

PUBLIC UTILITIES COMMISSION

SAN FRANCISCO, CA 94102-3298



August 9, 2017

Advice Letter 3574-E

Russell G. Worden
Director, Regulatory Operations
Southern California Edison Company
8631 Rush Street
Rosemead, CA 91770

**Subject: Withdrawal of AL 3574-E --Water Energy Matinee Pilot Program Implementation
Plan in Accordance with D.16-11-021**

Dear Mr. Worden:

Advice Letter 3574-E is withdrawn as requested in your letter dated June 28, 2017.

Sincerely,

A handwritten signature in cursive script that reads "Edward Randolph".

Edward Randolph
Director, Energy Division

June 28, 2017

Energy Division
Attn: Tariff Unit
California Public Utilities Commission
505 Van Ness Avenue
San Francisco, California 94102

Re: Withdrawal of SCE Advice 3574-E

Dear Energy Division Tariff Unit:

On March 10, 2017, Southern California Edison Company (SCE) filed Advice 3574-E requesting approval of the Water Energy Matinee Pilot Program Implementation Plan In Accordance with Decision 16-11-021. In this letter, SCE requests to withdraw Advice Letter 3574-E.

Decision 17-06-007 grants SCE's Petition for Modification of D.16-11-021 to eliminate the requirement that SCE implement its approved Water Energy Matinee Pilot Program. The pilot costs are not warranted and are not needed given that its results will come too late to inform upcoming rate design. SCE plans to implement matinee pricing tariffs more broadly in its Rate Design Window proceeding, Application 16-09-003, which will produce similar data concerning the effects and performance of rates designed to shift demand to the mid-day spring period.

D.17-06-007 eliminates the need for the establishment of the Water Energy Matinee Pilot Program Implementation Plan. SCE submits this request for withdrawal of Advice 3574-E pursuant to General Order (GO) 96-B, General Rule 5.3. SCE asks that a confirmation letter be returned regarding this withdrawal.

Should you have any questions, please contact me.

Sincerely,

/s/ Russell G. Worden
Russell G. Worden

RGW:ll/msl:cm

cc: Energy Division Tariff Unit
James Loewen, CPUC Energy Division
Service Lists SCE's GO 96-B and R.13-12-011 service lists

March 10, 2017

ADVICE 3574-E
(U 338-E)

PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA
ENERGY DIVISION

SUBJECT: Water Energy Matinee Pilot Program Implementation Plan In
Accordance with Decision 16-11-021

PURPOSE

The purpose of this advice filing is to file a Program Implementation Plan for Southern California Edison Company's (SCE) Matinee Pilot Program, in accordance with Decision (D.)16-11-021. On March 2, 2017, SCE filed a Petition for Modification of D.16-11-021 to eliminate the requirement of implementing the Matinee Pilot Program. SCE reserves its right to withdraw this advice filing pending the disposition of that Petition for Modification.

BACKGROUND

Pursuant to the December 2, 2015 Assigned Commissioner's Ruling (ACR or Ruling), SCE submitted a proposal on February 4, 2016 to pilot opt-in Energy Matinee Pricing Tariffs for commercial, industrial and agricultural customers to promote the use of renewable energy and low-water-use energy generation when it is most abundantly supplied on the grid. The ACR identifies the issue of changing grid conditions as a result of an increase in renewable generation in recent years due to the State's Renewable Portfolio Standard (RPS). The ACR explains that the increase in renewable resources during midday at certain times during the year has the potential to create an imbalance between supply and demand, when generation resources are abundant with not enough corresponding demand (*i.e.*, load). The imbalance, in theory, could cause the California Independent System Operator (CAISO) to manually curtail renewable and natural gas-fueled generators when price signals are not sufficient to correct the oversupply and to maintain a balanced grid. In order to address this issue, the ACR directed the utilities to create an opt-in pilot Energy Matinee Pricing Tariff that seeks to align with times when renewable and low-water-use electric generation are abundant.

