

## SCE Recognizes Coca-Cola Bottling Company for Energy Efficiency Efforts

In October 2009, SCE gave an Environmental Excellence Award to the Coca-Cola Bottling Company's facility in Downey for significantly reducing energy consumption by installing energy-efficient refrigeration and lighting systems.

At Coca-Cola, energy-efficiency efforts will enable the company to save 5.6 million kilowatt-hours (kWh) of electricity each year, reduce its carbon emissions by more than 2,540 metric tons annually, and save approximately \$350,000 each year in electricity costs. Coca-Cola received an SCE incentive rebate of \$472,142 for implementing the new energy-efficient systems.

SCE also helped Coca-Cola embrace renewable energy with the installation of 300 kW solar panels on its plants in Montebello, Chino and Orange, through SCE's Distributed Generation Incentive Program.

## Partial Re-Opening of Direct Access Under Senate Bill 695

Direct Access (DA) service is an optional program that gives customers the choice of purchasing electricity directly from an electric service provider (ESP) instead of from SCE. As a result of the energy crisis of 2000-2001, customers' ability to switch to DA service was suspended by the California Legislature effective September 2001.

On October 11, 2009, Governor Schwarzenegger signed Senate Bill (SB) 695 into law, allowing for a partial re-opening of DA service. Under SB 695, all retail non-residential customers in SCE's service area are permitted to switch to DA service starting in 2010, subject to the following conditions:

- The California Public Utilities Commission (CPUC) is expected to adopt rules for the partial DA re-opening and implement a reopening schedule by April 2010 to phase in new DA load over a period of 3 to 5 years.
- For SCE's service area, SB 695 allows for an increase in DA load of approximately 4,000 gigawatt-hours (GWh) over existing DA load levels of approximately 7,700 GWh.
- For all other customers in SCE's service area (i.e., residential customers), SB 695 suspends their ability to switch to DA service until further action by the Legislature.<sup>1</sup>

For more detailed information on SB 695 and the partial re-opening of Direct Access, please visit [www.sce.com/sb695](http://www.sce.com/sb695). Please check the web page periodically to stay current on CPUC decisions, program rules, and participation forms for the partial re-opening of Direct Access.

<sup>1</sup>A proposed decision, dated February 9, 2010, would allow any existing DA-eligible residential customer who has an accepted Six-Month Advanced Notice to Transfer to Direct Access on file as of the date of the CPUC's final decision to complete its switch to DA. The proposed decision is subject to modification pending the CPUC's final approval.

## GS-1 Rate Shift: Your Bill Reflects a Lower "Winter" Rate

The price you pay per kilowatt-hour has been reduced for the winter (October through the end of May). This is the result of a rate shift that SCE implemented on October 1, 2009. Please note that the price you pay per kilowatt-hour will increase in the summer (June through September), when the cost of electricity is higher.

### Why was there a rate shift?

SCE is committed to a cleaner, more efficient energy future.

Although we are the number one purchaser of renewable energy in the nation, renewables can't solve all of our challenges.

We also need to encourage continued conservation, especially when energy is more expensive.

During the summer, when demand is at its peak, electricity in Southern California costs more to produce. Similarly, it costs less to produce in the winter during periods of lower demand. With this in mind, we've shifted our rates to reflect these actual costs in the winter and summer. This shift is not designed to charge you more. In fact, what you pay over the course of the year could actually decrease.

### How does the rate shift work?

Going forward, there will be an eight month "winter" period, when your rates will go down and a four month "summer" period, when your rates will go up. These rates are about paying for what you use, when you use it and do not depend on the weather.

The new rates depend on the month in which your usage falls. During the eight more temperate "winter" months (October through May), your rates will go down approximately 14 percent and during the four summer months, from June through September, rates will go up approximately 17 percent from last year's rates. Your current bills have reflected the lower "winter" rate since October 1, 2009. Even if we have a hot month during the eight-month winter period, you will still pay the winter rate.

### What solutions are available to assist me?

We understand that the higher rates during the four-month summer season will be difficult for some customers to manage, and we're here to help by offering a variety of tips and tools including energy surveys, conservation tips and incentives. We may also be able to assist you with payment arrangements, if you are having difficulty paying your bill.

For details, visit [www.sce.com](http://www.sce.com) or call us at (866) 743-1645.

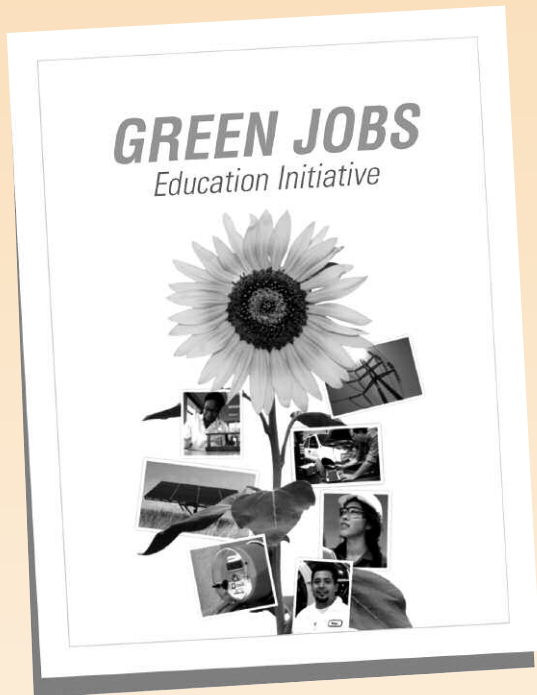


## Paperless Billing

The most convenient way to receive your SCE bill

Please visit  
[www.sce.com/mybill](http://www.sce.com/mybill)  
to sign up!

