



Business Connection

Please visit us at www.sce.com

Make a Voluntary Contribution Today For a Cleaner Tomorrow

How can you help the nation's most populous state become a more environmentally friendly place to live and work? Simply make a voluntary contribution toward technologies that will capture greater amounts of renewable energy from resources such as the sun, wind, biomass, and geothermal formations.

Your contribution will help California meet its goal of generating more renewable energy and help educate consumers about the benefits of investing in renewable energy today for a cleaner environment tomorrow.

To make your voluntary contribution, enclose a check for any amount, payable to the Renewable Resource Trust Fund, in the return envelope with your bill payment. Upon receipt, we will forward your contribution to the California Energy Commission, which administers this fund. You can also mail your contribution directly to the California Energy Commission, Renewable Resource Trust Fund, P.O. Box 944295, Sacramento, California 94244-2950. For more information, please call (800) 555-7794, or visit www.sce.com/cecfund.

Learn to Make Smarter Energy Choices at SCE's Energy Centers

Find **free** training and information on new energy-efficient technologies for your business or non-profit organization at SCE's energy centers – the Customer Technology Application Center (CTAC) in Irwindale, and the Agricultural Technology Application Center (AgTAC) in Tulare.

Offerings at CTAC and AgTAC are tailored for commercial and industrial customers, while AgTAC also offers classes geared at agricultural customers.

Here are a few examples of upcoming workshops at the energy centers:

Date	Location	Topic
August 12	AgTAC, Tulare	Intermediate eQUEST: "Detailed Design"
August 17	AgTAC, Tulare	Lighting for Architecture and Interiors (New Class)
August 24	CTAC, Irwindale	Overcoming Objections to Energy Efficiency Investments

For more information about the services offered at SCE's energy centers, visit www.sce.com/energysolutions, or call us at (800) 336-2822 (for CTAC) or at (800) 772-4822 (for AgTAC).

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 rotating outages.

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 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 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 has opened facilities called "Cool Centers", which may be especially helpful for residential customers who are income-qualified, seniors or those with special needs. The Cool 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.

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 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 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 SUMMER DISCOUNT PLAN (SDP) APPLICATION FILING
 REGARDING PROPOSED INCREASE IN ELECTRIC RATES
 APPLICATION NO. A.10-06-017**

In compliance with California Public Utilities Commission (CPUC) decisions, Southern California Edison Company (SCE) has filed a Summer Discount Plan (SDP) Program application on June 30, 2010. SDP is an air conditioner cycling demand response program that has been called only for grid reliability and emergency reasons. Due to new requirements, the SDP program must be modified so that it can also be triggered based on the price of electricity. The modified program reduces customers' energy usage during peak periods, helps electric system reliability and allows SCE to avoid purchasing power at high price periods.

The application filing requests changes in SCE's electric rates due to the incremental costs associated with transitioning the SDP program so that it can be a price-responsive program. These costs are not part of SCE's normal business and therefore are not funded through existing rates. The application requests an increase in SCE's revenue requirement of \$13.45 million, or 0.12 percent. Recovery of these costs will be over a two-year period for a total of \$26.9 million.¹

The CPUC will have a proceeding regarding the SDP application and will determine the reasonableness of SCE's incremental costs for 2011 and 2012. Assuming the CPUC finds the costs reasonable, the estimated 2011 and 2012 one-time revenue requirement increase associated with the SDP application will be implemented in rates as soon as practical after the effective date of the decision.

¹Includes Franchise Fees & Uncollectibles.

CUSTOMER GROUP REVENUE IMPACT

Customer Group	Revenue Change (\$Millions)	% Change	Present Bundled Rates ¢/kWh	Proposed Bundled Rates ¢/kWh
Residential	13.3	0.157	15.94	15.96
Lighting - Small and Medium Power	9.5	0.119	15.29	15.3
Large Power	3.2	0.075	10.83	10.83
Agricultural and Pumping	0.8	0.109	11.58	11.59
Street and Area Lighting	0.1	0.027	19.21	19.22
TOTAL	26.9	0.124	14.33	14.34

The table above shows an estimate of proposed revenues and rate changes by customer group. The proposed percentage increase in SCE's total revenue is 0.124 percent. Any revenue change resulting from this Application will be consolidated with revenue changes from other SCE applications.

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 \$0.06 per month, from \$94.79 to \$94.85.

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. 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

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:

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 P.O. Box 800
 2244 Walnut Grove Avenue
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 Atención: Comunicaciones Corporativas

THE CPUC WELCOMES YOUR PARTICIPATION AND COMMENTS

The CPUC may hold evidentiary hearings whereby 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. The CPUC has its own court reporters who will record the comments of those formal parties of record participating in the evidentiary hearings. 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 this 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.

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.

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.10-06-017. 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 Or by e-mail: Public.Advisor.la@cpuc.ca.gov
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July 6, 2010.