

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

Application of Southern California Edison  
Company (U 338-E) for Approval of its Charge  
Ready and Market Education Programs.

Application A.14-10-014

**APPLICATION OF SOUTHERN CALIFORNIA EDISON COMPANY (U 338-E) FOR  
APPROVAL OF ITS CHARGE READY AND MARKET EDUCATION PROGRAMS**

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Dated: **October 30, 2014**

**APPLICATION OF SOUTHERN CALIFORNIA EDISON COMPANY (U 338-E) FOR  
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**TABLE OF TABLES**

<u>Section</u>	<u>Title</u>	<u>Page</u>
I. INTRODUCTION.....		1
II. SUMMARY OF SCE’S REQUESTS .....		1
III. ORGANIZATION OF SCE’S TESTIMONY .....		3
IV. EXECUTIVE SUMMARY .....		3
V. SCE’S CHARGE READY AND MARKET EDUCATION PROPOSAL .....		5
A. Phase 1 - Pilot .....		6
B. Phase 2 – Charge Ready Program and Market Education Campaign.....		7
C. Revenue Requirement and Cost Recovery .....		8
1. Phase 1 .....		8
a) Phase 1 Revenue Requirement.....		8
b) Phase 1 Cost Recovery.....		8
2. Phase 2 .....		10
a) Phase 2 Revenue Requirement.....		10
b) Phase 2 Cost Recovery.....		10
3. Rate Impacts.....		11
VI. PROCEDURAL REQUIREMENTS.....		11
A. Statutory and Procedural Authority .....		11
B. Proposed Categorization .....		12
C. Need for Hearings, Issues to be Considered, and Proposed Schedule.....		12
D. Legal Name and Correspondence – Rules 2.1(a) and 2.1(b) .....		13
E. Organization and Qualification to Transact Business – Rule 2.2 .....		15
F. Balance Sheet and Income Statement – Rule 3.2.(a)(1) .....		16

**APPLICATION OF SOUTHERN CALIFORNIA EDISON COMPANY (U 338-E) FOR  
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**TABLE OF CONTENTS (CONTINUED)**

Section	Page
G. Statement of Presently Effective and Proposed Rates – Rules 3.2(a)(2) and 3.2(a)(3) .....	16
H. Description of SCE’s Service Territory and Utility System – Rule 3.2(a)(4) .....	17
I. Summary of Earnings – Rule 3.2.(a)(5).....	17
J. Depreciation – Rule 3.2(a)(7) .....	17
K. Capital Stock and Proxy Statement – Rule 3.2(a)(8).....	17
L. Statement Pursuant to Rule 3.2(a)(10).....	17
M. Service of Notice – Rule 3.2(b), (c) and (d) .....	18
N. Index of Exhibits and Appendices to This Application, and Testimony in Support of this Application.....	18
O. Service List .....	19
VII. CONCLUSION .....	20
APPENDIX A BALANCE SHEET AND INCOME STATEMENT .....	
APPENDIX B SUMMARY OF EARNINGS .....	
APPENDIX C LIST OF CITIES AND COUNTIES.....	
APPENDIX D LIST OF ACRONYMS & ABBREVIATIONS .....	

**APPLICATION OF SOUTHERN CALIFORNIA EDISON COMPANY (U 338-E) FOR  
APPROVAL OF ITS CHARGE READY AND MARKET EDUCATION PROGRAMS**

**TABLE OF TABLES**

<b><u>Section</u></b>	<b><u>Title</u></b>	<b><u>Page</u></b>
Table V-1 .....		11

**BEFORE THE PUBLIC UTILITIES COMMISSION OF THE  
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**I.**

**INTRODUCTION**

Pursuant to Rules 1 and 2 of the Rules of Practice and Procedure of the California Public Utilities Commission (Commission or CPUC), Southern California Edison Company (SCE) hereby respectfully files this Application and requests that the Commission approve its Charge Ready program and Market Education efforts. SCE's proposal consists of this Application, as well as Testimony in support of the Application (preliminarily identified as Exhibit SCE-01). The supporting Testimony also provides additional details regarding SCE's proposed ratemaking treatment for its proposal.

**II.**

**SUMMARY OF SCE'S REQUESTS**

In this Application and supporting Testimony, SCE requests Commission approval of its proposal for Charge Ready program and Market Education efforts. SCE is proposing to implement its Charge Ready program and complementary electric vehicle (EV) Market Education effort in two phases. SCE's proposed Phase 1 is a one-year pilot to deploy up to 1,500 charging stations and complementary expanded market education and outreach in support of

electric transportation. SCE's proposed Phase 2 includes deployment of the remaining charging stations, up to 30,000 total over the two-phase program, and broad EV market education and outreach.

In this Application, SCE seeks authority to:

- (i) Expeditiously proceed with its Phase 1 Pilot over a 12-month period beginning in April 2015 at an estimated cost of \$22 million. Phase 1 will include the deployment of infrastructure to support up to 1,500 charging stations, as well as broad Market Education activities;
- (ii) Establish the Charge Ready Program Balancing Account (CRPBA) to provide for the recovery of Phase 1 Pilot recorded revenue requirements, which include recorded Phase 1 incremental costs, effective upon a Commission decision in Phase 1 of this Application;
- (iii) Limit the reasonableness review of the CRPBA to ensure all recorded costs are associated with Phase 1 Pilot activities as defined and adopted by the Commission in Phase 1 of this proceeding;
- (iv) Hold quarterly status meetings with Commission staff and other stakeholders during Phase 1, and file a report on the Phase 1 activities and update SCE's Phase 2 testimony as necessary in January 2016;
- (v) Proceed with Phase 2 of SCE's Charge Ready Program over a four-year period beginning in April 2016 at an estimated cost of \$333 million;
- (vi) Modify the CRPBA to provide for the recovery of Phase 2 Pilot recorded revenue requirements, which include recorded Phase 2 incremental costs, effective upon a Commission decision in Phase 2 of this Application; and
- (vii) Limit the reasonableness review of the CRPBA to ensure all recorded costs are associated with Phase 2 activities as defined and adopted by the Commission in Phase 2 of this proceeding.

