GRC) proceeding. The new rules will allow for a customer enrolled in an energy-based program (i.e. Demand Bidding Program) to participate in a capacity-based program (i.e. Time-of-Use Base Interruptible Program, or TOU-BIP) as long as one program has a day-ahead notification, with the other having a day-of notification. The biggest aspect of the rule modification is the characterization of Critical Peak Pricing (CPP) as an energy-based program. In other words, a CPP customer will be able to participate with TOU-BIP in the future.
- Authorizing \$43 million in technology incentives under the Technical Assistance and Technology Incentives Program. Starting Jan. 1, 2010, the maximum incentive for non-Auto Demand Response (Auto DR) measures will be reduced to \$125 per kilowatt (kW) of verified load reduction from the current maximum incentive available of \$250 per kW. Incentives for Auto DR measures will remain at a maximum of \$300 per kW.
- Establishing a 10-day average baseline (vs. the previous 3-in-10-day average) to determine energy use reduced during Demand Bidding and Capacity Bidding Program events, and adding an optional baseline adjustment (plus or minus 20%) to the load profile for the first three hours of the four hours prior to the event.
- Adding one additional contract with a third-party Curtailment Service Provider (CSP) and extending the contract of an existing third-party CSP, for a total of six contracts within SCE's portfolio of programs.
- Placing a cap on enrolled megawatts of existing interruptible programs. Because of this, all new TOU-BIP and Agricultural and Pumping Interruptible (AP-I) agreements will be placed on a waiting list. Summer Discount Plan agreements will not be affected at this time.

Electricity Outlook Sessions: Learn More

Learn more about upcoming rate design changes and forecasted 2010 rates at SCE's Fall 2009 Electricity Outlook sessions. The presentations run from 8 a.m. to 9:30 a.m., with continental breakfast beginning at 7:30 a.m. Don't miss out on the opportunity to hear the latest details firsthand.

Date	Event #	Location	Address
Oct. 8, 2009	24216	San Bernardino Hilton	285 E. Hospitality Lane, San Bernardino
Oct. 9, 2009	24086	SCE's CTAC	6090 N. Irwindale Ave., Irwindale
Oct. 13, 2009	24218	SCE's AgTAC	4175 South Laspina, Tulare
Oct. 14, 2009	24220	Hilton Costa Mesa	3050 Bristol St., Costa Mesa
Oct. 16, 2009	24221	Oxnard Marriott	600 E. Esplanade Dr., Oxnard

To register, contact your account representative or call 626.812.7537 or 800.336.2822, extension 42537.

SCE Offers Safety Reminders During Fire Season

The latest wildfires once again have demonstrated the devastating effects of such blazes in the Southern California region, with the possibility of more fires driven by Santa Ana winds during the fall.

SCE worked around the clock to restore power to customers who lost electricity during the fires, and coordinated with the state to ensure sufficient electricity reserves and reroute power capabilities to continue to meet customer needs.

Fire Safety Do's and Don'ts

Keep in mind these important fire prevention and safety tips, and always make sure to have an emergency preparedness plan and emergency kit ready:

CONTINUED FROM FRONT

- Never use candles (which can start fires) during a power outage; use battery-operated lights and keep them in offices and homes.
- Turn off and unplug any unnecessary electrical equipment, especially sensitive electronics, during a widespread outage.
- If you are without electrical service in your business or home, leave one light switch in the "on" position to signal when electrical service has been restored. This will help limit stress on the system when SCE restores power.
- If you see downed or suspended power lines, call SCE and report it to police and fire departments immediately. NEVER touch or try to move a downed line.
- Only use a "C" class fire extinguisher for an electrical fire. NEVER throw water on an electrical fire, as it could cause electrocution.
- If possible, stay away from areas impacted by fire damage to remain safe (because traffic signals could be out and poles could be blocking streets) and to avoid interfering with repair crews.
- NEVER connect a portable generator directly to a power line. State law requires that customers inform SCE when a generator is being used at their business or home by calling 800.655.4555.

Bill Relief for Fire Victims

SCE customers whose homes were destroyed or rendered uninhabitable by recent wildfires will not have to pay for electricity used since the last bill they received at those residences. SCE also is offering payment arrangements for those indirectly affected by the fires, such as customers who lost business income.

