

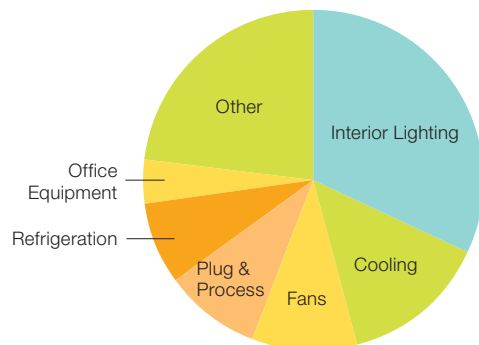


## Powerful Solutions That Put You in Control

Ready to make your business more energy and cost efficient? It's easier than you think. Start with easy-to-implement lighting upgrades and controls that will permanently reduce energy consumption, and consider heating, ventilation and air conditioning (HVAC) optimization for improved air quality and system reliability. We invite you to take advantage of tools, tips, and financial incentives — all customized for large retail businesses like yours, to help you save energy. Consider us your source for energy management solutions, with the resources you need to get started.

### Where your energy dollars are used.<sup>1</sup>

Interior Lighting .....	32%
Cooling .....	14%
Fans .....	10%
Plug & Process .....	9%
Refrigeration .....	8%
Office Equipment .....	4%
Other .....	23%



<sup>1</sup> E Source: National Renewable Energy Laboratory 2008, U.S. Energy Information Association 2003 and other third-party datasets (average industry numbers)



## Make a Savings Plan

Did you know that retail businesses collectively spend \$21 billion on energy every year?<sup>2</sup> Knowing where you use energy can help you identify ways to reduce your electricity use and overhead. We can help you make a plan. Start with an **Energy Audit** — an analysis of your current energy use to identify savings opportunities, customized to your business. Our customers who implement Energy Audit recommendations typically benefit from reduced energy use and lower operating costs.

## Eliminate Energy Guzzlers

Consider participating in our **Express Solutions** or **Customized Solutions** programs, developed with your industry in mind. Investments in new, energy-efficient equipment lighting or electric heat pump equipment, infrastructure improvements, and weatherizing upgrades pay off in the long term — and many qualify for incentives right now.

## Demand Response

**Demand Response** rewards you for reducing energy usage when demand for electricity is highest — typically the summer months — and when rates are highest, too. If your business has the flexibility to shift energy usage, you could plug into serious savings. We offer several Demand Response programs so that you can choose the best options based on your business needs.

Sign up for **Critical Peak Pricing** and get rewarded for voluntarily reducing electricity consumption during CPP “event” hours, when energy conservation during peak hours is most needed. Or, save with our **Commercial Summer Discount Plan** which automatically cycles your air conditioner units on and off during periods of peak demand. You choose where and how often — you may want to only cycle a few units.

Want more control over when — and how much — you reduce your demand? With **Automated Demand Response**, you can reduce energy use with a click, so it's even easier for you to save both time and money.

<sup>2</sup> E Source: Retail, [www.esource.com](http://www.esource.com)

# Small Steps to Control Your Energy Expenses

When you use energy is just as critical as how much you use. A few targeted changes in your cooling patterns or lighting use can really add up. And, many ways to save require little or no financial investment.

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## Keep Your Cool

Cooling your space is another energy guzzler for retail businesses. Simple measures and weatherizing can make a big impact on your bottom line.

- Pre-cool building/work areas before noon or cycle air conditioning and ventilation
- Raise cooling thermostat settings
- Install **timers** or **program thermostats** to power down after closing
- Perform routine maintenance on heating and AC filters, belts, coils, and bearings
- Increase insulation in walls and ceilings, when possible
- Inspect weather stripping for deterioration or gaps around doors and windows
- Consider installing **window film** or efficient windows to keep heat out in summer

## Flip the Switch

Brighten your business forecast by dimming the lights, swapping your incandescent bulbs for energy-efficient lighting, and installing sensors. You'll be surprised how much lighter your energy load will be.

- Install **dimnable ballasts** to control the currents passing through fluorescent lamps to lower energy use
- Turn off unnecessary lighting, ornamental, or display lighting, and signage
- Reduce lighting levels
- Replace incandescent or halogen lamps with **LED** lamps
- Replace T12 fluorescent lamps and magnetic ballasts with low-watt **T8** or **T5** tubes
- Install **occupancy sensors** in general usage areas so lights turn on only when area is occupied and automatically turn off or dim when it isn't

## Time It Right

Schedule some of your non-essential equipment use to "Off-Peak" hours during the summer season. You'll pay a lower rate, while helping reduce pressure on the grid.

- Install **photocells** or **time clocks** on outdoor lighting systems so they only operate from dusk to dawn
  - Charge batteries and battery-operated equipment during off-peak hours
  - Install **sensory controllers** on vending machines, or shut them down for short periods of time
  - Turn off decorative fountains
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# Power Tools for Long-Term Savings



## Finance for Free

We offer **On-Bill Financing** to help your business spread out the cost of qualifying energy efficiency upgrades over time, at no fee to you and with zero interest. Payments may even be offset by savings resulting from your efficiency investments. Some equipment may also qualify for financial incentives — making it even more attractive to upgrade.

## Set a Goal to Save

**Benchmarking** provides an “apples-to-apples” comparison of your store’s energy performance to other retail facilities and a roadmap to greater efficiency. **Savings By Design** encourages high-performance, non-residential building

design and construction by providing financial incentives, detailed analysis, and design support. Through **Continuous Energy Improvement**, we’ll provide you with a dedicated energy expert — at no cost to you — to help you assess, plan, implement, evaluate, and modify your building’s energy strategy.

## Go Retro

**Retrocommissioning (RCx)** will help keep your building operating efficiently. For retail facilities, RCx generally focuses on Heating-Ventilation-Air Conditioning (HVAC) and lighting improvements.

## Green, Clean Solutions

Embracing innovative energy sources, like solar and self-generation, can reduce your carbon footprint — and your energy bill.

“ Using solar electricity means we’re accountable both globally and locally for saving energy. Our savings on energy helps put money in the pockets of our members. ”

— Craig Stevenson, Manager  
Costco Warehouse Lancaster

## MORE INFORMATION

To learn more about Energy Management Solutions and apply for incentives, visit [sce.com/retail](http://sce.com/retail) or call your **SCE Account Manager**.

Programs are funded by California utility ratepayers and administered by SCE under the auspices of the California Public Utilities Commission. Incentives and savings will vary by customer, and SCE does not make any representation herein concerning actual or potential savings amounts. Funds are limited and are available on a first-come, first-served basis until program(s) are discontinued, or until funds are depleted. Terms and conditions may apply.