### III.

#### **ORGANIZATION OF SCE'S TESTIMONY**

SCE's Testimony submitted in support of this Application, which has preliminarily been marked for identification as Exhibit SCE-01, comprises the following volumes:

Volume 1 - Policy discusses the context, background, expected program benefits, and policy for this filing, along with a brief summary of SCE's requests.

Volume 2 – Phase 1 Charge Ready and Market Education Pilot provides a detailed description of the Phase 1 Pilot of the Charge Ready program and Market Education efforts, the implementation plan, the estimated Pilot costs, the estimated revenue requirement, and proposed cost recovery for and rate impact of Phase 1 of this Application.

Volume 3 – Phase 2 Charge Ready Program Design, Implementation Plan, and Costs provides a detailed description of Phase 2 of the Charge Ready Program, its implementation plan, and projected costs.

Volume 4 – Phase 2 Market Education and Costs provides a detailed description of SCE's Phase 2 Market Education efforts and Phase 2 Transportation Electrification (TE) Advisory Services, including projected costs and proposed reporting metrics and guidelines.

Volume 5 – Phase 2 Cost Recovery discusses the estimated revenue requirement and proposed cost recovery for and rate impact of Phase 2 of this Application.

### IV.

#### **EXECUTIVE SUMMARY**

In this Application and supporting Testimony and Exhibits, SCE hereby seeks approval from the Commission for its Charge Ready program and Market Education efforts. The program specifics are set forth in detail in SCE's Testimony (preliminarily identified as Exhibit SCE-01, Volumes 1 through 5).

SCE proposes to launch its Charge Ready program and complementary EV Market Education effort to remove key barriers to accelerating EV adoption by targeting two specific, near-term goals of market advancement:

- SCE's Charge Ready program will seek to increase the availability of long dwell-time EV charging infrastructure in the near term; and
- SCE's Market Education campaign and Transportation Electrification (TE) Advisory Services will seek to increase overall customer awareness of EVs and the benefits of fueling from the grid and educate customers on the critical importance of achieving state carbon goals through TE while addressing the local air quality needs of the communities we serve.

Over five years and two phases of deployment, SCE's Charge Ready program will provide supporting infrastructure for up to 30,000 charging stations in SCE's service area, estimated to be approximately one-third of the stations necessary in the region to support critical EV penetration by 2020. SCE's proposed Phase 1 is a one-year pilot to deploy up to 1,500 charging stations with complementary Market Education efforts, at a total cost of approximately \$22 million. Phase 1 is designed to validate assumptions and address any uncertainties in the program prior to full implementation in Phase 2. SCE's proposed Phase 2 includes deployment of the remaining charging stations, up to 30,000 total over the two-phase program, and complementary Market Education efforts, at a projected cost of \$333 million. SCE estimates this limited-duration program will cost a total of approximately \$355 million over the five-year deployment period, including an expanded market education and outreach campaign to promote transportation electrification.

SCE designed the Charge Ready program to meet the draft guiding principles proposed in the AFV OIR Scoping Memo and Assigned Commissioner Ruling.<sup>1</sup> The Charge Ready program

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<sup>1</sup> See R.13-11-007, Order Instituting Rulemaking to Consider Alternative-Fueled Vehicle Programs, Tariffs, and Policies, Assigned Commissioner Scoping Memo and Ruling, dated July 21, 2014, p. 6. Examples include  
Continued on the next page



is also designed to offer a full-service, turn-key solution for SCE’s customers that participate in the program. Targeting long dwell-time locations, where cars typically park for at least four hours, SCE will deploy the supporting electric infrastructure needed to serve the charging stations at participating customer locations, up to and including the “make-ready” stub, and offer customers a rebate for the charging stations. SCE will own and maintain the supporting electrical infrastructure and “make-readies;” customers will choose, own, operate, and maintain the charging stations. Through a clear and established end-to-end process and proactive management of stakeholders, the Charge Ready program aims to support the deployment of charging installations efficiently while minimizing disruption for participating customers. SCE’s Charge Ready program targets key infrastructure market segments that need a temporary boost by deploying charging infrastructure at workplaces, multi-unit dwellings (MUDs), fleets, and destination centers where vehicles are usually parked for at least four hours. Long dwell-time charging infrastructure is not developing fast enough to meet California’s 2020 goals for EVs and supporting infrastructure. Long dwell-time charging in these market segments helps reduce range anxiety, increase electric vehicle miles driven, improve access to charging in MUDs, reduce air pollution, and may, in the future, provide a way to utilize excess renewable energy generated during the day.

## V.

### **SCE’S CHARGE READY AND MARKET EDUCATION PROPOSAL**

SCE’s Charge Ready program is designed to facilitate the acceleration of EV penetration in Southern California by targeting areas of the market that hold promise, but are currently underserved by the market. Specifically, Charge Ready will target long dwell-time locations and disadvantaged communities and deploy, over a five-year period, infrastructure to support up to

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Continued from the previous page

maximizing ratepayer benefits, minimizing costs to all utility customers, complementing the use of preferred resources, remaining technology neutral, and allowing for business model innovation.

30,000 qualified EV charging stations across SCE's service area. To support the overall effort, SCE also proposes a comprehensive Market Education effort. SCE proposes to implement the Charge Ready program and Market Education effort in two phases.

**A. Phase 1 - Pilot**

The smaller scope and 12-month duration of the Phase 1 Pilot will allow SCE to test several key assumptions underlying its approach in an expedited manner prior to undertaking a full program in Phase 2. In particular, the Pilot will allow SCE to validate its cost estimates and program incentives, identify and address field deployment issues, and refine its market education strategies, including for disadvantaged communities.