The intent of the proposed pilot tariff is to incentivize the shift of energy used by commercial, industrial and agricultural customers to the midday time period, when renewable generation resources are producing at maximum output. SCE's proposal for

the Energy Matinee Pricing Pilot Tariff (pilot) introduces a modified version of its existing Real Time Pricing (RTP) rates. The modified RTP rates will incorporate normalized day-ahead CAISO energy prices into the design to help achieve the result of providing Matinee Pricing during periods when generation oversupply may occur.

The pilot will target marketing and outreach efforts to the four customer sectors that SCE believes will benefit most from the Energy Matinee Pricing Tariffs. Specifically, the pilot will target agriculture and pumping customers, water agencies, electric vehicle and energy storage customers, as well as existing RTP customers. On November 10, 2016, Decision (D.)16-11-021 approved SCE's Matinee Pricing Pilot Program as described in the proposal and orders the pilot to start in Spring 2018 and run through the end of Spring 2019. Within 120 days of the effective date of the Decision, SCE is ordered to submit a Tier 2 Advice letter setting forth its program implementation plan as described below. Note, the ACR originally directed SCE to commence the Pilot at the beginning of Spring 2017 and run the program through the end of Spring 2018.

SCE has identified the following key activities necessary to implement Matinee Pricing:

- Create Modified Rate: SCE's proposed modified RTP tariff schedule will consist of a menu of hourly prices that will reflect nine different temperature/day-of-week profiles. The pricing menu will be determined one day in advance based on the maximum temperature recorded on the day prior at the downtown Los Angeles weather station.
- Identify and Recruit Customers: SCE will actively recruit customers from the targeted customer segments with the aim of enrolling 100 to 200 service accounts.
- Enable Notifications: SCE will leverage its existing SCE DR Alerts Application as the primary notification method for enrolled customers. Customers will receive day-ahead notification of the appropriate profile via automated alerts/notifications.
- Monitor and Assess Findings: SCE will compile billing and usage data for enrolled customers for the duration of the pilot. SCE will establish a survey tool that will be used to gather qualitative information on the enrolled customers. SCE will create a report that compiles results of customer behavior for the enrollment period.

The overall objective of this pilot is to demonstrate a proof of concept. It is not expected to yield statistically significant findings about matinee energy pricing. Instead, the intent is to identify whether matinee pricing can be implemented and used by customers, and to identify barriers to participation, and potential program adjustments.

DETAILED IMPLEMENTATION SCHEDULE

SCE requires approximately ten months to implement the Matinee Pricing Pilot Program.

	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18
IT System Governance and Approvals														
IT System Changes (Development/Testing/Implementation)														
Customer Recruitment														
Customer Enrollment														
Pilot Commences													★	

PROPOSED BUDGETS

SCE's current projected overall budget for this Matinee Pricing Pilot is \$898,500. The originally submitted budget of \$405,000 did not factor expenses associated with Measurement and Evaluation activities. Additionally, the estimated budget for System Changes increased by \$250,000 due to refinement of the project's scope. An Energy Matinee Tariff Program Pilot Memorandum Account (EMTPPMA) will be established to track the incremental operation and maintenance (O&M) expenses incurred and associated with the pilot program through a separate advice filing. Tracked expenses will include costs incurred for activities including, but not limited to, IT and billing system changes necessary to implement and run the pilot, and marketing and outreach and recruitment-related efforts.

Table 1: Matinee Pricing Pilot Estimated Project Budget

MATINEE PRICING PILOT	
- Estimated Project Budget	
SYSTEMS	600,000
IT: Modify Billing Systems	600,000
MEASUREMENT & EVALUATION	250,000
MARKETING EDUCATION & OUTREACH	48,500
Recruitment	43,500
Retention	5,000
TOTAL PROJECT	898,500

SYSTEM CHANGES

Due to the complexity associated with RTP structures, manual billing of pilot participants is not feasible. SCE billing systems do not have the capacity to input manual hourly adjustments, therefore automation is required.

In order to implement this pilot, modifications are required to several existing systems. Changes will be required to SCE billing systems to create and calculate new rates and display accurate information on customer bills. Additionally, changes will be required to customer-facing applications to provide SCE account representatives with visibility to participant information.

