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November 4, 2014

Re: Southern California Edison Company's Charge Ready and Market Education Program Application, A.14-10-014

To Whom It May Concern:

Pursuant to California Public Utilities Commission (CPUC) Rule 3.2(b), Southern California Edison Company (SCE) is providing notice that on October 30, 2014, SCE filed an application with the CPUC for approval of SCE's forecast of 2015 revenues and program costs associated with the Charge Ready and Market Education Program.

The filing is described in general terms in the enclosed notice that will also be published in a newspaper of general circulation in every county within SCE's service territory, as well as included as a bill notice provided to every SCE customer. To obtain more detailed information, you may view and/or download a copy of SCE's filing and supporting testimony on our website, http://www.sce.com/applications (type "A.14-10-014" into the Search box, and click "Go"). You may also request a printed copy of these documents from SCE at the address listed in the enclosed notice.

Sincerely,

/s/ Andrea L. Tozer

Andrea L. Tozer

Enclosure

P.O. Box 800 2244 Walnut Grove Ave. Rosemead, California 91770 Telephone (626) 302-6713 Fax (626) 302-6693

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 COMPANY (SCE)

NOTICE OF SCE'S REQUEST TO INCREASE YOUR RATES FOR CHARGE READY AND MARKET EDUCATION PROGRAMS

APPLICATION (A.) 14-10-014

On October 30, 2014, Southern California Edison Company (SCE) submitted an application to the California Public Utilities Commission (CPUC) for approval of its proposed Charge Ready and Market Education Programs. If approved, SCE will recover the program costs through electric rates. SCE's estimate of the proposal's total cost is **$355 million** (over a five year period from 2015 through 2019), which will result in an 0.2% **system wide average rate increase relative to August 2014 rates.**

Charge Ready and Market Education Program Proposal

In this application, SCE is proposing to implement a two-phase Charge Ready program and an electric vehicle (EV) Market Education campaign. Phase 1 would cost $22 million and would be a one-year pilot to deploy up to 1,500 charging stations. Phase 1 will also include an introductory market education program. Phase 2 would cost $333 million and would include deployment of additional charging stations to bring the total up to 30,000 over five years. Additionally, Phase 2 will expand the market education and outreach campaign.

Through this proposed program, SCE will encourage business customers to add charging stations to their property by providing the supporting electric infrastructure needed. SCE will offer customers a rebate for purchasing the charging stations. SCE will own and maintain the supporting electrical infrastructure. Customers will choose, own, operate, and maintain the charging stations. SCE's proposed Charge Ready program aims to support the deployment of charging installations efficiently by factoring in the location, design and construction costs to maintain reasonable fees.

SCE's proposed Charge Ready program is integral to developing the charging infrastructure required to increase EV usage to help meet California's greenhouse gas (GHG), climate, air

quality and petroleum reduction goals and objectives by 2020. The Charge Ready program will expand the EV charging infrastructure, which will improve customer awareness.

To fully implement SCE's proposed Charge Ready and Market Education programs, SCE is requesting that the CPUC authorize a $355 million revenue increase to be collected from customers in future electric rates.

The following table compares SCE's August 2014 average rates by customer group, to an estimate of proposed average rates if SCE's proposal is approved by the CPUC**:

Customer Group Revenue Impact
SCE's Charge Ready and Market Education Programs Application

Customer Group	Average Rates August 2014 □/kWh	Proposed Rates □/kWh	Proposed Change %
Residential	17.6	17.7	0.3%
Lighting - Small and Medium Power	18.3	18.4	0.2%
Large Power	13.0	13.1	0.1%
Agricultural and Pumping	14.7	14.8	0.2%
Street and Area Lighting	18.8	18.8	0.0%
Standby	11.0	11.0	0.1%
TOTAL	16.7	16.7	0.2%

** The actual changes in rates will be determined by the Commission.

For Further Information From SCE

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

1820 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 website, **www.sce.com/applications** (type A.14-10-014 into the Search box and click "Go"). Anyone who would like to obtain more information about the application, please write to:

Southern California Edison Company
SCE's Charge Ready Application (A.14-10-014)
P.O. Box 800
Rosemead, CA 91770
Attention: Law Dept. – Case Admin.

CPUC PROCESS

The CPUC will evaluate and determine SCE's Charge Ready and Market Education Programs proposal through its administrative law process where the proceeding is assigned to an Administrative Law Judge (Judge) who will direct the method in which the record, upon which the Commission bases its decisions, is made. The Judge may hold evidentiary hearings where parties to the proceeding provide testimony and other parties may cross-examine them. These hearings are open to the public but only those who are parties to the proceeding may present evidence, testimony, and be subject to cross-examination. The hearings and documents submitted during the proceeding become part of the formal record that the Judge relies upon in writing a proposed decision to present to the Commissioners for their consideration.

After considering all proposals and evidence presented during the formal hearing process, the assigned Judge will issue a proposed decision which may adopt SCE's proposal, modify it or deny it. Any CPUC Commissioner may sponsor an alternate decision. The proposed decision, and any alternate decisions, will be discussed and voted upon at a scheduled CPUC Voting Meeting.

As a party of record, the Office of Ratepayer Advocates (ORA) reviewed this application. ORA is the independent consumer advocate within the CPUC with a legislative mandate to represent investor-owned utility customers to obtain the lowest possible rate for service consistent with reliable and safe service levels. ORA has a multi-disciplinary staff with expertise in economics,

finance, accounting and engineering. Other parties of record will also participate in the CPUC's proceeding to consider this application. For more information about ORA, please call (415) 703-1584, e-mail ora@cpuc.ca.gov or visit ORA's website at http://ora.ca.gov/default.aspx.

STAY INFORMED

If you would like to follow this proceeding, or any other issue before the CPUC, you may use the CPUC's free subscription service. Sign up at: http://subscribecpuc.cpuc.ca.gov/.

If you would like to learn how you can participate in the proceeding, or if you have informal comments or questions about the CPUC processes, you may access the CPUC's PAO webpage at www.cpuc.ca.gov/puc and click on "Public Advisor" from the CPUC Information Menu. You may also contact the PAO as follows:

Write: CPUC Public Advisor's Office, Room 2103
505 Van Ness Avenue
San Francisco, CA 94102

Email: public.advisor@cpuc.ca.gov

Phone: 1-866-849-8390 (toll-free) or 1-415-703-2074
TTY: 1-866-836-7825 (toll-free) or 1-415-703-5282

Please reference Charge Ready program for SCE Application No. A.14-10-XXX in any communications you have with the CPUC regarding this matter. All public comments will become part of the public correspondence file for this proceeding and made available for review by the assigned Judge, the Commissioners, and appropriate CPUC staff.