In conjunction with this Charge Ready Pilot, SCE proposes Phase 1 of its broader Market Education campaign that will target potential car buyers in SCE's service territory to expand their awareness about EVs and the benefits of fueling from the electric grid, including increased utilization of utility assets, reduced greenhouse gas emissions, and lower rates for off-peak charging, among others. SCE currently provides residential and business customers with basic information about EV readiness, including available rates and metering arrangements, through its website, limited external collateral, and other non-EV-specific customer-facing personnel. In accordance with D.11-07-029, SCE only directs this education and outreach to customers who indicate an interest in EVs. SCE's proposed Phase 1 Market Education efforts will be incremental in both cost and audience, as it will target a wider set of customers, particularly those customers interested in purchasing new vehicles. While the campaign will leverage existing resources, it will also use a wider set of broad-based and targeted marketing channels. Similarly, SCE's Phase 1 TE Advisory Services function will also be incremental in both cost and scope to current General Rate Case (GRC) requests, as it will provide additional outreach and guidance on a number of TE-related issues and opportunities for business customers, including electrifying fleets, EV charging, reducing greenhouse gas footprints, identifying grants

and tax credits to reduce the incremental purchase price of EVs and supporting infrastructure, and pairing EV charging with solar or energy storage.

It is imperative to move quickly to implement the Pilot. Expedited review and approval of the Phase 1 Pilot will allow SCE to undertake critical market acceleration activities before California's carbon goals and air quality requirements become unattainable. Accordingly, SCE requests that the Commission consider and issue a decision by April 2015 on SCE's Phase 1 request. SCE's Phase 1 request is supported by Volumes 1 and 2 of SCE's testimony. To facilitate expedited implementation of the Pilot, SCE plans to file an advice letter requesting permission to establish the Charge Ready Program Memorandum Account (CRPMA) to allow it to record certain pre-deployment pilot costs in advance of a final Commission decision on the Phase 1 request.

**B. Phase 2 – Charge Ready Program and Market Education Campaign**

Phase 2 of SCE's Charge Ready program and Market Education efforts will entail the implementation of the remaining additional EV chargers (for a total of up to 30,000 qualified EV charging stations throughout both phases of the program) in addition to broad Market Education efforts. SCE expects to file a report with the Commission detailing the first nine (9) months of the Pilot, which will inform the Commission's consideration of the Phase 2 and allow SCE to supplement its showing, as appropriate, prior to a Commission decision on Phase 2.

The Phase 2 Market Education efforts and TE Advisory Services are complementary to, but separate from, the Charge Ready proposal. They are designed to continue the efforts of the Phase 1 Pilot described above, applying lessons learned as needed. The Market Education activities, TE Advisory Services, and related costs described are only applicable to a 2016-2017 time period, as SCE plans to reevaluate the two programs and submit revised program details and cost estimates in its 2018 GRC. These two efforts are appropriate as ongoing programs with additional funding to be requested in future GRCs – unlike the proposed Charge Ready program, which is a limited-duration program designed to immediately accelerate the EV market.

SCE requests that the Commission proceed with consideration of Phase 2 upon issuance of a decision on Phase 1 of SCE's proposal, calling for intervenor testimony and hearings (if necessary) promptly on the heels of SCE's filing of its Pilot report (and any supplements or changes to SCE's Phase 2 testimony) in January 2016 (assuming a Phase 1 decision in April 2015), with a final decision on Phase 2 by April 2016. SCE's Phase 2 requests are supported by Volumes 1, 3, 4, and 5 of SCE's testimony.

**C. Revenue Requirement and Cost Recovery**

**1. Phase 1**

**a) Phase 1 Revenue Requirement**

SCE expects to spend approximately \$18 million in capital costs and approximately \$4 million in operation and maintenance (O&M) costs, for a total of up to \$22 million in ratepayer funding during the pilot phase.

SCE proposes that if the Phase 1 Pilot direct capital and O&M expenditures for the twelve-month period commencing with the Commission's approval to establish the CRPBA are less than \$22 million (constant 2014 \$), then those expenditures will be deemed to be reasonable and, therefore, no further after-the fact review will be required.

**b) Phase 1 Cost Recovery**

SCE requests authority to establish the CRPBA to provide for the recovery of Phase 1 recorded revenue requirements, which include recorded Phase 1 incremental costs, effective upon a final Commission decision in Phase 1 of this Application. Additionally, SCE requests to limit the reasonableness review of the CRPBA to ensuring that all costs recorded during the Phase 1 Pilot are associated with Phase 1 activities as defined and adopted by the Commission in Phase 1 of this proceeding.

SCE will record the actual O&M, payroll taxes, and the capital-related revenue requirement (i.e. depreciation, return on rate base, property taxes, and income taxes) incurred during the pilot phase in the CRPBA. To ensure that customers only pay the actual Phase 1 revenue requirement, SCE requests authorization to transfer the revenue requirement recoded in the CRPBA to the existing distribution sub-account of the Base Revenue Requirement Balancing Account (BRRBA) each month. This proposed ratemaking will ensure that no more and no less than the reasonable revenue requirement associated with Phase 1 is ultimately collected from customers. Any over-collection recorded in the BRRBA at the end of each year will be refunded to customers in the subsequent year. Likewise, any under-collection that is recorded in the BRRBA as of year-end will be recovered from customers in the subsequent year.

Concurrently with this Application, SCE has filed an advice letter requesting authority to establish the CRPMA to record all incremental O&M expenses, invoiced costs for outside services (e.g., consultants and vendors), insurance, and any other pre-deployment expenses incurred as a result of SCE's Phase 1 Pilot activities prior to the Commission's approval of SCE's ratemaking request in this application. The establishment of the CRPMA is necessary to ensure that the Phase 1 Pilot can proceed without delay and without precluding cost recovery at a future date. SCE plans to only use the interim ratemaking (i.e. the CRPMA) while the Pilot phase of this application is pending in 2015 to record incremental O&M. Upon Commission approval of this application for the Phase 1 Pilot, SCE will transfer the balance recorded in the CRPMA to the CRPBA.