Pilot participants will leverage SCE's existing Demand Response mobile Application. Modifications of this application will not be required.

MARKETING, EDUCATION AND OUTREACH

Marketing, Education and Outreach (ME&O) plans will be developed by October 2017. Below are some preliminary guidelines that may be included as part of these efforts:

A. Recruitment Strategy & Tactics

During the recruitment period, SCE will primarily target water agencies, Electric Vehicle (EV) & Energy Storage (ES) customers, and existing Real Time Pricing (RTP) and Agricultural & Pumping customers with demands greater than 200 kW. SCE will engage approximately 2,000 of these service accounts with a variety of marketing, education and outreach communications, including account management services. SCE will communicate to these customers through multiple channels, including direct mail, email, face to face interactions, and outbound calling. Using these channels, SCE will attempt to maximize customer awareness and increase pilot participation. These activities will begin three to four months prior to the launch of the new pilot rate.

SCE plans to conduct an extensive customer marketing and recruitment campaign to ensure that customers are well aware of, and understand what actions they can take to enroll in and benefit from, the pilot rate. Recruitment tactics will include, but are not limited to:

Direct Mail

Beginning four months before the effective date, customers who are targeted for pilot recruitment will receive a letter and an FAQ enrollment packet from SCE. SCE will prepare and deliver personalized direct mail packets, which will include a rate analysis and an informational brochure. The rate analysis will assist customers in better understanding the impact the new pilot rate could have on their energy bill.

Brochure

A multi-page, informational brochure with FAQs to:

- Describe the program and convey the benefits of Matinee Pricing rate.
- Demonstrate SCE's commitment to partner with businesses, empowering them to find ways to lower their electricity bills.

Email

Recognizing that multiple touch campaigns are typically more successful in garnering participation, SCE will send an email to targeted customers who have opted-in to receive email marketing communications. The email with a link to an informational web page will serve as at least one additional touch point for a sub-set of the solicitation pool, and is intended to complement and reinforce the direct mail campaign. Today, roughly ninety percent of customers in these target rate groups have opted-in to receive email marketing communications.

Web Page

SCE will provide a landing page dedicated to the pilot to provide customers with details of the pilot program and will help customers better understand pilot benefits and options to participate. A unique website link will appear in direct mail and emails.

Outbound Calling and In-Person Meetings

SCE will also consider the launch of a follow-up outbound call or in-person meeting by the SCE Account Manager targeting assigned customers who received, but did not respond to the email or direct mail solicitation to participate. This tactic is being considered and will be further evaluated based on the response rates received. Additionally, SCE will provide its account management team with sufficient tools and resources such as email templates, collateral materials, and scripting to enable one-on-one consultations with the targeted customers.

SCE plans to meet with the agricultural segment business owners at local California Farm Bureau chapter meetings during the recruitment period to address and answer questions about the pilot rate. Based on past campaigns with other rate programs, this channel has been one of SCE's most effective ways to interact and build stronger relationships with the agricultural community.

B. Pilot Enrollment

Customers will have two options for enrolling in the pilot: business reply card or phone.

Business Reply Card (BRC)

A postage-paid reply card will be included with the solicitation letter for customers to complete and return. Historically the BRC has been one of SCE's most popular enrollment channels used in various outreach campaigns. The BRC will contain pre-populated customer information to simplify the enrollment process.

Phone

A dedicated phone number provided in the solicitation letter may appeal to those customers who have questions or would like to speak with their assigned SCE Account Manager prior to enrolling or to assist with the enrollment process

C. Estimated Recruitment Costs

Table 2, below, provides estimated costs for recruitment activities. The assumptions used to develop these estimated costs are as follows:

- Direct Mail estimated costs include production, creative development, and printing. The minimum estimated cost is approximately \$12,000 for a mailing to 2,000 service accounts.
- Postage will cost approximately \$1,000 (2,000 mail solicitations via first-class USPS at a cost of \$0.49 per customer).
- Email estimated costs are approximately \$5,500 and include costs for template(s) development, testing, and delivery to approximately 2,000 service accounts two times.
- Digital/Web Experience costs are estimated to be approximately \$10,000 to design and build.
- Collateral development and production is estimated to cost \$10,000.
- Account Manager Tools and Training Materials are estimated to cost \$5,000.
- Outbound Calling: There will be no additional costs for SCE account managers to conduct outbound calling to their assigned customers.

