



# Saving energy is one thing. Cutting electricity costs is everything.

*Our programs empower you to do both...*



DEMAND RESPONSE PROGRAMS

# Power up your bottom line



**A key to business success is keeping costs low. At Southern California Edison (SCE), we understand that means keeping electricity costs low as well—and we're committed to helping you do just that. We have Demand Response (DR) solutions to help you reduce consumption and make the most of the kilowatts you use.**

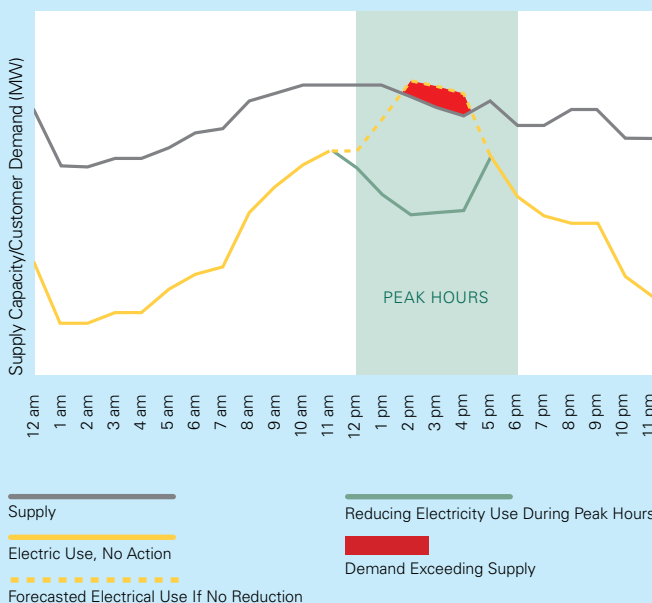
## What Is Demand Response?

24 hours a day, 365 days a year, SCE is dedicated to ensuring that everyone has electric power—without interruptions. Sometimes, when demand exceeds supply, when electricity costs are high, or when the state's electrical system is constrained, we ask (and pay for) you to help by reducing the electricity you use. What we've learned is that energy management is the first and best way to keep the overall cost of electricity as low as possible. So, in addition to helping prevent outages, Demand Response helps to keep your electricity costs low.

Demand Response takes traditional energy management, which is focused on installing efficient equipment and systems, and makes it dynamically interactive. Often, paying customers for demand reductions is more efficient and effective than calling on a generator to meet power needs, and this helps avoid adding costly generation and transmission facilities to our system.

Our relationship with you is a continuous, dynamic exchange of information and benefits—where you are rewarded for reducing your demand when requested by SCE. In return, you receive bill reductions, energy credits, or both.

## Impact of Reducing Load During a Demand Response Event



## How Do I Choose A Solution?

We will work with you to identify Demand Response solutions that best fit your business needs. When SCE calls a Demand Response event, you reduce consumption and get paid for doing so. However, if you do not reduce consumption when asked, you are subject to higher-cost electricity.

There's a new tool that works well—Automated Demand Response, or Auto-DR. To use it, you determine how to program your load reduction, and through a signal SCE sends to your equipment, your facility will shed load without manual interaction. You may override any Auto-DR signal at your discretion, so the control remains firmly in your hands. Automating DR takes the worry out of participation—and you do not have to be around to take advantage of the savings.

## What's In It For My Company?

Demand Response is a win for you because you lower your electricity costs when you participate. Also, DR helps you control your electricity usage. Moreover, companies involved with environmental and sustainable activities, such as helping reduce greenhouse gases, tend to enjoy consistently higher approval ratings from customers. In some cases, participating in these programs can even help companies comply with strict government regulations.

Demand Response is a win for SCE because DR helps prevent outages—and it helps reduce electricity service costs by avoiding the need to build costly new generation or high-voltage transmission lines.

So why not join? Save energy, save money, and increase control of energy use in your business. Considering there is little to no investment required to participate in DR Programs, what's not to like?