2. **Phase 2**

a) **Phase 2 Revenue Requirement**

SCE expects to spend approximately \$324.5 million in capital costs and approximately \$8.5 million in O&M costs, for a total of up to \$333 million in ratepayer funding during Phase 2.

b) **Phase 2 Cost Recovery**

SCE requests Commission authorization to record the actual Phase 2 revenue requirement each month in the CRPBA established during the Pilot phase of this proceeding. Each month, SCE will record the actual O&M, payroll taxes, and the capital-related revenue requirement (i.e. depreciation, return on rate base, property taxes, and income taxes) in the CRPBA. To ensure that customers only pay the actual Phase 2 revenue requirement, SCE requests that the revenue requirement recoded in the CRPBA be transferred to the existing distribution sub-account of the BRRBA each month. This proposed ratemaking will ensure that no more and no less than the reasonable revenue requirement associated with Phase 2 is ultimately collected from customers. Any over-collection recorded in the BRRBA at the end of each year will be refunded to customers in the subsequent year. Likewise, any under-collection that is recorded in the BRRBA at the end of each year is recovered from customers in the subsequent year.

SCE proposes that if the Phase 2 O&M and direct capital expenditures for the period 2016 through 2020 are less than \$355 million (constant 2014 \$) then those expenditures will be deemed to be reasonable and therefore no further after-the fact review is necessary.

**3. Rate Impacts**

The following table compares SCE’s August 2014 average rates, by customer group, to an estimate of proposed average rates if SCE’s revenue requirement and revenue allocation proposals for both phases of this Application are approved by the Commission.

***Table V-1***

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%

**VI.**

**PROCEDURAL REQUIREMENTS**

**A. Statutory and Procedural Authority**

This Application is made pursuant to the Commission’s Rules of Practice and Procedure, and the California Public Utilities Code.

SCE’s request complies with the Commission’s Rules of Practice and Procedure Rules 1.5 through 1.11 and 1.13, which specify the procedures for, among other things, filing documents. In addition, this request complies with Rules 2.1, 2.2 and 3.2.

Rule 2.1 requires that all applications: (1) clearly and concisely state authority or relief sought; (2) cite the statutory or other authority under which that relief is sought; and (3) be verified by the applicant. Rule 2.1 sets forth further requirements that are addressed separately below.

The relief being sought is summarized above in Section II (Summary of SCE's Requests), Section IV (Executive Summary), and Section V (SCE's Charge Ready and Market Education Proposal), and is further described in the Testimony (preliminarily identified as Exhibit SCE-01, Volumes 1 through 5) accompanying this Application.

The statutory and other authority for this request includes, but is not limited to, California Public Utilities Code Sections 451, 454, 454.3, 491, 701, 702, 728, 729, 740.3, 740.8, Article 2 and Rule 3.2 of the Commission's Rules of Practice and Procedure, and prior decisions, orders, and resolutions of this Commission.

SCE's Application has been verified by an SCE officer as provided in Rules 1.11 and 2.1.

**B. Proposed Categorization**

Rule 1.3(e) of the Commission's Rules of Practice and Procedure defines "ratesetting" proceedings as "proceedings in which the Commission sets or investigates rates for a specifically named utility (or utilities), or establishes a mechanism that in turn sets the rates for a specifically named utility (or utilities)." This application includes SCE's request for Commission approval of its proposed Charge Ready program and Market Education efforts, including a request to recover the costs of the program through rates. Therefore, SCE proposes that this proceeding be categorized as ratesetting.

**C. Need for Hearings, Issues to be Considered, and Proposed Schedule**

The need for hearings and the issues to be considered in such hearings will depend in large part on the degree to which other parties contest SCE's request. SCE's proposed



procedural schedule assumes evidentiary hearings will be held in Phase 2; however, the need for hearings will be determined by the assigned administrative law judge(s).

The primary issue to be considered in this proceeding is the reasonableness of SCE’s proposal for its Charge Ready program and Market Education efforts, including ratemaking.

SCE proposes the following schedule for this proceeding:

SCE files Application	October 30, 2014
Protests / Responses to Application	30 days from the date the notice of the filing of the Application appears in the Daily Calendar [approximately December 1, 2014]
Reply to Protests / Responses	10 days from the deadline for filing Protests / Responses [approximately December 11, 2014]
Phase 1 Prehearing Conference	December 15, 2014
Phase 1 Intervenor Testimony Due	January 5, 2015
Phase 1 Rebuttal Testimony Due	January 19, 2015
Commission issues Proposed Phase 1 Decision	February 2015
Comments to Phase 1 Proposed Decision	[20 days from issuance of PD]
Replies to Phase 1 Proposed Decision	[5 days after Comments]
Commission issues Final Phase 1 Decision	April 2015
Phase 2 Prehearing Conference	January 2016
Phase 2 Intervenor Testimony Due	January 2016
Phase 2 Rebuttal Testimony Due	February 2016
Phase 2 Evidentiary Hearings (if necessary)	February 2016
Phase 2 Concurrent Opening Briefs	March 2016
Phase 2 Reply Briefs	March 2016
Commission issues Proposed Phase 2 Decision	April 2016
Comments to Phase 2 Proposed Decision	[20 days from issuance of PD]
Replies to Phase 2 Proposed Decision	[5 days after Comments]
Commission issues Final Phase 2 Decision	May 2016

**D. Legal Name and Correspondence – Rules 2.1(a) and 2.1(b)**

The legal name of the Applicant is Southern California Edison Company (SCE). SCE is a corporation organized and existing under the laws of the State of California, and is primarily

engaged in the business of generating, purchasing, transmitting, distributing and selling electric energy for light, heat and power in portions of central and southern California as a public utility subject to the jurisdiction of the Commission. SCE's properties, substantially all of which are located within the State of California, primarily consist of hydroelectric and thermal electric generating plants, together with transmission and distribution lines and other property necessary in connection with its business.

