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Southern California Edison Company  
2244 Walnut Grove Avenue  
Rosemead, CA 91770

**NOTICE OF PUBLIC PARTICIPATION HEARINGS  
REGARDING PROPOSED RATE INCREASES  
SOUTHERN CALIFORNIA EDISON (SCE) COMPANY  
Application (A.) 10-11-015**

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The CPUC would like to hear from you! The Public Participation Hearings (PPH's) are being held at various locations within SCE's service territory and will be facilitated by a CPUC Administrative Law Judge. The dates, times and locations of the PPH's are listed below:

**Date and Time of PPH**

June 15, 2011  
2:00 p.m. and 7:00 p.m.

**Location of PPH**

Oxnard City Hall Council Chambers  
305 West 3<sup>rd</sup> Street  
Oxnard, CA 93030

June 16, 2011  
2:00 p.m. and 7:00 p.m.

Visalia Convention Center  
San Joaquin A/B Room  
303 E. Acequia Avenue  
Visalia, CA 93291

June 20, 2011  
2:00 p.m. and 7:00 p.m.

Long Beach Courtyard by  
Marriott Downtown-Atlantic A Room  
500 East 1<sup>st</sup> Street  
Long Beach, CA 90802

June 21, 2011  
2:00 p.m. and 7:00 p.m.

City of San Clemente Community Center  
Ole Hanson Fireside Room  
100 N. Calle Seville  
San Clemente, CA 92672

June 23, 2011  
12:00 p.m. and 5:00 p.m.

Palm Springs City Hall Council Chambers  
3200 E. Tahquitz Canyon Way  
Palm Springs CA 92263-2743

The purpose of the PPH is to accept public comment from customers of SCE regarding the proposed rate increases. Consumer Affairs representatives from SCE will be present at each site to assist with individual customer billing and service concerns. In addition to the PPH listed above, the Commission has also scheduled joint PPH with Southern California Gas Company, which also has a 2012 GRC pending, in two locations where SCE's and the Gas Company's service territories overlap. The purpose of these joint PPHs is to hear from customers regarding the two applications. The locations and times of these joint PPHs are shown below.

**Date and Time of Joint PPH**

June 8, 2011  
2:00 p.m. and 7:00 p.m.

**Location of Joint PPH**

San Bernardino City Hall Council Chambers  
300 North D Street  
San Bernardino, CA

June 9, 2011  
2:00 p.m. and 7:00 p.m.

Garden Grove Community Meeting Center,  
City Council Chambers Room  
11300 Stanford Avenue  
Garden Grove, CA

At the Joint PPH on June 8 and 9, 2011, the Commission's Public Advisor's office will conduct a bill fair from 3:00 p.m. to 6:45 p.m. to assist utility customers with understanding their gas, electric, and telephone bills, on low-income assistance, and other utility-related topics.

**SCE'S APPLICATION FILING**

Southern California Edison Company (SCE) has filed a General Rate Case (GRC) Application with the California Public Utilities Commission (CPUC) requesting authority to collect base rate (non-fuel) revenues of \$6.247 billion. The proposed application seeks authority to have the rates become effective January 1, 2012. Every three years, SCE is required to file a GRC in which the CPUC sets annual revenue levels. Annual revenue is the total amount of money a utility collects through rates in a given year for specific purposes. Base rate revenues pay for the costs of owning and operating electric distribution and generation facilities (excluding fuel and purchased power).

**THE KEY REASONS FOR SCE'S PROPOSED INCREASE**

SCE has made this request to continue providing safe and reliable service to its customers. The primary reasons for the requested revenue increase are to connect new customers to the system, electric system infrastructure replacement, and to meet increased costs for Information Technology (IT) systems such as protection from cyber security threats to electric system assets.

## **WHAT THIS PROPOSED GRC APPLICATION MEANS TO YOU**

If the CPUC approves the application, SCE's request would result in a \$828 million, or 7.22 percent, increase over currently authorized total revenues (or a 15.48 percent increase in base rate revenues). SCE's application also proposes estimated base rate revenue increases of \$152 million in 2013 and \$514 million in 2014. These requested rate increases have been reduced by a total of \$145 million below the initial application filed in November 2010, due primarily to implementation of federal tax law changes enacted in December 2010. SCE filed this application last November because the CPUC requires utilities to file a GRC Application approximately one year before the effective date of the proposed rate change.

## **FOR FURTHER INFORMATION FROM SCE**

You may also view a copy of the application at SCE's website: [www.sce.com/grc](http://www.sce.com/grc), or by writing to SCE at the Rosemead mailing address below. You may also review a copy of this Application and related exhibits at SCE's corporate headquarters (2244 Walnut Grove Avenue, Rosemead, CA 91770), at the Los Angeles Office of the CPUC at the address shown above, or 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. 14<sup>th</sup> 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

For further information from SCE regarding this Application, please write to:

Southern California Edison Company  
2244 Walnut Grove Avenue  
Rosemead, CA 91770  
Attention: Russell G. Worden  
General Rate Case Project Manager

## **CPUC PROCESS**

If you are unable to attend these hearings, you can send public comments to the CPUC's Public Advisor's Office at the address noted below. Please refer to the application filing number, A.10-11-015 when you are writing. All public comments are circulated to the Commissioners, the assigned ALJ, and other line Divisions working on this GRC. All public comments are also provided to the CPUC's Formal Files Office as part of the formal public comment file for this proceeding.

The Public Advisor's Office  
California Public Utilities Commission  
320 West Fourth Street, Suite 500  
Los Angeles, CA 90013  
E-Mail: [Public.Advisor.la@cpuc.ca.gov](mailto:Public.Advisor.la@cpuc.ca.gov)

Locations for these hearings are wheelchair accessible. If you need interpreters for language or for the hard of hearing, please contact the Public Advisor's Office at the following numbers at least five (5) working days in advance of the meeting date:

Telephone: (415) 703-2074 or toll free: 1-800-849-8300  
TTY: (415) 703-5282 or toll free TTY: 1-866-836-7825