## SCE Announces \$1 Million Green Jobs Education Initiative for California Community Colleges



SCE has launched a \$1 million Green Jobs Education Initiative to fund sustainable or “green” education and job training at 10 California community colleges. This initiative underscores SCE’s commitment to two of its core philanthropic priorities – education and the environment.

SCE will provide \$100,000 to each of 10 selected colleges. Each college has the option to invest these funds in the California Community College Scholarship Endowment to receive an additional match from the endowment’s lead benefactor, The Bernard Osher Foundation.

*The 10 community colleges selected for funding through the Green Jobs Education Initiative are:*

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| <ul style="list-style-type: none"> <li>■ Cerritos College, Norwalk</li> <li>■ Cerro Coso Community College, Ridgecrest</li> <li>■ El Camino College, Torrance</li> <li>■ Golden West College, Huntington Beach</li> <li>■ Long Beach City College</li> </ul> | <ul style="list-style-type: none"> <li>■ Los Angeles Southwest College</li> <li>■ Los Angeles Trade-Technical College</li> <li>■ Rio Hondo College, Whittier</li> <li>■ San Bernardino Valley College</li> <li>■ Ventura College, Ventura</li> </ul> |
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The Green Jobs Education Initiative is designed to provide scholarships for dozens of students, each of whom will be awarded a \$2,000 scholarship. The funding will support students with financial need who are enrolled in green job workforce preparation programs. This includes training programs or study of solar panel installation, water and wastewater management, transportation and alternative fuels, biofuels production and farming, environmental compliance or sustainability planning.

For more information about the Green Jobs Education Initiative, visit [www.sce.com/greenjobs](http://www.sce.com/greenjobs).

### Playing it Safe Around Electricity

Kites and metallic balloons are dangerous if they come into contact with power lines or electrical infrastructure. When these items get tangled in power lines, they can short out the electrical circuit – resulting in power outages, damaged electronic equipment, fires, injuries or even death.

Last year, there were 415 balloon-related outages. These outages caused more than 9.4 million minutes of service interruption for customers last year.

**Here are a few tips to help you stay safe while you enjoy the outdoors:**

- Fly kites only in open areas where there are no overhead power lines or electric facilities nearby.
- Never use metal, wire or metallic string or cloth on kites. Keep the string, wood and paper parts completely dry.
- Do not attempt to retrieve a kite, balloon or any foreign object tangled in power lines. Instead, call SCE at **(800) 611-1911** and report the problem.
- Keep metallic balloons indoors, and never release them outside.
- Never attach metallic streamers to any balloon.
- Secure helium-filled balloons with a weight heavy enough to prevent them from drifting away. It is against the law to sell metallic balloons without a string weight.
- Never go near a downed or dangling wire. Anyone finding a downed or dangling wire should keep others away. Immediately call SCE at **(800) 611-1911** to report the problem or contact the police or fire department.

To learn more about staying safe around electricity, visit us online at [www.sce.com/kiteballoonsafety](http://www.sce.com/kiteballoonsafety).

Change of Mailing Address: 0-00-000-0000

NAME FIRST	NAME LAST	APARTMENT #	
CITY		STATE	ZIP CODE
TELEPHONE #		E-MAIL ADDRESS	

Energy Assistance Fund (EAF): I want to help people pay their energy bill through EAF. For info visit [www.sce.com/eaf](http://www.sce.com/eaf)

By adding my bill to my fixed amount I agree to the EAF. Add this amount to my EAF. Select one box only and date bill

<input type="checkbox"/> Every Month	<input type="checkbox"/> One month only	<input type="checkbox"/> Every Month	<input type="checkbox"/> One month only
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Direct Payment (Automatic) by authorizing SCE to debit my account for my payment on the billing account as shown on my bill is valid. Signature: \_\_\_\_\_ To change your billing account information or payment program please call SCE @ 1-800-6

### Donate to the Energy Assistance Fund and Help Those in Need

Your donation to the Energy Assistance Fund (EAF) will help your fellow SCE customers who find it financially difficult to pay their electric bills, whatever the cause. SCE customers in need may qualify for help in paying their electric utility bill at their primary residence, if their household income falls within specific guidelines. Qualified customers can receive up to \$100 toward their electric utility bill once during a 12-month period.

You can now donate to EAF via a round-up or fixed option on your SCE bill payment stub. You may opt to have your monthly bill rounded up to the next whole dollar, or you can make your contribution to EAF through a fixed amount option where you specify an amount to be added. The fixed or round-up options can be either one-time or they can occur every month.

For more details on how to contribute to EAF, please call **(800) 205-8596**, or visit [www.sce.com/energyassistancefund](http://www.sce.com/energyassistancefund).