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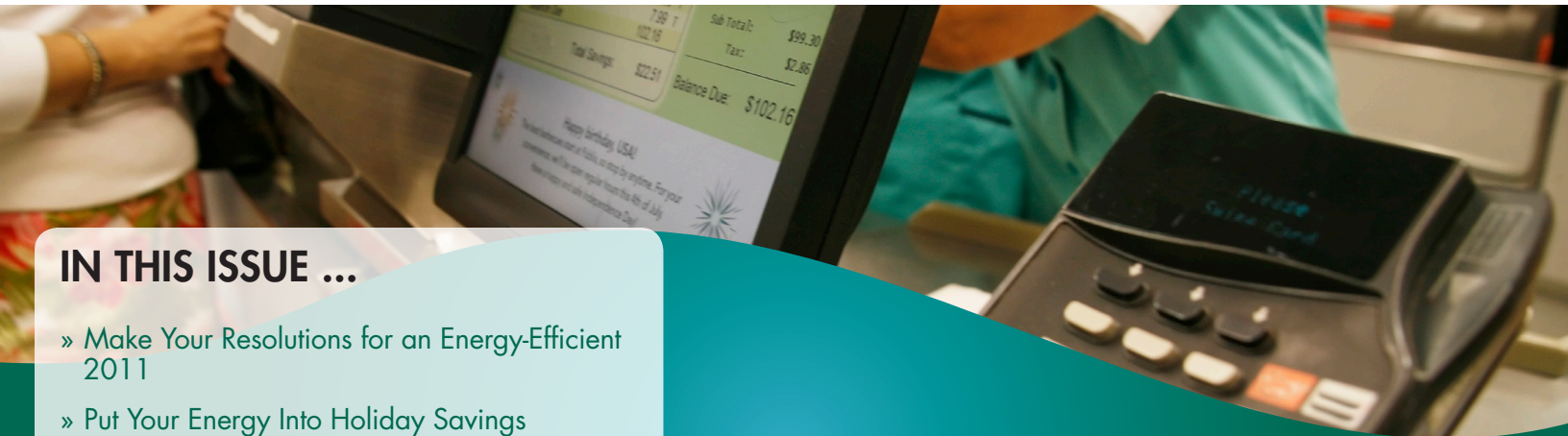
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SOUTHERN CALIFORNIA EDISON

POWER BULLETIN

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COMMERCIAL SEGMENT

Make Your Resolutions for an Energy-Efficient 2011

As you look ahead to the New Year, follow these tips from Southern California Edison (SCE) to save energy, money and the environment—and to make 2011 your most energy-efficient year yet.

Add more cash to your stash: Earn rebates and incentives from SCE for replacing less-efficient equipment and for upgrading to or installing high-efficiency equipment and systems. Check out www.sce.com/solutions to learn more.

Find out what the survey says: Take the online business energy survey available at www.sce.com/Tools/Business/online-energy-guide.htm. You can quickly identify energy-saving opportunities, plus get detailed recommendations and project assistance specifically for your business.

Power up your bottom line: Join an SCE Demand Response program for the opportunity to receive financial incentives or other benefits for reducing or shifting power use during peak-demand times. Visit www.sce.com/drp to learn how you can save money and assist the community by helping ensure adequate electricity supplies.

Automate your savings: Gain flexibility and ease of use by participating in selected Demand Response programs with no manual intervention through Automated Demand Response (Auto-DR). Log onto www.sce.com/autodr for details, including information on technology incentives available to help offset the purchase and installation of Auto-DR system equipment.

Put energy management at your fingertips: Use SCE EnergyManager[®] Basic, a web-based program that provides basic energy information and analytical tools to help you effectively manage your energy usage. Take it one step further with SCE Cost Manager[®] and SCE Bill Manager[®] for access to powerful cost estimation tools and the ability to review and track your bills online. For details, log onto www.sce.com/energymanager.

Make school cool: Sign up for classes offered on a variety of energy management topics—from lighting and HVAC, to motors and refrigeration, and more—at SCE's Energy Centers in Irwindale and Tulare. See the schedule and register at www.sce.com/energycenters.

Follow the sun: Receive financial incentives, reduce annual operating costs and help the environment by generating your own clean, renewable energy from solar panels when you take advantage of the California Solar Initiative. Learn more at www.sce.com/gosolar.

To find out about all of SCE's energy management programs and services, and how SCE can provide solutions tailored to meet your energy needs, contact your account representative today.

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Put Your Energy Into Holiday Savings

Here are some simple tips to help you celebrate the holiday season more efficiently and safely:

Efficiency Tips:

- Select more efficient LED (light-emitting diode) or miniature lights, or use lower-watt bulbs as replacements for your holiday decorations.
- Set holiday lights on a timer so they do not stay on longer than needed.
- Replace standard lighting with compact fluorescent lamps, halogen lamps and high-intensity discharge lights (HIDs) for year-round savings.