## How Do I Get Started?

Talk to your Account Representative about signing up for one, or more, of our DR Programs. You can apply online if you'd like. Or, consider participating through Demand Response Aggregators—third parties who handle your DR setup and operations and provide benefits similar to, or sometimes in addition to, SCE benefits.

Take a look at the programs to the right. We're certain you'll find a solution that fits your needs, and powers up your bottom line.



# Price Response Programs

	<b>CRITICAL PEAK PRICING (CPP)</b>	<b>REAL-TIME PRICING (RTP) PUMPING AND AGRICULTURAL REAL-TIME PRICING (PA-RTP)</b>
<b>PROGRAM DESCRIPTION</b>	The CPP rate offers a discount on your monthly on-peak demand charges during the summer months. When electricity demand and/or prices climb, SCE may activate CPP “events,” during which your energy charges will rise significantly. However, if you can reduce or reschedule your usage to lower-demand times of the day during these events, the CPP rate may help lower your electric bill.	Real-Time Pricing rates are electrical rates with hourly varying energy costs and no summertime-related (on-peak and mid-peak) demand charges. These hourly energy costs can vary greatly, depending on the maximum daily temperature recorded at the specific Downtown L. A. site.
<b>THINGS TO CONSIDER</b>	<ul style="list-style-type: none"> <li>You will need to reduce your electric load weekdays during the summer between the hours of 2 PM and 6 PM, up to 15 times a year, but no less than nine times.</li> <li>During the first 12 months on CPP, bill protection ensures the total amount you pay on CPP for the first year will not be more than the amount you would have paid on your base rate (i.e., TOU-GS-3-B or TOU-8-B).</li> </ul>	<ul style="list-style-type: none"> <li>You will need to significantly reduce your electrical load during the specific hours of the day when energy costs exceed your price-level tolerance.</li> <li>You will need to acquire the daily maximum temperature at the Downtown L. A. site.</li> <li>If your operations are 24/7, you may find Real-Time Pricing a good way to minimize your annual electric bill.</li> </ul>
<b>INCENTIVES</b>	Significantly reduced summertime on-peak demand charges, and bill protection for 12 months. Too busy to turn off equipment? Consider installing Auto-DR technology!	No time-related demand charges.
<b>WHAT’S REQUIRED?</b>	You should reduce energy use when requested.	You can monitor day-ahead temperatures at <a href="http://www.wrh.noaa.gov/lox">www.wrh.noaa.gov/lox</a> .
<b>WHEN IS IT REQUIRED?</b>	Weekdays from 2 PM–6 PM, excluding holidays.	24/7/365.
<b>PENALTIES</b>	None. However, energy charges are significantly higher during CPP events than during other summer hours.	None, but energy charges will increase the higher the temperature.
<b>OPERATING MONTHS</b>	June 1–October 1.	Year-round.
<b>EVENT TRIGGER</b>	Day-ahead load and/or price forecasts, forecasts of extreme or unusual temperature conditions, SCE system emergencies, or CAISO emergencies.	Day-ahead temperature at Downtown L. A., as recorded by the National Weather Service.
<b>EVENT NOTIFICATION</b>	Your choice! Phone, pager or e-mail.	None—unless you can access automated Demand Response technology. We recommend you monitor the temperature at <a href="http://www.wrh.noaa.gov/lox">www.wrh.noaa.gov/lox</a> .
<b>LIMITS TO FREQUENCY</b>	Minimum of nine and maximum of 15 events.	None.
<b>ELIGIBILITY</b>	Bundled service (you must procure your electrical generation from SCE).	Bundled-service customers whose monthly maximum demand is greater than 500 kW are eligible for RTP-2. Agricultural and Pumping customers—where 70% or more of the customer’s electrical usage is for general agricultural purposes, or for general water or sewage pumping—would be eligible for PA-RTP.
<b>TERMS OF COMMITMENT</b>	12 months.	12 months.
<b>MORE INFO?</b>	<a href="http://www.sce.com/cpp">www.sce.com/cpp</a>	<a href="http://www.sce.com/rtp">www.sce.com/rtp</a>

## DEMAND BIDDING PROGRAM (DBP)

A voluntary bidding program that offers bill credits against a 10-day baseline for reducing power when a DBP event is called. You will be informed of events the day before they occur.

