



SOUTHERN CALIFORNIA
EDISON®

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COMMERCIAL SEGMENT EDITION

SOUTHERN CALIFORNIA EDISON

POWER BULLETIN

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Achieve Your Business' Full Potential With SCE's Economic Development Services

Whether you're looking to expand your business operations in Southern California, find incentives to stay in the region, or access additional resources to help your business thrive, Southern California Edison's (SCE) Economic and Business Development team offers a robust array of no-fee consulting services and assistance to help you fast track your company's growth and prosperity.

Forecasting Your Impact

One Economic and Business Development service, the Economic Impact Analysis Model (ECIA), provides a powerful tool to help your company understand and forecast the fiscal and economic impact of your facility's operations on the regional economy at the city, county and state levels.

Using some simple, basic data points you provide for the operation of your business, SCE's model factors in a number of up-to-date statistics and generally accepted economic multipliers to create a report on the total population supported by your business/facility and how your business impacts regional employment and wages.

Specifically, the report breaks down direct, indirect and induced impacts in terms of employment, economic output, personal income and supported population. The report also demonstrates the fiscal impact in terms of

incremental taxes, fees and licenses to the city, county and state. The results can be provided for a single year or up to five years of forecasted operations.

ECIA Case Study

The Greater Antelope Valley Economic Alliance (GAVEA), a regional Economic Development Corporation, used SCE's ECIA to demonstrate the alliance's value in attracting, creating and retaining wealth-creating jobs, specifically those that expand and diversify the region's industrial job base.

Through a historical analysis of GAVEA's projects that brought businesses into the area, the ECIA found that the related impacts of the attraction and retention projects had:

- Created nearly 9,000 direct, indirect and induced jobs, representing an annual personal income of approximately \$473 million.
- Supported a population growth of approximately 18,000 and provided a total economic output estimated at \$1.18 billion annually.
- Generated state, county and city-level revenues of about \$40 million.
- Created a local return on investment for the city of approximately 60:1 over a five-year cycle.

CONTINUED ON BACK

CONTINUED FROM FRONT

As a result of the analysis, GAVEA secured additional local funding to continue its successful work, which also creates significant quality of life and environmental benefits by providing jobs closer to where people live.

The no-fee, confidential ECIA process usually takes seven to 10 days after you first meet with an SCE Economic and Business Development project manager. For more information, talk to your account representative, or contact the appropriate Economic and Business Development manager listed at www.sce.com/EconomicDevelopment/EconomicDevelopment/Team/default.htm.

Building Partnerships, Delivering Resources

Economic and Business Development offers a wide array of other services to help your business grow and prosper. This includes connecting you with numerous state and regional/county organizations that foster economic growth.

SCE can link you with partners that include statewide government and economic development agencies, manufacturing and workforce associations, economic alliance and partnership organizations in the counties SCE serves, and more – including RED Teams comprised of key local stakeholders who can identify the resources needed to address issues impacting your company's success and growth.

Additional resources offered by SCE's Economic and Business Development team include:

- **Location Consulting:** Includes location incentives, financial assistance and film sites.
- **Workforce Issues:** Includes training programs and initiatives, plus valuable labor data.
- **Emerging Businesses:** Includes business incubator connections, technology transfer assistance, and business guidebooks on a range of topics.

To learn more about all of SCE's no-fee Economic and Business Development consulting services, contact your account representative, visit www.sce.com/EconomicDevelopment, or talk to your regional Economic and Business Development project manager, with contacts available at www.sce.com/EconomicDevelopment/EconomicDevelopment/Team/default.htm.

Mapping Your Future: Stay Tuned

Look for more information soon about Economic and Business Development's newest feature, an online GIS tool that will provide you with timely access to current market and demographic information, plus use of an interactive map and table of available commercial and industrial buildings and sites in SCE's service territory.

Summer Discount Plan: View Cycling Event Status

If you participate in SCE's Summer Discount Plan (SDP) – which provides summer season bill credits in exchange for allowing SCE to periodically turn off, or cycle, the central air conditioning unit compressor(s) during peak energy demand periods – you now have an online connection to the status of SDP events. To determine if an SDP event is taking place in your area, plus to see past events by Zip Code, visit www.sce.com/acevent.

COMMERCIAL SEGMENT FOCUS

Grocers Association Starts Savings Trend With SCE's Express Efficiency Program

Members of the Korean-American Grocers Association (KAGRO) are used to working 70-hour weeks, so when the Inland Empire Chapter meets, time is precious. When their SCE account representative was invited to tell them about energy-saving programs, she had just 10 minutes.

"How many of you use strip curtains on your walk-in refrigerators?" she asked. The answer: none. The grocers felt they were inconvenient, that they got in the way. "No strip curtains...that means everyone here is spending about \$10 every day on wasted energy," said the rep. "That's \$300 a month." That got their attention. Profit margins in small groceries and convenience stores are thin and the hours are long, so waste is unacceptable.

Cutting Electricity Costs

James Kim, president of the Inland Empire Chapter of KAGRO and owner of Valencia Liquor in San Bernardino, recognized an opportunity to improve his 1,500-square-foot store, and to set an example for the other small business owners in his association, by taking advantage of incentives and savings offered in the Express Efficiency Program from SCE.

Express Efficiency helps small, medium and large-size businesses get financial incentives for new equipment for lighting, refrigeration, food service, air conditioning, agriculture and premium efficiency motors. At Valencia Liquor, the program helped Kim get rebates to install energy-efficient T-8 lighting; repair and upgrade gaskets in the store's walk-in and reach-in coolers; install compact fluorescent lights in key locations; insulate piping; and install strip curtains in his walk-in refrigerator.

"My business is typical of the small groceries and liquor stores in the area," he said. "We're family-owned and -operated, with a 40-year-old building that still has much of its original equipment for lighting and refrigeration. My power bill ran as much as \$1,800 during the summer months."

Kim added, "Our SCE rep alerted me to areas in my store where I was wasting electricity, and showed me how the Express Efficiency Program would help me



James Kim, president and owner of Valencia Liquor, and president of the Inland Empire Chapter of KAGRO (Korean-American Grocers Association), said use of SCE's Express Efficiency Program is saving his store hundreds of dollars on its electric bill.

pay for equipment replacements and upgrades that could cut my bill. We moved fast. Our representative helped with all the paperwork and smoothed all the vendor interactions, so we didn't waste any time. And soon I was saving hundreds of dollars on my SCE bill.

"Every inch of space in a small store needs to pay for itself," Kim said. "We carry hundreds of products, and often we have to use equipment like displays and small refrigerators provided by our vendors. Energy efficiency wasn't our biggest concern, but the in-language seminars given by SCE, the classes we can take at SCE's [Energy Center in Irwindale], and the information we share have all made it easier to understand what a difference small measures can make for us. Saving money is something every small grocery owner understands, so they all want to know about this. I tell them, come to my store and see how it works!"

Spreading the Savings Word

KAGRO in the Inland Empire has more than 300 members, and they're eager for ideas that improve their operations. Word-of-mouth networking means that the small energy-saving measures taken by one store like Kim's blossom rapidly into thousands of similar measures at similar stores. That means hundreds of thousands of dollars in saved costs and thousands of kilowatt-hours in electricity savings for the state.

"All this information has been very helpful because in our line of business, refrigeration is up to 60% of our energy use," Kim said. "Those small improvements are essential. Word is spreading — I even get calls from store owners in Nevada and Arizona asking me how they can save on their energy bills."

To learn more about all of SCE's energy management programs and services, visit www.sce.com. For information on Energy Center classes, log onto www.sce.com/energycenters.



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