Safety Tips:

- Only use UL (Underwriters Laboratories Inc.)-approved lighting and cords.
- Do not insert nails or tacks through any electrical cords, and replace damaged, brittle or frayed cords.
- Keep electrical connectors off the ground and away from moisture.
- Never use lighted candles on trees or decorations.
- Keep holiday lights away from carpeting, furniture, drapes or other combustible materials.

For more information on energy efficiency and safety, visit www.sce.com.

SCE Submits 2012 General Rate Case Application

Last month, SCE submitted to the California Public Utilities Commission (CPUC) its 2012 General Rate Case (GRC) application. In a GRC proceeding, SCE proposes a three-year plan that outlines the infrastructure and related spending needed to maintain the reliability and security of the region's power delivery grid. The request is fully transparent and rigorously reviewed by the CPUC before adjusting customer rates.

If approved, the 2012 to 2014 infrastructure plan to increase investment in Southern California's electricity grid would result in an overall increase of 7.55% above current rate levels. This SCE request would support thousands of additional jobs per year in the communities SCE serves. The 2012 GRC will likely conclude in late 2011 with a decision by the CPUC that would be implemented in customer rates on Jan. 1, 2012.

For more information about SCE's General Rate Case, visit www.sce.com/grc.

COMMERCIAL SEGMENT FOCUS

Aquarium Commits to Growth Without Expanding Carbon Footprint

Can an organization grow 30% over seven years without increasing its energy usage?

The Aquarium of the Pacific, the nation's fourth-largest aquarium, proves it's possible to not only keep electricity usage flat, but to lower it with a proactive approach to energy management.

According to Vice President of Operations John Rouse, in 2002 the Aquarium used just over 11 million kilowatt-hours (kWh). Despite adding two major exhibits in the years since, he said 2009 usage totaled 10.755 million kWh.

Projected Chiller Project Savings of 750,000 kWh/Year

The Aquarium's latest project involves the installation of a software-driven chiller optimization system, which will earn the Aquarium an approximately \$83,000 incentive from SCE (pending final post-installation inspection) and save a projected 750,000 kWh annually. It uses variable frequency drives to modulate the flow of chilled water pumps connected to the Aquarium's tanks, constantly monitoring the central plant to ensure it doesn't overuse energy for pumping.

Rouse said the chiller optimization savings will offset the load added when the Aquarium completes the second phase of its Molina Animal Care Center in the next few years.

The Animal Care Center is one of two new facilities, along with the *Our Watersheds: Pathway to the Pacific* exhibit, with U.S. Green Building Council Leadership in Energy and Environmental Design (LEED)[®] Platinum certification—the highest nationally recognized benchmark for green design, construction and operations.

As part of their sustainable design, both buildings include solar energy generating systems: a 6-kW array on the watershed exhibit and classroom, and a 30-kW array for the Animal Care Center, both of which will receive rebates via the California Solar Initiative.



The Aquarium of the Pacific's new LEED Platinum-certified exhibit titled *Our Watersheds: Pathway to the Pacific* demonstrates how the facility can continue to grow without expanding its carbon footprint.

A Commitment to 10% Demand Response Reduction

The Aquarium also takes an active approach to Demand Response, committing to load reduction through an aggregator contracted under SCE's Demand Response Contract portfolio, and building on that by participating on the Critical Peak Pricing rate schedule starting this year.

Rouse said the Aquarium tries to shed about 10% of its load during Demand Response events. It does this by adjusting air handling, using variable frequency drives to modulate some pumps, turning off non-essential pumps, and even asking employees to shut down computers if they're not at their desks.

"We do all of these programs because we feel we have to be good citizens of the grid," Rouse said. "We're so dependent on power. Anytime we can reduce the likelihood of an outage, we support that."

In addition, Rouse said the Aquarium uses SCE EnergyManager[®] Basic and SCE Cost Manager[®] to better understand daily energy usage and how energy use translates into costs. "For us, 50% of our bill in the summer is made up of demand. We want to save those kilowatts. That's a huge financial driver for us."

Given the strong conservation component in its mission, the Aquarium takes its commitment to sustainability very seriously. In 2008, it became one of the first museums to certify its greenhouse gas emissions inventory with the California Climate Action Registry. The following year, the Aquarium's initiatives garnered it the "Super Nova Star of Energy Efficiency" Award from the Washington, D.C.-based Alliance to Save Energy.

Rouse said the Aquarium continues to implement energy efficiency measures—from installing lighting sensors in office space to adding variable frequency drives on smaller pool pumps—and to "look on a daily basis" for more opportunities to save.

"We Always Have to Think Out of the Box"

He also credited the Aquarium's SCE account executive for helping the facility meet its energy-reduction goals.

"I probably talk to Joe Torres once a week. He's been very helpful with the incentive process. To reach that goal every year of not adding to the grid is not easy. We always have to think out of the box. Our experience with SCE is very positive."

For more information on how you also can benefit from SCE's wide array of energy management programs and services, contact your account representative or visit www.sce.com/solutions and www.sce.com/drpf.