In addition to the extensive marketing and recruitment efforts above, SCE also plans to provide “In-Season” communications to participating customers throughout the entire duration of the pilot to reinforce pilot benefits and provide customized curtailment strategies. These tactics will include, but not be limited to:

Email Reminders

Account Managers will send email reminders to customers enrolled in the pilot rate plan to remind them of their participation in the rate schedule, including about the importance of active planning to take advantage of hourly rate changes to help reduce their energy bills.

In-Person Meetings

SCE Account Managers may provide a one-on-one, specialized consulting service to customers enrolled in the new Energy Matinee Pricing rate.

The estimated retention costs are as follows:

- Email estimated costs are approximately \$5,000 and include costs for template(s) development, testing, and delivery to approximately 200 service accounts monthly from June through October.

Table 2: Matinee Pricing Pilot Estimated ME&O Budget

MATINEE PRICING PILOT	
- Estimated ME&O Budget	
RECRUITMENT & OUTREACH	43,500
Marketing - Direct Mail (Production)	12,000
Marketing - Direct Mail (Postage)	1,000
Marketing - Email Communications	5,500
Marketing - Digital Experience	10,000
Marketing - Collateral	10,000
Marketing - Account Management Training	5,000
RETENTION	5,000
In-Season Communications/Email	5,000
TOTAL PROJECT	48,500

MEASUREMENT AND EVALUATION PLAN/DATA REQUIREMENTS

SCE has extensive experience designing and managing DSM load impact and process evaluation studies. In the last five years SCE independently conducted and collaborated with PG&E and SDG&E to complete over 25 statewide program evaluation studies. Programs evaluated include DBP, BIP, Marketing and Outreach, the DR “Flex Alert” Campaign, and for dynamic tariffs such as RTP, TOU and Critical Peak Pricing. The conduct of these studies was overseen by the Demand Response Measurement & Evaluation Committee (DRMEC), which is composed of representatives from the CPUC, the CEC and the three electric utilities. SCE intends use this experience to take full advantage of the learning opportunity offered by the Matinee pilot.

The evaluation will utilize both quantitative and appropriate qualitative methods, which, when combined, will provide decision-making support needed to inform program design going forward.

The pilot program evaluation proposed here conforms to industry-accepted market research practices and to the Load Impact Protocols adopted by the California Public Utilities Commission (CPUC) in Decision (D.) 04-08-050. Moreover, the evaluation plan complies with the PD to deliver two research-based reports on October 31, 2018 and October 31, 2019.

Load Impacts

The essence of estimating demand reductions is developing an accurate estimate of the counterfactual reference load, i.e., the amount of electricity use that would have occurred in the absence of program intervention. After estimating the counterfactual, the demand reduction can be inferred by comparing it to the usage that was actually observed (metered). Based on guidance provided by the load impact protocols, the preferred approach to this evaluation is one that would utilize a matched control group to establish a reference load for program participants (i.e., what energy would have been used in the absence of the program). With the preferred approach, SCE would use load data for both participants and a comparable control group, for time periods prior to and after the participants were enrolled in the matinee pricing rate, thus allowing a *difference-in-differences* evaluation approach.

Given that many of the customers in the pilot's target are large and unique, it may not be possible to find suitable matches in the non-participant population. As an acceptable alternative, SCE proposes to utilize a within-subjects, pre-post design whereby customers in the treatment group serve as their own control. The approach uses each customer's electricity use patterns in response to price signals to estimate the reference load.

