

Communicating Air Quality – An Industry Perspective

Clean Air Act Advisory Committee

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About SCE

- Delivered 87.34 billion kWh of electricity in 2011 to:
 - More than 14 million people
 - 180 cities and 11 counties in central, coastal and Southern California
 - 50,000 square miles of service area
 - 5,000 large businesses
 - 280,000 small businesses
- Monitor and maintain an electricity system of:
 - More than 1.5 million electric poles
 - 712,605 transformers
 - 55,765 distribution switches
 - 88,207 miles of distribution lines
- 18,069 full-time employees



Sector Role

- Air emissions related to fossil generation and vehicle fleet
- Power source procurement featuring a mix of emitting and non-emitting resources
- Stakeholder in developing attainment and maintenance strategies within air quality control regions
 - Distributed generation
 - Renewables
 - Electrification

Communication Challenges

- Rules and science are complicated and therefore challenging to explain to the public
- Public distrust of EPA standards for source emissions and air quality
- Conservative nature of impact analysis using EPA models
- Public distrust of industry