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SCE Provides Update on Rate Projections for 2011

Southern California Edison (SCE) recently filed its Energy Resource Recovery Account (ERRA) application with a request to consolidate all California Public Utilities Commission (CPUC)-authorized 2011 revenue requirements and set unbundled rate components to recover those revenue requirements beginning Jan. 1, 2011.

The proposed 2011 total system consolidated revenue requirement to be reflected in 2011 rate levels results in an increase of \$623.5 million. Using the 2011 forecast for kilowatt-hour usages, this amount results in a revenue increase of \$453.3 million, or 4.1%, when compared to present rate revenues. It is the sum of:

1. SCE's requested total system 2011 ERRA proceeding revenue requirement increase of \$431.8 million. (ERRA is an annual regulatory proceeding created to pass through, with no mark-up, SCE's fuel- and energy-related costs to bundled service customers.)
2. A \$184.7 million increase associated with SCE's 2009 General Rate Case (GRC) regulatory proceeding, in which the CPUC reviews utility costs (other than fuel or purchased power costs) and authorizes cost recovery for the next three years.
3. An estimated \$97.2 million increase resulting from various other revenue requirement changes.
4. A \$90.2 million decrease associated with SCE's estimate of the California Department of Water Resources' (DWR) 2011 power charge and bond charge revenue requirements. The DWR still buys power for California utility customers under long-term power purchase contracts acquired during the California energy crisis in 2001.

SCE will file an updated ERRA forecast in November. As the year progresses, SCE will provide more detailed information on projected 2011 rates. In the meantime, for any questions, please contact your account representative. Also, for information on programs and services to help you save energy and money, visit www.sce.com, and also read on for new opportunities to improve your bottom line.

Power Up Your Bottom Line With Increased SCE Incentives: Limited Time Only

Cutting costs is more than just smart—it's essential to your company's well-being. As your energy provider, SCE wants to help. That's why right now, we're offering you the chance to "Power Up Your Bottom Line" with limited-time, increased incentives* designed to maximize your energy efficiency and reduce your energy costs.

Efficient energy usage is smart all around, and it's easy. Just doing something as simple as switching to reduced-wattage light bulbs can make a significant

difference in your monthly bill. You can save even more by installing energy-saving devices like light sensors and LED (light-emitting diode) exit signage. What's more, maximizing energy efficiency not only starts reducing costs immediately, it keeps the savings coming—month after month, year after year.

To "Power Up Your Bottom Line," SCE is making energy conservation easier than ever by offering special money-saving business incentives through Nov. 12, 2010, including increased purchase incentives on:

- Reduced-wattage fluorescent lighting,
- Lighting occupancy sensors,
- Refrigeration measures and more.

You can build on these incentives by also taking advantage of 0% On-Bill Financing to install qualified energy-efficient equipment affordably and with ease (see next story). To find out more about the limited-time increased purchase incentives for qualified energy efficiency measures, contact your account representative or visit www.sce.com/powerup.



Act Now to Get 0% Financing to Pay for Energy-Saving Upgrades

SCE is now offering a **new** On-Bill Financing program* for qualifying energy efficiency projects. With On-Bill Financing, SCE can work with you to finance your energy efficiency project to help achieve your organization's goals—because in today's economy, staying competitive means reducing operating expenses while enhancing your bottom line.

With On-Bill Financing, you'll enjoy:

- 0% interest loans
- No fees or loan costs
- Convenient loan repayment through your monthly SCE bill

Together with On-Bill Financing, you also will receive these benefits from your energy efficiency project:

- Financial incentives for installing qualified energy-efficient equipment
- Lower monthly electricity costs
- Long-term energy savings

Business (commercial and industrial) customers are eligible for loans of up to \$100,000 per customer with loan terms of up to five years. Government and institutional customers are eligible for loans of up to \$250,000 per customer with loan terms of up to 10 years. The amount of the monthly loan payment will be partially, if not fully, offset by the monthly bill savings resulting from your project.

CONTINUED FROM FRONT

With California's growing population, increasing demand for energy, and the pressing need to reduce greenhouse gas emissions and improve our carbon footprint, you can help set the standard for efficiency and conservation.

Funds are available on a first-come, first-served basis. To find out how this program can work for your organization, contact your account representative or visit www.sce.com/onbill.