Customers who qualify for bill forgiveness should call 800.250.7339. Other customers who need bill payment arrangements may call 800.950.2356.

For more tips on fire safety, visit www.sce.com/heat and www.sce.com/safety.

COMMERCIAL SEGMENT FOCUS

IKEA Stores Showcase Business Philosophy With Auto DR

Reinforcing the company's philosophy "to do good business while being a good business," Swedish home furnishings retailer IKEA has stores in Carson, Costa Mesa and Covina that are using SCE's Automated Demand Response (Auto DR) solution to lower their energy use, improve the environment and help alleviate potential power outages on hot summer days.

"We're focusing our energies on our business and on the environmental and social perspective," said Juan Reyes, operations manager at the Carson store. "Auto DR is a perfect way to align ourselves with being a good company locally and from a cost perspective. Then we can continue to pass on savings to our customers."

A Commitment to Savings

The stores started the process of implementing Auto DR after a presentation by SCE about 18 months ago. SCE's Technical Assistance and Technology Incentives (TA&TI) Program helped offset the purchase of Auto DR-enabling equipment that allows IKEA to participate in the Demand Bidding Program (DBP) with no manual intervention, providing flexibility and ease-of-use.

Now, when an event is called under the DBP—a flexible, Internet-based bidding program that allows customers to voluntarily reduce power—these three IKEA stores automatically implement load reduction measures, such as duty-cycling packaged air conditioning units or increasing the cooling setpoint of a central unit, shutting down lighting in certain areas and temporarily stopping operation of forklift battery chargers and trash compactors.

Besides receiving energy and money savings from DBP participation, IKEA was reimbursed for each kilowatt of verified load reduction for technologies installed through TA&TI.

For this leading home furnishings retailer, it's about making a commitment to both local communities and the environment.



IKEA stores in Carson, Costa Mesa and Covina participate in SCE's Auto Demand Response program to reduce energy use and benefit the environment and local communities. Meeting at the Carson store are (left to right) Covina Facilities Manager Adam Eggehorn, Costa Mesa Facilities Manager Shirley Scott, Carson Facilities Manager Victor Velasco and Carson Operations Manager Juan Reyes.

"Relatively simple reduction measures can help alleviate power issues in the community," said Adam Eggehorn, Covina facilities manager. "Little changes aren't totally felt at the store level but add up to a lot of power off the grid."

The stores use a variety of strategies to communicate with customers and coworkers about their demand response participation. These approaches include making store announcements during a demand response event, notifying customers and coworkers on websites about the company's commitment to reducing load during periods of peak usage, and preparing slide shows for and soliciting feedback from store employees.

"We want to be transparent and share this information," said Carson Facilities Manager Victor Velasco, "so when they (customers and coworkers) go home and do have power, they understand we have done a bit to help the community."

The Energy-Saving Spark

Reyes, Eggehorn, Velasco and Shirley Scott, Costa Mesa facilities manager, credit SCE and account executive John Tierney with being "the spark" to get Auto DR started and ensure the stores receive a valuable return on investment. They also recognize the commitment of senior IKEA management and of their respective store managers—Maïke Buhmann in Carson, Don Collins in Costa Mesa and Kristien Verbeke in Covina—for supporting significant energy-saving measures.

"The initiatives we're taking are starting from the top and filtering down," noted Scott.

Looking ahead, IKEA will continue to evaluate all opportunities to reduce energy use in its operations. For example, the three local stores, which already save through measures like using vending machines with "sleep mode" features and covering open-top display coolers at night, are starting to work with SCE to replace 32-watt T8 lamps with even more efficient 28-watt T8s and receive rebates through the Express Efficiency Program. In addition, IKEA plans to evaluate the possible use of solar energy and other renewable resources on a nationwide basis.

At a company that's received many accolades for its environmental achievements, it's all part of the ongoing vision "to create a better everyday life for the many people."

To learn more about how you also can benefit from SCE's wide array of energy management programs and services, including Auto DR, contact your account representative or visit www.sce.com/b-rs/large-business/.