SCE has utilized the *within-subjects* method to estimate load impacts for its Real Time Pricing program, which is a close relative of Matinee Pricing. Using this approach, individual regression models are estimated for each customer. Individual regressions are within-subject estimators. This approach utilizes price signals to estimate the reference load. The dependent variable in the regression model is hourly demand. The key independent variables are price variables, which capture the relationship between energy usage and price. Weather variables are included in the models for industries that exhibit weather sensitive load. In most electricity pricing models, the natural logarithm of price is the functional form used to explain how load responds to price.

The resulting (ex post) load impacts will estimate the energy effects of the rate, both load shifts and reductions, over the pilot period, based on the conditions that are in effect during the pilot. Combined with a credible enrollment forecast, and other data, the load impacts can also be used to develop ex ante estimates (forecasts) of program or tariff performance under a variety of contemplated scenarios.

Qualitative Research

In addition to quantitative assessment, SCE will also undertake qualitative data collection activities to better understand customer response to the matinee pricing rate.

SCE anticipates conducting two surveys to assess customer experience with the pilot. SCE plans to conduct surveys in both 2018 and 2019. Interviews will be conducted with program participants, and with customers exposed to the program but chose not to participate. SCE also plans to gain additional insight by conducting exit interviews with customers who leave the program.

Because this is a pilot program, with limited, and targeted, participation, SCE does not recommend relying only on a standard sample survey; telephone or web enabled. Instead, SCE recommends also conducting executive interviews delivered by principle evaluators/researchers, not trained interviewers. Executive interviews are able to detect nuances that might otherwise be overlooked by a structured survey instrument. Furthermore, because the number of participants are small (<200), SCE recommends conducting a census of all willing pilot participants. SCE may utilize a combination of outreach methods as necessary. For instance, SCE could target a small number of customers (15-20) for executive interviews via telephone, and send survey instruments to the remainder via email.

SCE intends to field a survey with facility managers and other similar customers who have the responsibility for managing energy usage, as they would be the most qualified to share whether the facility engaged in participating in the matinee pricing program.

The survey efforts are intended to assess the awareness of and behavioral responses to the matinee pricing pilot program.

Two groups will be targeted for the survey:

- A census of all pilot program participants
- A sample of program nonparticipants selected from the targeted population

Using a script as guidance to ensure consistently conducted interviews, evaluators will ask customers about their experiences relative to the matinee pricing pilot program:

- Awareness, knowledge and understanding of the matinee pricing and OAT rates
- How they learned about the opportunity to enroll in a DR program;
- What benefits the customer expected to receive through enrolling;
- Rationale for choosing not to participate or opting out;
- Impact of demand charges on decision making and response to Matinee Pricing;
- Whether or not those benefits were realized;
- Experiences with DR event notifications;
- Their plan (or lack thereof) for responding to an "event";
- Employee/operational experience with responding to DR events;
- Satisfaction with how participation has impacted energy costs;
- Intention to continue with DR programs; and
- Satisfaction with service from their SCE account manager.

Work Plan

The work plan will include, but may not be limited to the following: (1) Conduct project initiation meeting; (2) Develop a final research plan; (3) Develop Sampling Plan and sampling frame; (4) Design survey instrument and Implement (EOS) Survey; (5) Prepare and validate detailed analytical databases to support impact evaluation; (6)

Data Analysis to provide evaluation-based estimates of program impact, including a description of statistical model approaches; (7) Develop fully documented project databases and analytical datasets; (8) Produce interim progress, draft and final written reports to fully document the results of the survey and analysis.

Required Data

- 12 months or more of pre-program meter and billing data
- Hourly interval data for the duration of the study
- Weather data for all SCE weather stations
- Hourly matinee pricing prices in effect by service level
- Downtown Los Angeles weather data
- Customer characteristics/firmographics from SCE's customer data base

Schedule

The evaluation project will take approximately eight months to complete. This schedule is based on the expectation that the pilot will commence in spring, 2018 and will deliver a sufficient number of participants needed to conduct a substantive evaluation. The schedule is based on the expectation that the pilot will span spring of 2018 to 2019, and will deliver a sufficient number of participants needed to conduct a substantive evaluation.

