

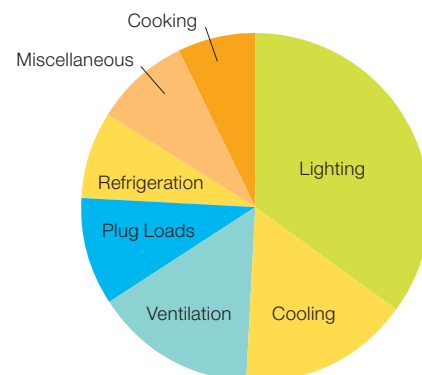


Powerful Solutions That Put You in Control

Ready to make your hotel more energy and cost efficient? It's easier than you think. Start with simple, no-cost actions that instantly conserve energy, and consider easy-to-implement equipment upgrades that will permanently reduce energy consumption. We invite you to take advantage of tools, tips, and financial incentives — all customized for lodging 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.¹

Lighting	35%
Cooling	16%
Ventilation	15%
Plug Loads	10%
Refrigeration	8%
Miscellaneous	10%
Cooking	6%



¹ Infogroups ORC on Demand Research 2010, California Commercial End Use Survey (Itron), March 2006 (average industry numbers)



Make a Savings Plan

Did you know that lighting represents 35% of total electricity use by the lodging market in the U.S., followed by cooling and refrigeration at 16% each?² Knowing where you use energy can help you identify ways to reduce your 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 like **lighting, daylighting sensors** or **electric heat pumps**, infrastructure improvements, and facility 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.

² Infogroups ORC on Demand Research 2010, California Commercial End Use Survey (Itron), March 2006

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.

Keep Your Cool

Heating and cooling your hotel is a major energy guzzler. 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
- Shut down unused rooms and facilities
- Raise cooling thermostat settings
- Perform routine maintenance on heating and AC filters, belts, coils, and bearings
- Add interior or exterior blinds to block heat in summer and allow daylight in during winter
- 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

Cooking and Refrigeration

A few enhancements and regular maintenance can add up when it comes to refrigerating, cooking, and motor use at your business.

- Install **exhaust hood controls** for significant energy savings during down times
- Install **strip curtains, swing doors, and/or auto door closers** on walk-ins
- Practice preventative maintenance on motor systems
- Install **variable frequency drives (VFDs)** to control motor speed

Power Down

Make sure your building or buildings aren't using energy unnecessarily — it can make a real difference on your bill.

- Install **sensory controllers** on vending machines, or shut them down for short periods of time
- Turn off commercial ice machines
- Turn off decorative fountains
- Install **variable speed drives** on swimming pool pumps
- Turn off excess or unused elevator banks or escalators
- Shift use of non-essential electrical equipment to before or after peak hours
- Charge batteries and battery-operated equipment during off peak hours
- Reschedule dishwashing and laundry processes to off-peak hours

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.

- Turn off unnecessary lighting, ornamental, or display lighting
 - Replace incandescent or halogen lamps with **LED** lamps
 - Replace T12 fluorescent lamps and magnetic ballasts with low-watt **T8** or **T5** tubes
 - Install **photocells** or **time clocks** on outdoor lighting systems so they only operate from dusk to dawn
 - 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
 - Replace pools and spa lamps with **LEDs**
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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 hotel’s energy performance to other lodging 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 lodging facilities, RCx generally focuses on central plant improvements.

Green, Clean Solutions

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

Leave It to the Experts

If you’d like to put your efficiency plan in the hands of industry professionals, you can take advantage of additional programs such as **Commercial Utility Building Efficiency**. These programs are delivered by third-party vendors under a contract with us, and offer program management, technical services and financial incentives.

“ Our paramount consideration is always guest comfort, but energy management and comfort are not mutually exclusive. And the savings we achieve can be shared with our guests. ”

— Robert Bahl, Vice President of Engineering and Facilities, the Americas, Marriott

MORE INFORMATION

To learn more about Energy Management Solutions and apply for incentives, visit sce.com/lodging 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.