- You may find the Demand Bidding Program to be a good way to get started in Demand Response.
- You will need to place a bid for two consecutive hours to reduce electrical demand, weekdays between noon and 8 PM.
- You will need Internet access in order to place your bid.

You are provided \$0.50/kWh of verified load drop and are offered credits for fulfilling 50–200% of bid.

Reduce a minimum of 30 kW for individual accounts, and a minimum of 100 kW for group accounts.

Weekdays from 12 PM–8 PM, excluding holidays.

None.

Year-round.

Day-ahead load and/or price forecasts, extreme or unusual temperature conditions impacting system demand, SCE procurement needs, or CAISO emergencies.

Your choice! Phone, pager, fax or e-mail.

None.

Bundled Service, Direct Access, and Community Choice Aggregation customers, whose monthly maximum demand is 200 kW or greater. Customers with accounts less than 200 kW may group their accounts together if they have at least one account that is over 200 kW.

12 months.

[www.sce.com/dbp](http://www.sce.com/dbp)

## CAPACITY BIDDING PROGRAM (CBP)

A flexible bidding program in which you are paid a monthly incentive to reduce load by a predetermined amount during CBP events, with either a day-ahead or day-of notification. You may also participate in this program through a Demand Response Aggregator (DRA).

- You will need to consistently reduce electricity to your monthly bid from May 1 to October 31.
- The Capacity Bidding Program offers flexibility when managing load reductions across multiple facilities.
- You will be paid for the amount of capacity you originally signed up for—whether an event is called or not.

A monthly payment based on the amount of capacity you sign up for, plus payments to bundled-service customers for actual energy reduction (when needed) based on kilowatt-hours (kWh). There will be a reduced incentive payment for less than full capacity reduction.

Charges or reduced incentives apply if you do not curtail usage to your nominated amount.

Weekdays from 11 AM–7 PM, excluding holidays.

If you reduce your energy less than 50% of your bid, charges may offset any incentive payments.

May 1–October 31.

When SCE's thermal unit heat rate reaches 15,000 btu/kWh on a day-ahead or day-of basis.

Your choice! CBP Web site, phone, pager or e-mail.

One event/day, with a maximum of 24 hours/month.

Bundled Service, Direct Access, and Community Choice Aggregation customers.

Enrolled through SCE: 12 months.  
Enrolled with a third-party DRA: Check with each individual third-party DRA, as they may have term requirements.

[www.sce.com/cbp](http://www.sce.com/cbp)

## Additional Tools To Help You Save

### AUTOMATED DEMAND RESPONSE (AUTO-DR)

SCE will reimburse you for the purchase and installation of equipment that automatically and temporarily reduces load—up to \$300 per kW of verified load reduction. This equipment will be remotely activated (via Internet) upon receiving event or price signals from SCE. To find out more about the Auto-DR Program, visit [www.sce.com/autodr](http://www.sce.com/autodr).

To qualify for the Auto-DR Program, you must enroll and participate in one of the following DR Programs for a minimum of 12 months:

- Capacity Bidding Program
- Critical Peak Pricing
- Demand Bidding Program
- Demand Response Contracts
- Real-Time Pricing Rate Schedules

If you have existing energy management or automated load control systems, or have plans to install a new system, you're a good candidate for Auto-DR.