SCE's principal place of business is 2244 Walnut Grove Avenue, Rosemead, California, and its post office address and telephone number are:

Southern California Edison Company  
Post Office Box 800  
Rosemead, California 91770  
Telephone: (626) 302-1212

SCE's attorneys in this matter are Janet Combs and Andrea Tozer. Correspondence or communications regarding this Application should be addressed to:

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**E. Organization and Qualification to Transact Business – Rule 2.2**

A copy of SCE's Certificate of Restated Articles of Incorporation, effective on March 2, 2006, and presently in effect, certified by the California Secretary of State, was filed with the Commission on March 14, 2006, in connection with Application No. 06-03-020, and is incorporated herein by this reference pursuant to Rule 2.2 of the Commission's Rules of Practice and Procedure.

A copy of SCE's Certificate of Determination of Preferences of the Series D Preference Stock filed with the California Secretary of State on March 7, 2011, and presently in effect, certified by the California Secretary of State, was filed with the Commission on April 1, 2011, in connection with Application No. 11-04-001, and is by reference made a part hereof.

A copy of SCE's Certificate of Determination of Preferences of the Series E Preference Stock filed with the California Secretary of State on January 12, 2012, and a copy of SCE's Certificate of Increase of Authorized Shares of the Series E Preference Stock filed with the California Secretary of State on January 31, 2012, and presently in effect, certified by the California Secretary of State, were filed with the Commission on March 5, 2012, in connection with Application No. 12-03-004, and are by reference made a part hereof.

A copy of SCE's Certificate of Determination of Preferences of the Series F Preference Stock filed with the California Secretary of State on May 5, 2012, and presently in effect, certified by the California Secretary of State, was filed with the Commission on June 29, 2012, in connection with Application No. 12-06-017, and is by reference made a part hereof.

A copy of SCE's Certificate of Determination of Preferences of the Series G Preference Stock filed with the California Secretary of State on January 24, 2013, and presently in effect, certified by the California Secretary of State, was filed with the Commission on January 31, 2013, in connection with Application No. 13-01-016, and is by reference made a part hereof.

A copy of SCE's Certificate of Determination of Preferences of the Series H Preference Stock filed with the California Secretary of State on February 28, 2014, and presently in effect, certified by the California Secretary of State, was filed with the Commission on March 24, 2014, in connection with Application No. 14-03-013, and is by reference made a part hereof.

Certain classes and series of SCE's capital stock are listed on a "national securities exchange" as defined in the Securities Exchange Act of 1934 and copies of SCE's latest Annual Report to Shareholders and its latest proxy statement sent to its stockholders has been filed with the Commission with a letter of transmittal dated March 14, 2014, pursuant to General Order Nos. 65-A and 104-A of the Commission.

**F. Balance Sheet and Income Statement – Rule 3.2.(a)(1)**

Appendix A to this Application contains copies of SCE's balance sheet as of June 30, 2014, and income statement for the period ended June 30, 2014, the most recent period available.

**G. Statement of Presently Effective and Proposed Rates – Rules 3.2(a)(2) and 3.2(a)(3)**

The presently effective rates and the illustrative changes proposed to be made to those rates are discussed in this Application in Section V.C., and use rates current as of August 2014. The proposed rates are illustrative and will be updated consistent with the Commission's decision in this proceeding to reflect SCE's then-current authorized revenues when such rates are implemented. SCE's current rates and charges for electric service are in its electric tariffs and schedules on file with the Commission. These tariffs and schedules are filed with and made effective by the Commission in its decisions, orders, resolutions, and approvals of advice letter

filings pursuant to Commission General Order 96-A. SCE is not requesting a general revenue increase over 1 percent in this Application.

**H. Description of SCE's Service Territory and Utility System – Rule 3.2(a)(4)**

Because this application is not a general rate increase application, this requirement is not applicable.

**I. Summary of Earnings – Rule 3.2(a)(5)**

Rule 3.2(a)(5) requires:

A summary of earnings (rate of return summary) on a depreciated rate base for the test period or periods upon which applicant bases its justification for an increase.

SCE's January 2014 Summary of Earnings is attached hereto as Appendix B.

**J. Depreciation – Rule 3.2(a)(7)**

Because this application is not a general rate increase application, this requirement is not applicable.

**K. Capital Stock and Proxy Statement – Rule 3.2(a)(8)**

Because this application is not a general rate increase application, this requirement is not applicable.

**L. Statement Pursuant to Rule 3.2(a)(10)**

Rule 3.2(a)(10) requires that the “application of electrical ... corporations shall separately state whether or not the increase reflects and passes through to customers only increased costs to the corporation for the services or commodities furnished by it.”

SCE's application includes a request for authorization to add various capital expenditures to rate base. These requested rate base additions would earn a return on, as well as a return of, capital. In that sense, SCE's request in this proceeding is not limited to passing through to

customers “only increased costs to the corporation for the services or commodities furnished by it.”

**M. Service of Notice – Rule 3.2(b), (c) and (d)**

As required by Rule 3.2(b), a notice stating in general terms the proposed increase in rates will be mailed to the designated officials of the State of California, and the cities and counties affected by the rate changes proposed in this Application as listed in Appendix C hereto.

Pursuant to Rule 3.2(c), notice will be published in a newspaper of general circulation in each county in SCE’s service territory within which the rate changes would be effective. A list of cities and counties affected by the increase proposed in this Application is attached hereto as Appendix C.

