



# SCE Demand Response Program Enrollment Assumptions

Program Year 2010



# Enrollment Drivers

- Historical program growth.
- Regulatory guidance.
- DR program manager marketing plans.
- SCE customer representatives feedback.



# Emergency Programs

Program	Enrollment Assumptions	Forecast Year			
		2011	2012	2013	2014-2021
<b>API</b>	Limited marketing efforts. 3% program growth through 2014 due to an increasing number of applications.	897	928	959	990
<b>BIP</b>	Limited marketing efforts. Maintain enrollment at current levels throughout the forecast horizon.	626	626	626	626
<b>SDP-COM</b>	Limited marketing efforts. Maintain routine program operations.	11,133	12,095	13,051	14,002
<b>SUB-TOTAL</b>		<b>12,656</b>	<b>13,649</b>	<b>14,636</b>	<b>15,618</b>



# Price Responsive Programs

Program	Enrollment Assumptions	Forecast Year			
		2011	2012	2013	2014-2021
<b>SDP-RES</b>	Transition legacy customers to price-responsive. Customers prefer to have override capabilities.	298,045	326,709	355,640	384,799
<b>CPP-L</b>	Estimated 50% of initial default customers will remain on the program based on bill impact analysis.	3,127	2,509	2,597	2,685
<b>DBP</b>	5% program growth through 2012 for >200 kW customers. Offer DBP to <200 kW customers with adequate metering.	1,456	1,550	4,090	3,538
<b>SUB-TOTAL</b>		<b>302,628</b>	<b>330,768</b>	<b>362,327</b>	<b>391,022</b>

# Aggregator Managed Programs

Program	Enrollment Assumptions	Forecast Year			
		2011	2012	2013	2014-2021
CBP-DA	SmartConnect deployment will provide adequate metering to <200 kW customers. Change program season from May-October to year-round.	97	115	132	150
CBP-DO	SmartConnect deployment will provide adequate metering to <200 kW customers. Change program season from May-October to year-round.	442	473	504	536
DRC-DA	Contracts expire in 2012	393	380	0	0
DRC-DO	Contracts expire in 2012	1,225	1,192	0	0
<b>SUB-TOTAL</b>		<b>2,157</b>	<b>2,160</b>	<b>636</b>	<b>686</b>



# Non-Event Based Resource

Program	Enrollment Assumptions	Forecast Year			
		2011	2012	2013	2014-2021
RTP	Offer RTP to all non-residential customers with adequate metering.	99	99	184	268
<b>SUB-TOTAL</b>		<b>99</b>	<b>99</b>	<b>184</b>	<b>268</b>



# Portfolio Total

Program	Forecast Year			
	2011	2012	2013	2014-2021
Emergency	12,656	13,649	14,636	15,618
Price Response	302,628	330,768	362,327	391,022
Aggregator Managed	2,157	2,160	636	686
Non Event Based	99	99	184	268
<b>PORTFOLIO-TOTAL</b>	<b>317,540</b>	<b>346,676</b>	<b>377,783</b>	<b>407,594</b>