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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:

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- 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.

INDUSTRIAL SEGMENT FOCUS**Mission Foods Puts Energy Management to Work in Manufacturing Processes**

At its two Southern California manufacturing plants, Mission Foods operates 50 manufacturing lines that produce 500 million pounds of products annually. But with its commitment to energy management, this food processor—one of the world's largest tortilla and corn chip manufacturers—is finding ways to significantly lower its energy costs and carbon footprint while delivering the finest-quality products.

The company began by placing its Rancho Cucamonga and Commerce plants on an interruptible rate (now the Time-of-Use Base Interruptible Program, or TOU-BIP) 10 years ago. Under TOU-BIP, Mission Foods receives a monthly credit for committing to reduce load to a pre-determined level during state-initiated interruption events.

This year, Mission Foods added to its demand response commitment by putting the Commerce plant on the Demand Bidding Program (DBP), which offers participants the opportunity to receive bill credits for voluntarily reducing load when a DBP event is called.

Lighting Retrofit Savings of 1.3 Million kWh

In the energy efficiency arena, Mission Foods participates in SCE's Industrial Energy Efficiency Program (IEEP) to gain industrial expertise and incentives that will help the company save more energy and money.

The Rancho Cucamonga plant completed a lighting retrofit in 2007 under the IEEP that brought an incentive of \$54,000 and annual savings of 1.3 million kilowatt-hours (kWh), with a payback period of under 10 months.



Mission Foods' Rancho Cucamonga manufacturing plant participates in SCE's Industrial Energy Efficiency Program, with a lighting retrofit alone providing the company with an incentive of \$54,000 and annual savings of 1.3 million kilowatt-hours.

This year, through the IEEP the plant committed to an air compressor upgrade expected to provide an incentive of more than \$70,000, with annual savings of 993,000 kWh and a payback period of just over a year. The project also will help Mission Foods operationally by allowing it to keep its old compressors as backups while using the newer, more efficient ones for everyday operations.

Corporate-Wide Sustainability

To move forward with energy efficiency, Mission Foods is developing a formalized energy management program. Vice President of Sustainability Lucy Gonzalez said a corporate focus on sustainability will allow Mission Foods to proactively address more efficient use of all resources and get ahead of the curve in light of pending greenhouse gas emissions regulations.

"The main driver always has been lower manufacturing and energy costs," added Rancho Cucamonga Plant Manager Victor Cervantes. "Now with every project we also look at the environmental benefit as value-added to the project. We're not just lowering costs, but also reducing our carbon footprint."

There are other benefits as well. Cervantes said the lighting retrofit made the plant look "better, brighter and cleaner." And Facilities Manager Daniel Padilla noted these projects "put the seeds into our employees' minds that we're doing our part." By sharing energy-efficiency information with employees, he added, they can take that information home with them and become more efficient in their own lives.

Looking forward, Mission Foods plans to work on efficiency projects at its smaller facilities nationwide, plus continue efforts at its Southern California plants with the support of SCE and Martha Moisa, the company's account executive, in areas like building automation and refrigeration upgrades.

"It's important to be more conscious of all of the energy-saving possibilities out there," Cervantes said, while giving Moisa high marks for understanding the company's needs. "There's just so much to improve and reduce energy usage. SCE will be a big part of what we do next year and in years to come."

For more information on how you can benefit from SCE's wide array of energy management programs and services, contact your account representative or visit www.sce.com/b-rs/large-business/.

Mark Your Calendars for Plastics Industry Symposium

Co-sponsored by SCE, "Surviving Turbulent Times: Executive Forum for the Plastics Industry," will take place on Wednesday, Oct. 28, 2009, from 7:30 a.m. to 4:30 p.m. at SCE's Customer Technology Application Center Energy Center in Irwindale. For details, and to register, visit www.socalspe.org/execforum/.