Finally, pursuant to Rule 3.2(d), notice will be furnished to customers affected by the proposed increase by including such notice with the regular bills mailed to those customers.

**N. Index of Exhibits and Appendices to This Application, and Testimony in Support of this Application**

SCE’s submissions in support of this Application include the following, which are incorporated herein by reference:

**Appendices to Application**

Appendix A	Balance Sheet and Income Statement
Appendix B	Summary of Earnings
Appendix C	List of Cities and Counties
Appendix D	List of Acronyms & Abbreviations

**Exhibits to Application**

Exhibit SCE-01, Volume 01	Prepared Testimony in Support of SCE's Charge Ready Application Volume 01 – Policy
Exhibit SCE-01, Volume 02	Prepared Testimony in Support of SCE's Charge Ready Application Volume 02 – Phase 1 Charge Ready and Market Education Pilot
Exhibit SCE-01, Volume 03	Prepared Testimony in Support of SCE's Charge Ready Application Volume 03 – Phase 2 Charge Ready Program Design, Implementation Plan, and Costs
Exhibit SCE-01, Volume 04	Prepared Testimony in Support of SCE's Charge Ready Application Volume 04 – Phase 2 Market Education and Costs
Exhibit SCE-01, Volume 05	Prepared Testimony in Support of SCE's Charge Ready Application Volume 05 – Phase 2 Cost Recovery

**O. Service List**

The official service list has not yet been established in this proceeding. SCE is serving this Application and supporting Testimony on the service list established by the Commission for R.13-11-007 and A.14-04-014.

**VII.**

**CONCLUSION**

Southern California Edison Company is now ready to proceed with its showing in support of this Application. WHEREOF, Southern California Edison Company respectfully requests that the Commission review this Application and expeditiously issue an order Approving SCE's Charge Ready and Market Education Programs proposal, including its proposed ratemaking, as filed.

Respectfully submitted,

SOUTHERN CALIFORNIA EDISON COMPANY

*/s/ Ronald Owen Nichols*

---

By: Ronald Owen Nichols  
Senior Vice President of Regulatory Affairs

JANET COMBS  
ANDREA L. TOZER

*/s/ Andrea L. Tozer*

---

By: Andrea L. Tozer

Attorneys for  
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October 30, 2014



**VERIFICATION**

I am an officer of the applicant corporation herein, and am authorized to make this verification on its behalf. I am informed and believe that the matters stated in the foregoing document are true.

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

Executed this **30th day of October, 2014**, at Rosemead, California.

*/s/ Ronald Owen Nichols*

---

By: Ronald Owen Nichols  
Senior Vice President of Regulatory Affairs

SOUTHERN CALIFORNIA EDISON COMPANY  
2244 Walnut Grove Avenue  
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**Appendix A**

**Balance Sheet and Income Statement**

SOUTHERN CALIFORNIA EDISON COMPANY

BALANCE SHEET  
JUNE 30, 2014  
ASSETS  
(in millions)

UTILITY PLANT:

Utility plant, at original cost *	\$ 35,542
Less- accumulated provision for depreciation and decommissioning *	<u>7,774</u>
	27,768
Construction work in progress	3,385
Nuclear fuel, at amortized cost	<u>134</u>
	<u>31,287</u>

OTHER PROPERTY AND INVESTMENTS:

Nonutility property - less accumulated depreciation of \$72	70
Nuclear decommissioning trusts	4,740
Other investments	<u>150</u>
	<u>4,960</u>

CURRENT ASSETS:

Cash and equivalents	71
Receivables, less allowances of \$67 for uncollectible accounts	1,004
Accrued unbilled revenue	870
Inventory	259
Derivative assets	93
Regulatory assets	1,265
Deferred income taxes	84
Other current assets	<u>452</u>
	<u>4,098</u>

DEFERRED CHARGES:

Regulatory assets	7,345
Derivative assets	217
Other long-term assets	<u>398</u>
	<u>7,960</u>
	<u>\$ 48,305</u>

\* Detailed by class on following pages.

SOUTHERN CALIFORNIA EDISON COMPANY

BALANCE SHEET  
JUNE 30, 2014  
CAPITALIZATION AND LIABILITIES  
(in millions)

CAPITALIZATION:

Common stock	\$	2,168
Additional paid-in capital		603
Accumulated other comprehensive loss		(8)
Retained earnings		<u>7,867</u>
Common shareholder's equity		10,630
Preferred and preference stock		2,070
Long-term debt		<u>9,523</u>
Total capitalization		<u>22,223</u>

CURRENT LIABILITIES:

Short-term debt		587
Current portion of long-term debt		900
Accounts payable		1,286
Customer deposits		209
Derivative liabilities		144
Regulatory liabilities		826
Deferred income taxes		68
Other current liabilities		<u>1,033</u>
		<u>5,053</u>

DEFERRED CREDITS:

Deferred income taxes and credits		8,026
Derivative liabilities		1,051
Pensions and benefits		897
Asset retirement obligations		2,919
Regulatory liabilities		6,234
Other deferred credits and other long-term liabilities		<u>1,902</u>
		<u>21,029</u>
	\$	<u>48,305</u>

SOUTHERN CALIFORNIA EDISON COMPANY

**(h) A balance sheet as of the latest available date, together with an income statement covering the period from close of last year for which an annual report has been filed with the Commission to the date of the balance sheet attached to the application.**

STATEMENT OF INCOME  
THREE MONTHS ENDED JUNE 30, 2014

(In millions)

OPERATING REVENUE	<u>\$ 5,938</u>
OPERATING EXPENSES:	
Fuel	143
Purchased power	2,239
Other operation and maintenance	1,410
Depreciation, decommissioning and amortization	824
Property and other taxes	156
Impairment and other charges	231
Total operating expenses	<u>5,003</u>
OPERATING INCOME	935
Interest and other income	69
Interest expense	(269)
Other expenses	(23)
INCOME BEFORE INCOME TAX	<u>712</u>
INCOME TAX	<u>86</u>
NET INCOME	626
Less: Dividends on preferred and preference stock	<u>56</u>
NET INCOME AVAILABLE FOR COMMON STOCK	<u><u>\$ 570</u></u>

