



SOUTHERN CALIFORNIA  
**EDISON**<sup>®</sup>

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– [www.sce.com](http://www.sce.com)

**Energy-Related Learning**

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– [www.sce.com/agtac](http://www.sce.com/agtac)

**Statewide Transmission System Status**

– [www.caiso.com](http://www.caiso.com)

**Utility Regulation**

– [www.cpuc.ca.gov](http://www.cpuc.ca.gov)  
– [www.energy.ca.gov](http://www.energy.ca.gov)



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**POWER BULLETIN**

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**INDUSTRIAL SEGMENT**

**Manage Summer Month Bills Through Critical Peak Pricing**

Southern California Edison's (SCE) summer season rate schedules take effect June 1, 2010, and that means you may find opportunities to further manage your bill with Critical Peak Pricing (CPP), the default rate for bundled service customers with demands greater than 200 kilowatts (kW).

CPP rewards customers for reducing or shifting electricity usage during nine to 15 summer critical peak events—when the demand and price for electricity climb. If you plan now to reduce energy load during these periods or shift usage to lower-demand times, you may save money on your electric bills.

**CPP Participation Benefits**

With CPP, you receive two significant benefits:

- Reduced monthly on-peak demand charges throughout the summer season (June 1 to Oct. 1 for 2010).
- Bill protection for the first 12 consecutive months on a CPP rate. This ensures the total amount you pay on CPP during your first year will not be more than the amount you would have paid on your base rate. If you pay less on CPP for your first year than the amount you would have otherwise paid, the savings are yours to keep.

In the summer months, SCE will contact you the day before a CPP event (based on the day-ahead energy market price, demand forecasts, temperature or other system factors) to ask you to reduce energy usage. You will be responsible for providing your contact information to SCE in order to receive event notices. During each CPP four-hour event, your energy charges will increase significantly. By reducing electricity use during these events, you can avoid these higher prices and may improve your bottom line, while also helping lessen greenhouse gas emissions.

**Demand Response Technology Incentives**

To help identify opportunities to participate in demand response programs like CPP, SCE offers free site assessments and engineering evaluations through the Technical Assistance and Technology Incentives Program (TA&TI).

TA&TI also provides incentives up to \$300 per kW of verified load reduction to offset the purchase and installation costs of equipment and control systems that automatically reduce energy consumption during demand response events. Automated Demand Response, or Auto-DR, greatly simplifies participation in CPP, with flexibility and ease-of-use that allow you to pre-select your level of participation and automatically take part in demand response.

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## Integration of Energy Efficiency

You also may have the opportunity to combine your Auto-DR technology incentive with energy efficiency incentives to cover more of your project cost for Auto-DR enabling equipment. Keep in mind that energy efficiency and demand reduction can work hand-in-hand to help you further reduce your energy costs and make it even easier to participate in CPP.

By investing in or making enhancements to an energy management system, installing lighting with dimmable ballasts or putting variable frequency drives on motors, you may increase your capability to take part in CPP or another demand response program.

For more information on CPP and Auto-DR, as well as strategies for on-peak load reduction and other demand response program options, contact your account representative. Also visit [www.sce.com/drp](http://www.sce.com/drp) for additional details.

### Tips to Reduce On-Peak Energy Use

As summer arrives, keep in mind these tips to reduce electric load during on-peak periods to improve your bottom line and help ensure adequate electricity supplies for your community:

- Turn off decorative and nonessential lighting and fountains.
- Raise cooling thermostat settings.
- Reduce use of multiple elevators and escalators.
- Delay dishwashing and laundry processes.

Contact your account representative to help develop your event curtailment plan or to discuss additional peak load reduction strategies to save energy, money and the environment.

## INDUSTRIAL SEGMENT FOCUS

### West American Rubber Company Stretches Energy Savings With SCE's Auto-DR

"We didn't make it to 100 just by chance," said Partner Ken Hemstreet of West American Rubber Company (WARCO), which marked its centennial in 2010. "We intend to stay in business and we know to do that we have to look everywhere we can to make our business even more efficient and competitive."

Orange, Calif.-based WARCO joined SCE's Automated Demand Response (Auto-DR) program in 2009 as another step forward in its efforts to lower energy costs—one of its major expenses.

Auto-DR allows customers with an automated load control system, such as an energy management system (EMS), to participate in SCE demand response programs with no manual intervention, providing flexibility and ease-of-use. Customers pre-select their level of participation and earn incentives for energy load reductions, which also offer environmental benefits.

#### A \$245,000-Plus Incentive

Working with SCE and the company's account executive, Paula Muggia, WARCO began with a demand response site assessment through the Technical Assistance and Technology Incentives Program (TA&TI) to identify opportunities to participate in Auto-DR.

Company President Jim deLeo said this offered the ability "to better control expenses by identifying each piece of our equipment in terms of energy consumption." He also credited SCE for providing a clear explanation of Auto-DR to allow WARCO to make an informed decision.

Next, SCE provided WARCO with an incentive of more than \$245,000 for the installation of an EMS to automatically reduce load from high-consumption equipment. This reflects the up-to-\$300 per kilowatt (kW) SCE pays for verified automated load reduction. Testing showed that the Auto-DR system can allow WARCO to reduce load by 899 kW during high-demand periods—when California needs it most.

WARCO currently participates in two demand response programs: the Demand Bidding Program (DBP) and the Base Interruptible Program (TOU-BIP), with Auto-DR used for DBP:

- DBP offers the opportunity to receive bill credits for voluntarily reducing load when a DBP event is called, and
- TOU-BIP provides a monthly credit for committing to reduce load to a pre-determined level during state-initiated interruption events.



West American Rubber Company President Jim deLeo shows one of the energy management system control boxes (funded by SCE's Technical Assistance and Technology Incentives Program) that allow his company to reduce electricity costs.

### Substantial Energy Savings

deLeo said WARCO now receives "substantial savings" both from demand response program rate discounts and bill credits, and overall from the energy reduced during the demand response events.

In addition, he noted that the knowledge gained from the TA&TI demand response site assessment and use of the EMS allows WARCO—which operates 24/5—to make smart, cost-effective decisions to manually reduce load on additional equipment and rearrange shifts from on-peak periods.

"We're always looking at how we can cut costs," he said. "Now we have new information and options, and we can monitor equipment and decide what to use. The system gives us more flexibility."

The move to Auto-DR represents the next step in a long history of energy management initiatives by WARCO completed with the support of SCE. To deliver quality rubber products, the company's 160,000-square-foot facility includes major energy-intensive equipment, including 45 presses, 15 injection molding presses, two mixing lines, three colanders, numerous mills and more.

WARCO has already implemented several energy efficiency projects. The company began working with SCE in 2009 on additional process modifications and equipment retrofits, a project that will provide future incentive funding and even more energy savings. Knowing exactly how much energy each piece of equipment is using, deLeo said, helps the company make the best possible decisions when it needs to rework, upgrade or replace any of that equipment.

With its energy management successes to date, WARCO plans to continue its commitment to more efficient use of energy. Hemstreet, noting the passion employees feel for the company, explained, "In this business environment, we all have to keep looking wherever we can to help better position ourselves for the future."

To learn more about Auto-DR opportunities, contact your account representative, visit [www.sce.com/autodr](http://www.sce.com/autodr), call 866.238.3605 or e-mail [ta&ti@sce.com](mailto:ta&ti@sce.com).