** The incentive program and On-Bill Financing program are funded by California utility ratepayers and administered by Southern California Edison under the auspices of the California Public Utilities Commission. The programs are offered on a first-come, first-served basis and are effective until funding is expended or the program is terminated (Nov. 12, 2010 for the incentive program), whichever occurs first. Terms and conditions apply. These programs may be modified or terminated without prior notice.*

SCE Adds Smart Energy Experience to Energy Center

On your next visit to SCE's Customer Technology Application Center (CTAC) Energy Center in Irwindale for a workshop or demonstration, check out the new Smart Energy Experience™ to learn more about how Edison SmartConnect™ and Smart Grid technologies researched at SCE are creating a smarter, cleaner, reliable system for our customers.

Guided tours of the 2,200-square-foot exhibit will be available by appointment starting in late August. CTAC attendees also will be able to take self-guided tours of the exhibit. Tours can be scheduled by contacting your SCE account representative or through the CTAC Scheduling Office at 626.812.7316 or ctacsche@sce.com.



The new Smart Energy Experience at SCE's Energy Center in Irwindale provides insights into how Smart Grid technologies researched at SCE are creating a smarter, cleaner, reliable system for customers.

This fully themed, immersive environment includes information about Edison SmartConnect—one of the nation's most advanced smart metering systems—and smart energy devices that will allow meters to communicate with "smart" appliances and devices, solar installations, plug-in electric vehicles and other future green technologies.

In addition, the Smart Energy Experience showcases SCE's pioneering use of advanced technologies like Synchronous Phasor Measurement and remote equipment monitoring to help anticipate equipment performance issues, reduce blackouts and improve electric system reliability and safety.

While the new area primarily focuses on residential and small business customer applications, it can provide valuable information to home builders, architects and developers, as well as to businesses interested in keeping up with the latest developments in energy technology.

The Smart Energy Experience adds to CTAC's wide array of resources about the latest in state-of-the-art technology for saving energy, money and the environment. CTAC offers seminars and workshops in an adult-learning setting, demonstrations using displays and exhibits, technical consultations, and information on program rebates and incentives. For more information, or to register for a free workshop or class, contact your account representative or visit

www.sce.com/ctac.



Mark Your Calendars for SCE's Annual Water Conferences

SCE will host two free Water Conferences in late September at our Energy Centers to help water and wastewater agencies learn more about how to save energy, money and the environment.

The 17th annual conference at SCE's Customer Technology Application Center (CTAC) Energy Center in Irwindale will take place Sept. 27 and 28, 2010. The first annual conference at the Agricultural Technology Application Center (AGTAC) Energy Center in Tulare will follow on Sept. 29, 2010.

This year's events will bring in experts in the field to cover a number of key topics. The schedule currently includes sessions (subject to change) on:

- Energy management in water and wastewater systems,
- Supervisory Control and Data Acquisition (SCADA) systems,
- Continuous Energy Improvement,
- Pump plant efficiency improvements,
- Renewable self-generation for water and wastewater agencies, and more.

SCE is working with the University of Wisconsin for one of the main classes, and is planning to offer classes taught by experts from Cal Poly San Luis Obispo and California State University, Fresno.

For additional information about attending one of these events, contact your account representative.

Register Today for Fall Electricity Outlook Meetings

Learn more about electric utility issues, with a special emphasis on 2011 changes for rates, Demand Response programs and Direct Access, at one of SCE's Fall 2010 Electricity Outlook sessions. Each session takes place from 8 a.m. to 9:30 a.m., with continental breakfast from 7:30 a.m. to 8 a.m.

Date	Event #	Location	Address
Oct. 8, 2010	26850	Torrance Doubletree	21333 Hawthorne Blvd., Torrance
Oct. 12, 2010	26641	SCE's CTAC (Customer Technology Application Center)	6090 N. Irwindale Ave., Irwindale
Oct. 15, 2010	26851	Ventura Marriott	2055 Harbor Blvd., Ventura
Oct. 19, 2010	26852	Santa Ana Embassy Suites	1325 East Dyer Road, Santa Ana
Oct. 20, 2010	26853	San Bernardino Hilton	285 E. Hospitality Lane, San Bernardino
Oct. 28, 2010	26854	SCE's AGTAC (Agricultural Technology Application Center)	4175 South Laspina, Tulare

Customers also can choose to join an Electricity Outlook Webinar on Oct. 12, 2010, from 8 a.m. to 9:30 a.m. (event #26642). To register for any of these sessions, call 626.812.7537 or 800.336.2822, extension 42537.