**Appendix B**

**Summary of Earnings**

**Southern California Edison  
 Summary of Earnings  
 2014 GRC Adopted Revenue Requirement  
 Thousands of Dollars**

Line No.	Item	Total
1.	<b>Base Revenues</b>	6,149,361
2.	<b>Expenses:</b>	
3.	Operation & Maintenance	2,511,482
4.	Depreciation	1,586,868
5.	Taxes	767,265
6.	Revenue Credits	(157,433)
7.	Total Expenses	4,708,181
8.	<b>Net Operating Revenue</b>	1,441,180
9.	<b>Rate Base</b>	18,292,195
10.	<b>Rate of Return</b>	7.88%

**Appendix C**

**List of Cities and Counties**





# Incorporated Cities and Counties Served by SCE

## COUNTIES

Fresno	Kern	Madera	Riverside	Tuolumne
Imperial	Kings	Mono	San Bernardino	Tulare
Inyo	Los Angeles	Orange	Santa Barbara	Ventura

## CITIES

Adelanto	Commerce	Hesperia	Los Alamitos	Port Hueneme	Simi Valley
Agoura Hills	Compton	Hidden Hills	Lynwood	Porterville	South El Monte
Alhambra	Corona	Highland	Malibu	Rancho Cucamonga	South Gate
Aliso Viejo	Costa Mesa	Huntington Beach	Mammoth Lakes	Rancho Mirage	South Pasadena
Apple Valley	Covina	Huntington Park	Manhattan Beach	Rancho Palos Verdes	Stanton
Arcadia	Cudahy	Indian Wells	Maywood	Rancho Santa Margarita	Tehachapi
Artesia	Culver City	Industry	McFarland	Redlands	Temecula
Avalon	Cypress	Inglewood	Menifee	Redondo Beach	Temple City
Baldwin Park	Delano	Irvine	Mission Viejo	Rialto	Thousand Oaks
Barstow	Desert Hot Springs	Irwindale	Monrovia	Ridgecrest	Torrance
Beaumont	Diamond Bar	Jurupa Valley	Montclair	Rolling Hills	Tulare
Bell	Downey	La Canada Flintridge	Montebello	Rolling Hills Estates	Tustin
Bell Gardens	Duarte	La Habra	Monterey Park	Rosemead	Twentynine Palms
Bellflower	Eastvale	La Habra Heights	Moorpark	San Bernardino	Upland
Beverly Hills	El Monte	La Mirada	Moreno Valley	San Gabriel	Valencia
Big Bear Lake	El Segundo	La Palma	Murrieta	San Jacinto	Victorville
Bishop	Exeter	La Puente	Newport Beach	San Marino	Villa Park
Blythe	Farmersville	La Verne	Norco	Santa Ana	Visalia
Bradbury	Fillmore	Laguna Beach	Norwalk	Santa Barbara	Walnut
Brea	Fontana	Laguna Hills	Ojai	Santa Clarita	West Covina
Buena Park	Fountain Valley	Laguna Niguel	Ontario	Santa Fe Springs	West Hollywood
Calabasas	Fullerton	Laguna Woods	Orange	Sierra Madre	Westlake Village
California City	Garden Grove	Lake Elsinore	Oxnard	Signal Hill	Westminster
Calimesa	Gardena	Lake Forest	Palm Desert		Whittier
Camarillo	Glendora	Lakewood	Palm Springs		Wildomar
Canyon Lake	Goleta	Lancaster	Palmdale		Woodlake (Three Rivers)
Carpinteria	Grand Terrace	Lawndale	Palos Verdes		Yorba Linda
Carson	Hanford	Lindsay	Paramount		Yucaipa
Cathedral City	Hawaiian Gardens	Loma Linda	Perris		Yucca Valley
Cerritos	Hawthorne	Lomita	Pico Rivera		
Chino	Hemet	Long Beach	Placentia		
Chino Hills	Hermosa Beach		Pomona		
Claremont					

**Appendix D**

**List of Acronyms & Abbreviations**

## SCE - ACRONYMS & ABBREVIATIONS

A.	CPUC Application
A&G	Administrative and General Expenses
AB	Assembly Bill
AFUDC	Allowance for Funds Used During Construction
AFV	Alternative-Fueled Vehicle
APCD	Air Pollution Control District
AQMD	Air Quality Management District
ARFVTP	Alternative and Renewable Fuel and Vehicle Technology Program
BCD	SCE's Business Customer Division
BEV or Battery EV	Battery Electric Vehicle
BRRBA	Base Revenue Requirement Balancing Account
CAISO	California Independent System Operator
CalEnviroScreen 2.0	California Communities Environmental Health Screening Tool
CalEPA	California Environmental Protection Agency
CARB	California Air Resources Board
CEC	California Energy Commission
Commission	California Public Utilities Commission
CPUC	California Public Utilities Commission
CRPBA	Charge Ready Program Balancing Account
CRPMA	Charge Ready Program Memorandum Account
CVRP	California Clean Vehicle Rebate Project
CWIP	Construction Work In Progress
D.	CPUC Decision
DBL	Distribution Business Line
DC	Direct Current
E&O	Education and Outreach
E3	Energy+Environmental Economics
EMFAC	Emission Factors
EPRI	Electric Power Research Institute
ERRA	Energy Resource Recovery Account
ESR	Electric Service Requirements
EV	Electric Vehicle
EVMT	Electric Vehicle Miles Traveled
EVSE	Electric Vehicle Supply Equipment
FAQs	Frequently Asked Questions

