

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



FILED

03-30-11
04:59 PM

Application of Southern California Edison
Company (U338-E) for Approval Demand
Response Programs, Activities and Budgets for
2012-2014.

Application 11-03-003
(Filed March 1, 2011)

**NOTICE OF *EX PARTE* COMMUNICATION
BY THE CALIFORNIA ENERGY STORAGE ALLIANCE**

Pursuant to Rule 8.3 of the Commission's Rules of Practice and Procedure, the California Energy Storage Alliance ("CESA") hereby submits this Notice of *Ex Parte* Communication in the above-referenced proceeding.

On Tuesday, March 29, 2011, at 1:00 p.m., CESA had an ex parte meeting with Karl Mueesen and Scott Murtishaw, advisors to Commissioner Michael Peevey. In attendance for CESA were Janice Lin, Director and Don Liddell, General Counsel, of Douglass & Liddell. Also in attendance were Giovanni D'amato, of StrateGen, David Nemptzow, of Ice Energy, Inc., and Amanda Stevenson, of Xtreme Power. The meeting was initiated by CESA and took place at the Commission's office, located at 505 Van Ness Avenue, San Francisco, California, and lasted for approximately one hour.

During the meeting, Ms. Lin, and the other individuals present, expressed concerns regarding the pressing need for the Commission's to issue guidance to the utilities and evidencing strong support for Permanent Load Shifting ("PLS") in the form of (i) requiring statewide uniformity of utility proposals and (ii) substantially greater funding support to expand the scope of utility proposals. Ms. Lin also urged the Commission to support enactment of AB 1150 (Perez), which was recently introduced to reauthorize funding for the Self Generation Incentive Program ("SGIP").

Ms. Lin urged the Commission to reject any suggestion of transferring consideration of the PLS, SGIP, or any other energy storage-related programs to the Energy Storage Rulemaking. Ms. Lin further urged the Commission to take up and actively support implementation of strategically urgent programs, such as the PLS and SGIP early in the Storage Rulemaking while retaining them within the context of their separate dockets.

To request a copy of this notice, please contact Michelle Dangott at 818.961.3003 or mdangott@energyattorney.com.

Respectfully submitted,



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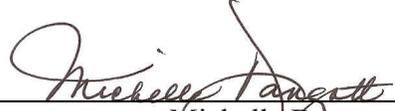
Counsel for the
CALIFORNIA ENERGY STORAGE ALLIANCE

Date: March 30, 2011

CERTIFICATE OF SERVICE

I hereby certify that I have this day served a copy of the *Notice of Ex Parte Communication by California Energy Storage Alliance* on all parties of record in proceeding *A.11-03-003* by serving an electronic copy on their email addresses of record and by mailing a properly addressed copy by first-class mail with postage prepaid to each party for whom an email address is not available.

Executed on March 30, 2011, at Woodland Hills, California.



Michelle Dangott

SERVICE LISTS – A.11-03-003

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