1	Project Initiation Meeting	June 2018
2	Draft Project Plan	June 2018
3	Final/Revised Project Plan	July 2018
4	Conduct qualitative customer interviews and surveys	Aug-Sept 2018 & Aug-Sept 2019
5	Impact Analysis Plan/Model Specifications	August 2018 & August 2019
6	Estimate Program Impacts & analyze survey data	Aug-Sept 2018 & Aug-Sept 2019
7	Draft Written Reports	Early October 2018 & 2019
8	Final Written Reports (2)	Oct 31, 2018 & Oct 31, 2019
9	Workshop/Working Group Activity	TBD

Budget

Based on similar efforts and projects, SCE estimates the cost of this pilot program evaluation will be approximately \$250,000. The cost estimate is based on the above mentioned research plan, the actual cost of which will be determined by competitive bids received from qualified research firms, and SCE's procurement department.

PROJECTED SAVINGS AND COST-EFFECTIVENESS USING THE WATER-ENERGY CALCULATOR

The water energy calculator approved as a part of D.15-09-023 is set to determine the value of energy benefits and water capacity benefits when water is saved. In the calculator, energy benefit's values are captured when water savings are realized downstream and therefore the water does not have to be pumped, treated or transported. Additionally, water capacity benefits are realized when there is no longer a need to develop a water resource such as a desalinization plant to generate gallons of water for consumption or offsetting a need associated with building an additional wastewater treatment facility.

Decision 16-11-021 directs the utilities to create an opt-in pilot Energy Matinee Pricing Tariff that seeks to align times of electricity usage when renewable and low-water use electric generation are abundant in order to avoid their curtailment. As a result, participants in the Pilot could shift away from potentially higher water use electric sources and therefore shifting electricity could save water without necessarily decreasing electricity consumption nor on-site water consumption. (i.e. shifting pumping times does not reduce the amount of energy use consumed by pumping nor the associate amount of water pumped.) Assessing cost-effectiveness for the matinee pilot utilizing the WEN calculator would have to review the shift in energy use potentially resulting in water savings by utilizing an energy source that consumes less water and therefore realizing benefits assuming that generation source water savings underwent the same transportation, treatment and processes as expected in water savings in a consumer end use scenario as described in the WEN tool. However, SCE currently does not own and operate a vast majority of its' generation and some of the owned generation uses non-potable water where it would not be an accurate representation to use the WEN tool. Furthermore, including water savings from generation source under the WEN tool could lead to cyclical water savings under the assumption that upstream water savings via generation would result in a reduction in energy consumption modelled by the WEN tool thereby saving further generation water. In order to avoid redundancy and better monitor success metrics associate with the pilot, SCE may consider other ways to assess cost-effectiveness that align with the measurement and verification plan such as number of participants or amount of energy shifted.

TIER DESIGNATION

Pursuant to General Order (GO) 96-B, Energy Industry Rule 5.2, this advice letter is submitted with a Tier 2 designation.

EFFECTIVE DATE

This advice filing will become effective on April 9, 2017, the 30th calendar day after the date filed.

NOTICE

Anyone wishing to protest this advice filing may do so by letter via U.S. Mail, facsimile, or electronically, any of which must be received no later than 20 days after the date of this advice filing. Protests should be submitted to:

CPUC, Energy Division
Attention: Tariff Unit
505 Van Ness Avenue
San Francisco, California 94102
E-mail: EDTariffUnit@cpuc.ca.gov

Copies should also be mailed to the attention of the Director, Energy Division, Room 4004 (same address above).

In addition, protests and all other correspondence regarding this advice letter should also be sent by letter and transmitted via facsimile or electronically to the attention of:

Russell G. Worden
Managing Director, State Regulatory Operations
Southern California Edison Company
8631 Rush Street
Rosemead, California 91770
Telephone (626) 302-4177
Facsimile: (626) 302-6396
E-mail: AdviceTariffManager@sce.com

Laura Genao
Managing Director, State Regulatory Affairs
c/o Karyn Gansecki
Southern California Edison Company
601 Van Ness Avenue, Suite 2030
San Francisco, California 94102
Facsimile: (415) 929-5544
E-mail: Karyn.Gansecki@sce.com

There are no restrictions on who may file a protest, but the protest shall set forth specifically the grounds upon which it is based and must be received by the deadline shown above.

