

Give Your Power a Six-Hour Lunch Break

Did you know that cutting down power usage between **noon and 6:00 p.m.** helps save more than just electricity? It reduces the need to buy expensive power from other sources and can help prevent outages caused by overloads. If everyone reduced their power use between **noon and 6:00 p.m.**, when energy demand is at its peak, it could help keep costs down and reliable power flowing.

That's why we'd like to partner with you for help — let's save energy, money and the environment together.

Here are some tips:

- Use your washer, dryer and dishwasher during off-peak hours, preferably when they're full.
- Make sure coffee pots, radios and other electronics have been switched off or are unplugged when not in use.
- Turn off your computer screen saver. (It wastes power by keeping your computer active.) Set your computer to turn your monitor off after 10 minutes and your hard drive after 20 minutes.
- Devices such as laptops can run on battery power during the day, and then be recharged at night. (Don't forget to unplug when not charging.)
- Not using your oven during warmer temperatures will help keep your air conditioner from working harder to cool your home.
- Use surge protectors for your electronic devices and turn strips off when you leave the house or when you are not using them. Better yet, use energy-saving surge protectors; some models will automatically turn off power to devices when not in use.

Save Money and Enjoy a Greener Lawn

You'll spend less time on chores and more time enjoying fresher air and a greener lawn when you switch out your old gas-powered mower for a cleaner cordless electric one. An electric mower not only lowers your exposure to emissions from gas-powered equipment, it reduces smog-forming pollutants in the atmosphere. Getting rid of your old gas mower also reduces the chance of gas spills on your grass, tool shed or garage.

For a limited time, the South Coast Air Quality Management District (AQMD) in partnership with Southern California Edison is providing an incentive to help save you energy, money and the environment with their Lawn Mower Exchange Program. This spring, save big and pay just \$100 or \$160 for a new residential cordless electric mower valued at \$400 or \$500 when you exchange your gas mower.

This limited program is available only for residents in areas served by AQMD: Orange County and portions of Los Angeles, Riverside and San Bernardino counties. Quantities are limited and exchanges will be made on a first-come, first-served basis, upon registration.

Save the date: Registration begins Wednesday, **April 20, 2011 at 8:00 a. m.** Find registration instructions and program details on line at www.aqmd.gov, or call AQMD's Lawnmower Program at **(888) 425-6247** once registration opens.

Spring Cleaning Can Help You Save Energy and Save Money

This spring, it pays to recycle!



What better way to embrace the changing season than with some spring cleaning? With summer just around the corner, it's the perfect time to get your home energy ready. You can receive a \$50 check for letting us pick up and get rid of your inefficient, working refrigerator or freezer. At no cost to you, we will dismantle and recycle these appliances in an environmentally-friendly manner.

Plus, you can receive an additional \$50 rebate when you purchase a new ENERGY STAR[®] – qualified refrigerator that is more energy-efficient and uses at least 20 percent less energy than conventional models.

By getting rid of your spare or less efficient model, you'll be reducing your energy consumption and could save up to \$180 a year on your electric bills. In

addition to saving energy and money, recycling an old refrigerator or freezer helps protect the environment.

To qualify for a free pick up [and \$50 check], your refrigerator or freezer must be in working condition, sized between 10 and 32 cubic feet, and located at a valid billing address within SCE's service area.

For more information or to schedule a free pick up of your working refrigerator or freezer, call **(800) 234-9722**, or visit www.sce.com/save.

To apply for rebates or for more information please call (800) 736-4777 or visit www.sce.com/rebates.

Programs are funded by California utility ratepayers and administered by SCE under the auspices of the California Public Utilities Commission. Programs may be terminated without notice.

ENERGY STAR[®] Quality Installation for Your Air Conditioner Can Help You Save Big This Summer

Beat the heat this year with an energy-efficient air conditioner (A/C) unit that can help you reduce energy usage and cut costs, while keeping your home cool and comfortable during the hot summer months and earn a rebate up to \$2,000*.

Did you know that 70 percent of air-conditioned homes have A/C units that exceed the home's cooling needs? With the ENERGY STAR Quality Installation Program, the focus is on designing, selecting and installing the right high efficiency system for your home. The program also helps ensure the installation of your new air conditioner follows guidelines set by ENERGY STAR – and that means the most in energy savings and money in your pocket.

An improper installation can increase energy usage, raise your electric bill and make your A/C work harder, which can shorten equipment life. It may also result in a loss of as much as 30 percent of the cooling efficiency of your A/C.

Visit www.sce.com/ac for more information on the ENERGY STAR Quality Installation Program and to find an approved contractor near you.

*Rebates vary based on type and efficiency of equipment.

Programs are funded by California utility ratepayers and administered by Southern California Edison under the auspices of the California Public Utilities Commission. This program is available to SCE customers on a first-come, first-served basis or until funding is exhausted or program is terminated, whichever occurs first. This program subject to change without notice. ©2011 Southern California Edison. All rights reserved.

**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.