### TECHNICAL ASSISTANCE AND TECHNOLOGY INCENTIVE PROGRAM (TA&TI)

An incentive program that provides reimbursement for the purchase and installation of equipment that temporarily reduces load. The equipment is activated by the customer upon receiving event or price signals from SCE. The reimbursement could be up to \$125 per kW of verified load reduction. In addition, SCE provides free engineering audits to help identify Demand Response opportunities at customer sites. To find out more about the TA&TI Program, visit [www.sce.com/tati](http://www.sce.com/tati).

To qualify for the incentive, you must enroll and participate in one of the following DR Programs for a minimum of 12 months:

- Agricultural and Pumping Interruptible Program
- Capacity Bidding Program
- Critical Peak Pricing
- Demand Bidding Program
- Demand Response Contracts
- Real-Time Pricing Rate Schedules
- Scheduled Load Reduction Program
- Time-of-Use Base Interruptible Program

## Additional Tools To Help You Understand

### SCE ENERGYMANAGER (EM)

Want to know when you use the most energy? With SCE EnergyManager,® you can access your account right from your computer. View recent usage information, energy cost analyses, and more. Just choose between:

- SCE EnergyManager Basic—View yesterday's energy usage at your business. Free to eligible customers with 200 kW or greater of monthly demand.
- SCE Cost Manager®—See how energy use translates into energy costs. Monthly fee.
- SCE Bill Manager®—Review and track your bills online. Monthly fee.

Visit [www.sce.com/energymanager](http://www.sce.com/energymanager) to learn more.

# Other Demand Response Programs, Rates and Offerings

## DEMAND RESPONSE AGGREGATOR PROGRAMS

### Demand Response Contracts (DRC)

A contract between SCE and a third-party Demand Response Aggregator (DRA). DRAs will develop their own Demand Response Programs for customers to provide load reductions to SCE. Customers enter into individual contractual arrangements with DRAs, who can tailor programs to meet customers' own situations. DRAs compensate customers under the terms of the jointly established contract.

Learn more at [www.sce.com/drc](http://www.sce.com/drc).

### Other Aggregation Programs

Demand Response Aggregators are customers or third-party contractors who combine SCE load and make it available for reduction or interruption. Customers can participate through aggregators in three of SCE's current programs: Capacity Bidding Program (CBP), Time-of-Use Base Interruptible Program (TOU-BIP), and Demand Response Contracts (DRC). Terms, conditions and payments may vary per aggregator.

## RELIABILITY PROGRAMS: CUSTOMERS RESPOND TO SYSTEM EMERGENCIES BY REDUCING LOAD

### Time-of-Use Base Interruptible Program (TOU-BIP)

Can you reduce your electrical usage to a predetermined amount within 15 or 30 minutes of notice? Great. This program may be just what you're looking for! You'll receive monthly capacity payments that vary based on the season, time-of-day, voltage level, and other factors.

Learn more at [www.sce.com/tou](http://www.sce.com/tou).

### Summer Discount Plan (SDP) Base and Enhanced

You allow SCE to temporarily turn off or "cycle" your central air conditioner compressor(s) during periods of summer peak demand, based on your comfort level and operational needs. From June 1 through September 30, you will receive a monthly credit. Now doesn't that sound like a smart way to save this summer?

Learn more at [www.sce.com/sdp](http://www.sce.com/sdp).

### Agricultural and Pumping Interruptible Program (AP-I)

Provides a year-round monthly credit to customers who allow SCE to temporarily interrupt electric service to their total load served. No need to call or be notified to reduce load—it's automatic!

Learn more at [www.sce.com/api](http://www.sce.com/api).

### Scheduled Load Reduction Program (SLRP)

Provides a bill credit per kWh of qualified load drop to bundled-service customers who agree to reduce load by a predetermined amount on preselected weekdays, during summer season hours (June 1 through September 30). Customers with average monthly demand of 100 kW or greater must reduce at least 15% of maximum demand (but not less than 100 kW) for each hour during pre-scheduled days and times. Other reduction amounts may be selected from one of three optional timeframes.

Learn more at [www.sce.com/drp](http://www.sce.com/drp).

