



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

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Contact your account representative for  
additional information and assistance.

#### QUICK LINKS TO FIND ENERGY INFO

##### SCE Home Page

– [www.sce.com](http://www.sce.com)

##### Energy-Related Learning

– [www.sce.com/ctac](http://www.sce.com/ctac)  
– [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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SOUTHERN CALIFORNIA EDISON

# POWER BULLETIN

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INDUSTRIAL SEGMENT EDITION

## Take the Express Route to Energy Savings

The Express Efficiency Program offered through Southern California Edison (SCE) provides cash rebates toward the purchase and installation of qualified equipment that improves energy efficiency. Such equipment offers a key way to reduce energy use and lower electricity costs.

All non-residential SCE customers qualify for the program, which offers incentives – up to 100% of the total eligible measure costs – on an itemized (fixed) basis in the following categories:

- **Lighting:** Screw-in compact fluorescent lamps, hardwired fluorescent fixtures, high-efficiency exit signs, high-intensity discharge (HID) exterior fixtures, occupancy sensors, red light-emitting diode (LED) channel signs, time clocks and more.
- **Air conditioning:** Variable frequency drives, reflective window film, packaged terminal air conditioners (less than 2 tons), and advanced evaporative coolers.
- **Food service equipment:** Commercial connectionless steamers, ice machines, electric fryers, electric griddles, electric combination ovens and electric convection ovens; reach-in refrigerators and freezers; and insulated holding cabinets.

- **Refrigeration:** Night covers for display cases, strip curtains for walk-in boxes, new display cases with doors, insulate bare suction lines, anti-sweat heat controls, cooler or freezer door gaskets, evaporative fan controllers, vending machine controllers and more.
- **Agricultural equipment:** Sprinkler to drip irrigation, plus low-pressure sprinkler nozzles.
- **Premium efficiency motors:** Motors ranging from 1 HP to 200 HP.

### How to Participate

Review the eligible measures and select qualifying equipment from the list of 2008 Itemized (Express Efficiency) Measures, which can be found in the Business Incentives and Services Application, available at [www.sce.com/express](http://www.sce.com/express).

As a second step, SCE recommends you reserve your rebate by either:

1. Downloading and completing an Express Efficiency Reservation Form and faxing it to 626.633.3244 (the form is available at [www.sce.com/express](http://www.sce.com/express)), or
2. Making your reservation over the phone by calling 800.736.4777.

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To obtain your rebate through Express Efficiency:

1. Purchase and install the qualified equipment. You must complete the installation before submitting your application.
2. Complete and submit your Business Incentives and Services Application and supporting documents, including proofs of payment and manufacturer spec sheets, to SCE. The application is available at [www.sce.com/express](http://www.sce.com/express).

Rebates are paid on a first-come, first-served basis until the deadline expires or until funds are exhausted, whichever occurs first. Mandatory post-installation inspections occur for incentive amounts of \$7,000 or above; inspections for projects with incentives under that amount are randomly conducted.

For terms and conditions, and for more information on Express Efficiency and SCE's wide array of other energy efficiency programs and services designed to help you save energy and money, contact your account representative or visit [www.sce.com](http://www.sce.com).

### Save the Date: Western Foodservice & Hospitality Expo



Visit SCE's exhibit kitchen at the upcoming Western Foodservice & Hospitality Expo and learn about "Hot Savings Through Cool Utility Rebates" for energy-efficient food cooking, holding and refrigeration equipment.

The expo, which will offer practical solutions you can apply to your business immediately, will take place Aug. 23-25, 2008 at the Los Angeles Convention Center. SCE's booth number is 1415. For more information, log onto [www.westernfoodexpo.com](http://www.westernfoodexpo.com).

To learn more about all of the opportunities available through SCE to obtain rebates and improve your bottom line, contact your account representative or visit [www.sce.com](http://www.sce.com) and click on the appropriate link under "Rebates & Savings."

## INDUSTRIAL SEGMENT FOCUS

### Critical Peak Pricing Helps Coastal Pacific Save Money Year-Round

Industrial facility energy managers facing higher energy prices don't need to go looking for challenges. The best ones, however, are finding new competitive opportunities with energy management programs such as Critical Peak Pricing (CPP) from SCE.

The CPP Program offers financial incentives in the form of modified rates for business customers who can reduce or shift their weekday power use during a CPP event.

#### Shifting Power, Lifting Savings

Bill Ellena, corporate maintenance manager at Coastal Pacific Food Distributors in Ontario, has his company's 330,000-square-foot temperature-controlled warehouse fine-tuned to take advantage of CPP's lower off-peak rates and cut his company's electricity bills when rates are highest during critical peak periods.

"Our hot weather season is longer on the calendar now than it was when this plant was built," Ellena said. "And starting in June, there's no extra capacity, no breakdown time for our cold storage equipment, and zero room for failure. But we've configured our compressors so I can optimize their output and use the right combination for the work. We used to run five; now I can keep two turned off, and run the optimal combination."

He added, "That flexibility gives me an opportunity to power down during the 12 scheduled CPP events this summer. In 12 months on this rate, I've used more electricity, but I've saved about \$60,000 (in direct savings and avoided costs)."



Bill Ellena, corporate maintenance manager at Coastal Pacific Food Distributors, said that in 12 months on the Critical Peak Pricing rate, "I've used more electricity, but I've saved about \$60,000 (in direct savings and avoided costs)."

### Controlling Usage

As a CPP Program participant, you opt to reduce or shift your facility's power use during a CPP event, when overall demand for power is highest and/or when wholesale electricity price is approaching extreme levels.

During CPP events, energy rates are three to five times higher for CPP customers than summer energy rates at other times. However, CPP prices throughout the rest of the year are lower than comparable prices on other rates. There are 12 CPP events per summer season, including up to four test events (six hours per day during on-peak periods, for a maximum of 72 hours).

"I can't control the pricing of electricity," Ellena said, "but I can control my usage. With CPP, I use my laptop to start shutting down 15 minutes before an event. There's been no compromise at all on our quality or service. We saved so much that our management thought it might be a mistake. I had to explain, this is what we signed up for – that's the bill! I can put on my review that I'm going to try and beat my budget projection by 10%, and CPP is one of the tactics I use. That's my goal. To be making that kind of improvement in this market is how we're winning."

To learn more about how your facility can benefit from CPP, contact your account representative or visit [www.sce.com/drp](http://www.sce.com/drp). For details on all of SCE's demand response, energy efficiency and other energy management programs and services, speak to your account representative or log onto [www.sce.com](http://www.sce.com).

#### Coastal Pacific: Savings by Managing Energy

**Industry:** Warehousing/Cold Storage

**SCE Programs Utilized:** Critical Peak Pricing and Energy Efficiency

**Results:** A total 12-month savings of \$60,000 (through avoided costs and actual savings) while using more electricity



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