## SCE - ACRONYMS & ABBREVIATIONS

FCV	Fuel Cell Vehicle
FERC	Federal Energy Regulatory Commission
FF&U	Franchise Fees and Uncollectible Account Expenses
FTE	Full-Time Employee
GAAP	Generally Accepted Accounting Principles
GHG	Greenhouse Gas
GO	CPUC General Order
GRC	General Rate Case
HVIP	California Hybrid and Zero-Emission Truck and Bus Voucher Incentive Project
IDDDRI	The Institute for Sustainable Development and International Relations
IOU	Investor-Owned Utility
IRC	Internal Revenue Code
kW	Kilowatt
LBNL	Lawrence Berkeley National Lab
LEV	Low-Emission Vehicle
MACRS	Modified Accelerated Cost Recovery System
MSO	Metering Services Organization
MSRC	Mobile Source Air Pollution Reduction Review Committee
MUD	Multi-Unit Dwelling
NO <sub>x</sub>	Nitrogen Oxide
NREL	National Renewable Energy Labs
O&M	Operation and Maintenance Expenses
OEM	Original Equipment Manufacturers
OIR	CPUC Order Instituting Rulemaking
PBOP	Post-Retirement Benefits Other Than Pensions
PEV	Plug-In Electric Vehicle
PG&E	Pacific Gas and Electric Company
PHEV or Plug-In Hybrid EV	Plug-In Hybrid Electric Vehicle
PMO	Program Management Organization
R.	CPUC Rulemaking
RDW	Rate Design Window
RFI	Request For Information
RFP	Request for Proposal
RIM	Ratepayer Impact Measure
SB	Senate Bill

## SCE - ACRONYMS & ABBREVIATIONS

SCAG	Southern California Association of Governments
SCAQMD	South Coast Air Quality Management District
SCE	Southern California Edison Company
SDG&E	San Diego Gas & Electric Company
SDSN	Sustainable Development Solutions Network
SEM	Search Engine Marketing
SMUD	Sacramento Municipal Utility District
T&D	Transmission and Distribution
TE	Transportation Electrification
TOU	Time-of-Use
UN	United Nations
USoA	Uniform System of Accounts
VGI	Vehicle-Grid Integration
WMDVBE	Women, Minority, and Disabled Veteran Business Enterprises
ZEV	Zero-Emissions Vehicle

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

Application of Southern California Edison  
Company (U 338-E) for Approval of its Charge  
Ready and Market Education Programs.

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Application A.14-10-\_\_\_\_

**SOUTHERN CALIFORNIA EDISON (U338-E) NOTICE OF AVAILABILITY**

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Dated: **October 30, 2014**

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

Application of Southern California Edison  
Company (U 338-E) for Approval of its Charge  
Ready and Market Education Programs.

Application 14-10-014

**SOUTHERN CALIFORNIA EDISON (U338-E) NOTICE OF AVAILABILITY**

SOUTHERN CALIFORNIA EDISON COMPANY (SCE) hereby provides this Notice of Availability of its Application for Approval of its Charge Ready program and Market Education efforts and related materials, including its supporting Testimony (preliminarily marked as Exhibit SCE-01, Volumes 1 through 5), and any other workpapers or supporting documents will be made available upon request.

SCE is serving this Application and supporting Testimony on the service list established by the Commission for R.13-11-007 (the Order Instituting Rulemaking to consider Alternative-Fueled Vehicle Programs, Tariffs, and Policies) and A.14-04-014 (the Application of San Diego Gas & Electric Company (U 902 E) for Approval of its Electric Vehicle-Grid Integration Pilot Program). SCE will provide a copy of the Application and supporting materials upon request.

To request these materials, please direct your request to SCE as follows:

Case Administration  
Southern California Edison Company  
Post Office Box 800  
2244 Walnut Grove Avenue  
Rosemead, California 91770  
Telephone: (626) 302-3003  
E-mail: [caseadmin@sce.com](mailto:caseadmin@sce.com)

Respectfully submitted,

JANET S. COMBS  
ANDREA L. TOZER

*/s/ Andrea L. Tozer*

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Dated: October 30, 2014



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

Application Southern California Edison )  
Edison Company (U-338-E) for Approval of its )  
Charge Ready and Market Education Programs. )  
\_\_\_\_\_ )

Application 14-10-014

**CERTIFICATE OF SERVICE**

I hereby certify that, pursuant to the Commission's Rules of Practice and Procedure, I have this day served a true copy of **APPLICATION OF SOUTHERN CALIFORNIA EDISON COMPANY (U338-E) FOR APPROVAL OF ITS CHARGE READY AND MARKET EDUCATION PROGRAMS** on all parties identified on the attached service list(s) **R.13-11-007 and A.14-04-014**. Service was effected by one or more means indicated below:

- Transmitting the copies via e-mail to all parties who have provided an e-mail address.
  
- Placing the copies in sealed envelopes and causing such envelopes to be delivered by hand or by overnight courier to the offices of the Assigned ALJ(s) or other addressee(s).

**Chief ALJ Timothy J. Sullivan**  
CPUC  
505 Van Ness Ave.  
San Francisco, CA 94102

**ALJ Irene Moosen**  
CPUC  
505 Van Ness Ave.  
San Francisco, CA 94102

Executed **October 30, 2014**, at Rosemead, California.

*/S/ Melissa Hernandez*

**Melissa Hernandez**

**Project Analyst**

**SOUTHERN CALIFORNIA EDISON COMPANY**

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California Public  
Utilities Commission

[CPUC Home](#)

## CALIFORNIA PUBLIC UTILITIES COMMISSION Service Lists

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**PROCEEDING: A1404014 - SDG&E - FOR APPROVAL**  
**FILER: SAN DIEGO GAS & ELECTRIC COMPANY**  
**LIST NAME: LIST**  
**LAST CHANGED: OCTOBER 30, 2014**

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[TOP OF PAGE](#)  
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