



BEFORE THE PUBLIC UTILITIES COMMISSION OF THE **FILED**

STATE OF CALIFORNIA

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In the Matter of the Application of Southern)
California Edison Company (U 338-E) for)
Summer Discount Plan Program.)

A. 10-06-017
(Filed June 30, 2010)

**SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) PROOF OF
COMPLIANCE WITH RULE 13.1(B) – NOTICE REQUIREMENTS OF THE
COMMISSION'S RULES OF PRACTICE AND PROCEDURE**

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Dated: **December 3, 2010**

**BEFORE THE PUBLIC UTILITIES COMMISSION OF THE
STATE OF CALIFORNIA**

In the Matter of the Application of Southern)
California Edison Company (U 338-E) for)
Summer Discount Plan Program.)

A. 10-06-017
(Filed June 30, 2010)

**SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) PROOF OF
COMPLIANCE WITH RULE 13.1(B) – NOTICE REQUIREMENTS OF THE
COMMISSION'S RULES OF PRACTICE AND PROCEDURE**

Rule 13.1(b) of the California Public Utilities Commission Rules of Practice and Procedure requires utilities filing an application to increase any rate to “give notice of hearing, not less than five nor more than 30 days before the date of hearing, to entities or persons who may be affected thereby, by posting notice in public places and by publishing notice in a newspaper or newspapers of general circulation in the area or areas concerned, of the time, date, and place of hearing.”

In compliance, Southern California Edison Company (SCE) provided notice of the Summer Discount Plan Application evidentiary hearings scheduled to start on Monday, December 6, 2010. The notices were published starting November 20, 2010. The last notice was published on November 26, 2010. The hearing notice was also posted at SCE offices.

SCE provides proof of its compliance with Rule 13.1(b) in the declaration of Michelle Esperanza and its attachments. SCE will make proofs available upon request.

Respectfully submitted,

JENNIFER TSAO SHIGEKAWA
R. OLIVIA SAMAD

/s/ R. Olivia Samad

By: R. Olivia Samad

Attorneys for
SOUTHERN CALIFORNIA EDISON COMPANY

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Facsimile: (626) 302-7740
E-mail: olivia.samad@sce.com

Dated: December 3, 2010

Appendix A

DECLARATION OF MICHELLE ESPERANZA

**BEFORE THE PUBLIC UTILITIES COMMISSION OF THE
STATE OF CALIFORNIA**

Application of Southern California Edison)
Company (U 338-E) for Summer Discount)
Program.)
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_____)

A.10-06-017
(Filed June 30, 2010)

DECLARATION OF MICHELLE ESPERANZA

I, Michelle Esperanza, declare as follows:

1. I am employed by Southern California Edison Company. My present capacity is Project Manager in Corporate Communications. My duties include printing, production and programming instruction of bill inserts into Southern California Edison customer's bills and scheduling notices for publication. I am familiar with the process and procedure for providing notice of the above-referenced proceeding pursuant to CPUC Rule 13.1(b). I make this declaration in support of SCE's compliance in this proceeding, with the proof of publication pursuant to Rule 13.1(b).
2. On November 18, 2010, in compliance with Commission Rule 13.1(b), SCE sent a copy of the notice included in Attachment 1 to this declaration to be published in all newspapers of general circulation in the service territory. Proofs of service of publication furnished by those newspapers are included in Attachment 2.

3. I declare under penalty of perjury that the foregoing is true.

Executed December 3, 2010 in Los Angeles County, California

/s/ Michelle Esperanza

By: Michelle Esperanza

Attachment 1

NOTICE PUBLISHED IN NEWSPAPERS AND POSTED AT SCE OFFICES

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 NOTIFICATION OF
EVIDENTIARY HEARINGS OF THE SUMMER DISCOUNT PLAN (SDP)
PROCEEDING,
APPLICATION NO. A.10-06-017, FILED JUNE 30, 2010**

**DATE: Monday, December 6, 2010 – TIME: 9:00 A.M.
THRU December 8, 2010 – TIME: 9:00 A.M.
LOCATION: Commission Courtroom, 505 Van Ness Avenue,
San Francisco, CA. 94102**

The California Public Utilities Commission (CPUC) will hold evidentiary hearings in the Southern California Edison (SCE) Summer Discount Plan (SDP) proceeding to cover its incremental costs for the air conditioner cycling demand response program. Historically, the program has been called only for grid reliability and emergency reasons. Due to new requirements, the SDP program must be modified so that it can also be triggered based on the price of electricity. The modified program reduces customers' energy usage during peak periods, helps electric system reliability and allows SCE to avoid purchasing power at high price periods.

