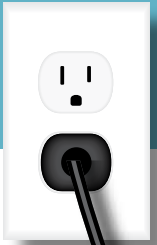




Energy Management Success Story



Energy Management at Westfield Palm Desert and Westfield Santa Anita: Green for the Environment, Green for Savings

Green for us is a double entendre," says Jack Gillett, Operations Manager at Westfield Santa Anita shopping center in Arcadia. "'Green' in the sense of being environmentally responsible is also 'green' as in sound management and improved profitability. Nowadays the two are inseparable. The perception used to be that being 'green' involved financial sacrifice. That's exactly the opposite of what we know now."

Jack's colleague George Treulieb, Operations Manager of Westfield Palm Desert, picks up the thought. "Westfield is known as an environmentally-progressive company, and we don't just pay lip service to the idea. Working green means practical, measurable steps in cutting waste, reducing our energy needs, and getting a better return on every dollar we spend for electricity. Southern California Edison (SCE) offers us a practical way to achieve all those goals through its Standard Performance Contract, Express Efficiency and Demand Response Programs."

Savings Without Sacrifice: Two Steps, Win-Win

The programs make what Jack calls "two steps that add up to green performance and savings." Step One: under SCE's Standard Performance Contract and Express Efficiency Programs, all seven of Westfield's properties in the SCE service area received cash incentives for removing aging lighting and upgrading to new, energy-efficiency lamps. Relamping at the Santa Anita and Palm Desert malls

(2,000,000 and 1,000,000 square feet, respectively) took about six months each from start to finish, immediately delivering improved appearance and cash incentives. "We replaced obsolete T12 fluorescent lighting with pulse-start metal halide lamps, electronic T8 lamps, high pressure sodium, compact fluorescents, and LED exit signs," says George. "If we hadn't done it all at once, we'd have had to make piecemeal fixes that would end up being more expensive and given a poor appearance."

Good as those benefits were, the savings were just getting started. The hardware improvements were invaluable in helping both managers to participate aggressively in Step Two, SCE's Demand Bidding Program (DBP), an Internet-based energy management program that offers qualified customers the opportunity to help California conserve energy and receive bill credits for voluntarily reducing load when a DBP event is called. Participants make bids the day before or the day of the event for the amount of power they are willing to reduce in increments of 2 hours or more. The incentive for Day-Ahead events is \$.50/kWh of reduced load, and for Day-Of, \$.60/kWh. A new option permits customers to leave an adjustable standing bid instead of logging on to bid for each event.

Fine-Tuning a Small City for Energy Savings

"Our lighting upgrade gave us dramatic savings, and it improved the appearance of our spaces. Optimizing

Savings by Managing Energy:

- More than 2.5 million in kWh savings from lighting upgrades at Westfield Santa Anita and Westfield Palm Desert under SCE's Standard Performance Contract and Express Efficiency Programs
- Sizable financial incentives for dropping as much as 870 kWh during Demand Bidding Program events

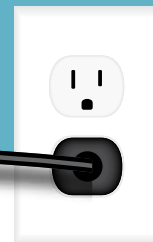
George Treulieb,
Operations Manager,
Westfield Palm Desert





“The perception used to be that being green involved financial sacrifice. That’s exactly the opposite of what we know now.”

Jack Gillett, Operations Manager, Westfield Santa Anita



our temperature settings throughout the mall gives us a better payback and cuts wasted cooling where it isn’t needed,” George says. “SCE suggested both these initiatives to us and they found willing listeners, because a good manager hates wastes and loves finding savings.” Jack concurs. “Westfield shopping malls are like small cities,” he says. “Between us, George and I have over 450 stores and thousands of visitors every day. The flexibility we get with these upgrades enables us to light and cool areas very selectively, depending on time-of-day and usage, so we’re spending our energy dollars exactly where and when they’re needed. And we can make online bids for savings through DBP, even from home when we aren’t at work.”

Savings and the Business Culture

“Our management has been very supportive of green measures,” George affirms. “We’d never compromise customer comfort or the appearance of our malls, but if we’re facing rising energy rates, we need to look for savings in places we didn’t always look before.” “Taking part aggressively in Demand Response has become a focus of our efforts,” Jack says. “We don’t just shed load when there’s a DBP event; we do it whenever we can, especially since the incentives have increased. We’ll take smaller measures too—we partnered with SCE on a pilot program for our holiday lighting this past season at some of our malls, and replaced the old lights with much more efficient LEDs. And they looked great. And now that the incentives for DBP have gone up, we’re

pushing to save as much as we can. There’s no downside to this. A company just has to make the commitment in the beginning and stand by it; working green and saving green have to become part of the culture.”

Like Westfield, you can save money on electricity:

- **SCE’s Retro-Commissioning Program at www.sce-rsx.com** can help improve the operation of mechanical equipment, lighting, and related controls to save energy.
- **Find out how the Standard Performance Contract Program at www.sce.com/spc** can give you cash incentives for energy-saving retrofits of existing equipment or systems.
- **Participate in SCE’s Demand Bidding Program**, in which customers with demands of 200 kW or greater can receive credits on their bill for voluntarily reducing power during called events. Learn more at www.sce.com/drp.
- **Find out how SCE Demand Response Programs** can reward you for reducing your electricity usage at www.sce.com/drp.
- **Use SCE’s Express Efficiency Program at www.sce.com/express** for cash incentives on qualifying energy-efficiency equipment.

For More Information

Southern California Edison offers a range of programs such as cash incentives, energy surveys, and payment options to help you better manage your electricity costs. To learn more, please contact your SCE account representative, call (800) 990-7788, or visit us at www.sce.com.

Learn more about how to save energy and save money:

Express Efficiency

www.sce.com/express
800-736-4777

Summer Discount Plan

www.sce.com/drp

Demand Response Programs

www.sce.com/drp
866-334-7827

SCE Technical Assistance & Technology Incentives Program

www.sce.com/drp

SCE Demand Bidding Program

www.sce.com/drp

EnergyManager[®], Cost Manager[®], Bill Manager[®]

www.sce.com/RebatesandSavings/LargeBusiness/EnergyManager

This case study is provided for your general information and is not intended as a recommendation or endorsement of any particular product or company. Funding for this case study is provided by California utility customers and administered by SCE under the auspices of the California Public Utilities Commission.