In accordance with General Rule 4 of GO 96-B, SCE is serving copies of this advice filing to the interested parties shown on the attached GO 96-B and R.13-12-011 service lists. Address change requests to the GO 96-B service list should be directed by electronic mail to AdviceTariffManager@sce.com or at (626) 302-3719. For changes to all other service lists, please contact the Commission's Process Office at (415) 703-2021 or by electronic mail at Process_Office@cpuc.ca.gov.

Further, in accordance with Public Utilities Code Section 491, notice to the public is hereby given by filing and keeping the advice filing at SCE's corporate headquarters. To view other SCE advice letters filed with the Commission, log on to SCE's web site at <https://www.sce.com/wps/portal/home/regulatory/advice-letters>.

For questions, please contact Shue Cheng at (626) 302-2621 or by electronic mail at Shue.m.cheng@sce.com.

Southern California Edison Company

/s/ Russell G. Worden
Russell G. Worden

RGW:sc:cm
Enclosures

CALIFORNIA PUBLIC UTILITIES COMMISSION

ADVICE LETTER FILING SUMMARY ENERGY UTILITY

MUST BE COMPLETED BY UTILITY (Attach additional pages as needed)

Company name/CPUC Utility No.: Southern California Edison Company (U 338-E)

Utility type:

ELC GAS
 PLC HEAT WATER

Contact Person: Darrah Morgan

Phone #: (626) 302-2086

E-mail: Darrah.Morgan@sce.com

E-mail Disposition Notice to: AdviceTariffManager@sce.com

EXPLANATION OF UTILITY TYPE

ELC = Electric GAS = Gas
 PLC = Pipeline HEAT = Heat WATER = Water

(Date Filed/ Received Stamp by CPUC)

Advice Letter (AL) #: 3574-E

Tier Designation: 2

Subject of AL: Water Energy Matinee Pilot Program Implementation Plan In Accordance with Decision 16-11-021

Keywords (choose from CPUC listing): Compliance

AL filing type: Monthly Quarterly Annual One-Time Other

If AL filed in compliance with a Commission order, indicate relevant Decision/Resolution #:

Decision 16-11-021

Does AL replace a withdrawn or rejected AL? If so, identify the prior AL: _____

Summarize differences between the AL and the prior withdrawn or rejected AL: _____

Confidential treatment requested? Yes No

If yes, specification of confidential information:

Confidential information will be made available to appropriate parties who execute a nondisclosure agreement.

Name and contact information to request nondisclosure agreement/access to confidential information:

Resolution Required? Yes No

Requested effective date: 04/09/17 No. of tariff sheets: -0-

Estimated system annual revenue effect: (%): _____

Estimated system average rate effect (%): _____

When rates are affected by AL, include attachment in AL showing average rate effects on customer classes (residential, small commercial, large C/I, agricultural, lighting).

Tariff schedules affected: None

Service affected and changes proposed¹: _____

Pending advice letters that revise the same tariff sheets: N/A

¹ Discuss in AL if more space is needed.

Protests and all other correspondence regarding this AL are due no later than 20 days after the date of this filing, unless otherwise authorized by the Commission, and shall be sent to:

CPUC, Energy Division
Attention: Tariff Unit
505 Van Ness Avenue
San Francisco, California 94102
E-mail: EDTariffUnit@cpuc.ca.gov

Russell G. Worden
Managing Director, State Regulatory Operations
Southern California Edison Company
8631 Rush Street
Rosemead, California 91770
Telephone: (626) 302-4177
Facsimile: (626) 302-6396
E-mail: AdviceTariffManager@sce.com

Laura Genao
Managing Director, State Regulatory Affairs
c/o Karyn Gansecki
Southern California Edison Company
601 Van Ness Avenue, Suite 2030
San Francisco, California 94102
Facsimile: (415) 929-5544
E-mail: Karyn.Gansecki@sce.com