Evidentiary hearings will begin on December 6, 2010 at 10:00am, and will continue daily through December 8, 2010. The Administrative Law Judge (ALJ) may modify the schedule at a later date, and will preside over the evidentiary hearings. The assigned Commissioner may be in attendance as well. The evidentiary hearings will be held at a designated CPUC hearing room in San Francisco, CA at the address noted above. During the evidentiary hearings, formal Parties of record participate, present testimony and oral arguments addressing the issues as set forth in the assigned Commissioner's Scoping Memo dated September 15, 2010.

EVIDENTIARY HEARINGS

The CPUC holds evidentiary hearings whereby the formal parties of record provide testimony and are subject to cross-examination before the CPUC's ALJ. These hearings are open to the public to attend and listen, but only those who are formal parties of record can actively participate. After considering all proposals and evidence presented during the formal hearing process, the assigned ALJ will issue a proposed decision. When the CPUC issues a final

decision on A.10-06-017, it may adopt, amend or modify all or part of the ALJ's proposed decision as written. The CPUC's final decision may be different from SCE's proposed application filing.

FOR MORE INFORMATION

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 | 30553 Rimrock Rd. Barstow, CA 92311 | 374 Lagoon St., Bishop, CA 93514 |
| 505 W. 14 th 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 on SCE's Web site, at www.sce.com/applications. Anyone who would like to obtain more information about the application or notice, please write to:

Southern California Edison Company
P.O. Box 800
2244 Walnut Grove Avenue
Rosemead, CA 91770
Attention: Case Administration

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

CPUC PROCESS

If you wish further information on the EH process or if you would like to submit written comments to the CPUC's Public Advisor's Office at the address or e-mail shown above. Please

state that you are writing concerning SCE's A.10-06-017. Your comments will become part of the formal correspondence file for public comment in this proceeding. The Public Advisor's Office will circulate your comments to the five Commissioners, the ALJ, the CPUC's Division of Ratepayer Advocates (DRA) and to other CPUC staff assigned to this proceeding.

Mail: California Public Utilities Commission
Public Advisor's Office
320 West 4th St., Suite 500
Los Angeles, CA. 90013

E-Mail: public.advisor.la@cpuc.ca.gov

Attachment 2

PROOF OF SERVICE OF PUBLICATION

Date: 11/19/2010 10:20 AM
Subject: Confirmation of Order 1991426

Dear Customer,

The order listed below has been received and processed. If you have any questions regarding this order, please call your ad coordinator on the phone number listed below.

Customer Account Number : 118779
Our Order Number : 1991426

Type of Notice : RAN - RATE ADJUSTMENT NOTICE
Ad Description : APPLICATION A.10-06-017 NOTICE OF HEARING SUMMER DISCOUNT PROGRAM
Newspaper : THE BAKERSFIELD CALIFORNIAN
Publication Dates : 11/22/10

Type of Notice : RAN - RATE ADJUSTMENT NOTICE
Ad Description : APPLICATION A.10-06-017 NOTICE OF HEARING SUMMER DISCOUNT PROGRAM
Newspaper : AVALON BAY NEWS
Publication Dates : 11/25/10

Type of Notice : RAN - RATE ADJUSTMENT NOTICE
Ad Description : APPLICATION A.10-06-017 NOTICE OF HEARING SUMMER DISCOUNT PROGRAM
Newspaper : IMPERIAL VALLEY PRESS
Publication Dates : 11/21/10

Type of Notice : RAN - RATE ADJUSTMENT NOTICE
Ad Description : APPLICATION A.10-06-017 NOTICE OF HEARING SUMMER DISCOUNT PROGRAM
Newspaper : THE FRESNO BEE
Publication Dates : 11/22/10

Type of Notice : RAN - RATE ADJUSTMENT NOTICE
Ad Description : APPLICATION A.10-06-017 NOTICE OF HEARING SUMMER DISCOUNT PROGRAM
Newspaper : HANFORD SENTINEL
Publication Dates : 11/23/10

Type of Notice : RAN - RATE ADJUSTMENT NOTICE
Ad Description : APPLICATION A.10-06-017 NOTICE OF HEARING SUMMER DISCOUNT PROGRAM
Newspaper : L.A.TIMES-FULL RUN
Publication Dates : 11/20/10

Type of Notice : RAN - RATE ADJUSTMENT NOTICE
Ad Description : APPLICATION A.10-06-017 NOTICE OF HEARING SUMMER DISCOUNT PROGRAM
Newspaper : MADERA TRIBUNE
Publication Dates : 11/23/10

Type of Notice : RAN - RATE ADJUSTMENT NOTICE
Ad Description : APPLICATION A.10-06-017 NOTICE OF HEARING SUMMER DISCOUNT PROGRAM
Newspaper : MAMMOTH TIMES
Publication Dates : 11/26/10

Type of Notice : RAN - RATE ADJUSTMENT NOTICE
Ad Description : APPLICATION A.10-06-017 NOTICE OF HEARING SUMMER DISCOUNT PROGRAM
Newspaper : THE REGISTER
Publication Dates : 11/24/10

Type of Notice : RAN - RATE ADJUSTMENT NOTICE
Ad Description : APPLICATION A.10-06-017 NOTICE OF HEARING SUMMER DISCOUNT PROGRAM
Newspaper : PRESS-ENTERPRISE
Publication Dates : 11/24/10

Type of Notice : RAN - RATE ADJUSTMENT NOTICE
Ad Description : APPLICATION A.10-06-017 NOTICE OF HEARING SUMMER DISCOUNT PROGRAM
Newspaper : SAN BERNARDINO COUNTY SUN
Publication Dates : 11/23/10

Type of Notice : RAN - RATE ADJUSTMENT NOTICE
Ad Description : APPLICATION A.10-06-017 NOTICE OF HEARING SUMMER DISCOUNT PROGRAM
Newspaper : SANTA BARBARA NEWS-PRESS
Publication Dates : 11/24/10

Type of Notice : RAN - RATE ADJUSTMENT NOTICE
Ad Description : APPLICATION A.10-06-017 NOTICE OF HEARING SUMMER DISCOUNT PROGRAM
Newspaper : THE UNION DEMOCRAT
Publication Dates : 11/24/10

Type of Notice : RAN - RATE ADJUSTMENT NOTICE
Ad Description : APPLICATION A.10-06-017 NOTICE OF HEARING SUMMER DISCOUNT PROGRAM
Newspaper : VENTURA COUNTY STAR
Publication Dates : 11/24/10

Type of Notice : RAN - RATE ADJUSTMENT NOTICE
Ad Description : APPLICATION A.10-06-017 NOTICE OF HEARING SUMMER DISCOUNT PROGRAM
Newspaper : VISALIA TIMES-DELTA
Publication Dates : 11/24/10

Type of Notice : RAN - RATE ADJUSTMENT NOTICE
Ad Description : APPLICATION A.10-06-017 NOTICE OF HEARING SUMMER DISCOUNT PROGRAM
Newspaper : INYO REGISTER
Publication Dates : 11/23/10

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CERTIFICATE OF SERVICE

I hereby certify that, pursuant to the Commissioner's Rules of Practice and Procedure, I have this day served a true copy of **SOUTHERN CALIFORNIA EDISON COMPANY'S (U 338-E) PROOF OF COMPLIANCE WITH RULE 13.1(b) OF THE COMMISSION'S RULES OF PRACTICE AND PROCEDURE** on all parties identified in the attached service list(s).

Transmitting the copies via e-mail to all parties who have provided an e-mail address.

First class mail will be used if electronic service cannot be effectuated.

Executed this **3rd December, 2010**, at Rosemead, California.

/s/ Meraj Rizvi
Meraj Rizvi
Project Analyst
SOUTHERN CALIFORNIA EDISON COMPANY

2244 Walnut Grove Ave.
Post Office Box 800
Rosemead, California 91770



California Public
Utilities Commission

CPUC Home

CALIFORNIA PUBLIC UTILITIES COMMISSION

Service Lists

PROCEEDING: A1006017 - EDISON - APPLICATION
FILER: SOUTHERN CALIFORNIA EDISON COMPANY
LIST NAME: LIST
LAST CHANGED: NOVEMBER 8, 2010

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Information Only

MRW & ASSOCIATES, LLC
 EMAIL ONLY
 EMAIL ONLY, CA 00000

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