

Advertising Company Raises Visibility with LED Energy Efficiency Project

Lamar Advertising Company, one of the largest outdoor advertising companies in North America, shines a bright light on its customers through its creative advertising on a variety of static and digital billboards, interstate logos, transit formats, and airport advertising displays. And now in Southern California, the over 115-year-old business also is shining a bright light on the benefits of light-emitting diode (LED) technology after upgrading to these highly energy-efficient fixtures at 400 sites.

Using our Energy Efficiency Customized Solutions program – which offers tailored equipment upgrades that can help our customers obtain deeper savings and higher incentive payments – Lamar replaced the four to eight metal-halide bulbs per billboard with LEDs throughout our service territory, for a total of about 1,530 fixtures.

“The Bottom-Line Results Are Staggering”

According to Lamar’s Director of Sustainability & Product Research, Greg Gauthier, LED lights last three to four times longer and save about 70 percent in energy compared to metal-halide bulbs. Factoring in other components of electricity bills, he added, still results in bill reductions of 40 percent to 50 percent.

The bottom line? The LED upgrade project, completed with SCE’s support, earned Lamar an incentive of nearly \$176,000, with estimated savings of 2,000 megawatt-hours (2 million kilowatt-hours) annually.

With these significant energy savings, as well as longer life spans compared to metal-halide bulbs (approximately 12 to 15 years versus four years), LEDs also provide numerous additional benefits: less impact on the environment; decreased maintenance/operational expenses; and improved employee safety due to less frequent bulb replacements.

“We’re doing this not only because it’s the right thing to do, but also because it makes good business sense,” Gauthier said. “It’s a great move for business efficiency and actually makes you money. When you extrapolate small changes into large enterprises, the bottom line results are staggering.”

In addition to California, Lamar has also installed more than 50,000 LED lights on billboard structures in other regions of the country. Lamar also continues to pursue additional environmental initiatives as part of its continuing commitment to spearhead innovation in the billboard industry involving energy efficiency, lighting control, renewable energy, and recycling. For example, across Southern California and the rest of the nation, Lamar uses completely recyclable polyethylene as its billboard printing substrate, and has a dedicated program to recycle the material back into plastic resins that can then be made into new products.

“We Saw the End Goal ... They Helped Us Get There”

When it came to the LED billboard upgrade project in our service territory, Lamar worked closely with its previous and current Account Managers to streamline the installation and incentive process.

“Our Account Managers facilitated the project and paperwork,” Gauthier said. “We could not have hoped for a more positive experience. We saw the end goal and they helped us get there.”

We continue to work with Lamar to examine new opportunities, ranging from solar power to potential energy storage for billboards. Gauthier explained that it’s all about seeking out and evaluating technologies and processes that allow the company to improve operational and energy efficiency while minimizing its impact on the environment.

With its ongoing commitment to sustainable business practices, there’s no doubt that Lamar will continue to shine brightly as an industry leader in energy management during its next 100 years and beyond.

To learn more about our energy management solutions, ways to reduce your energy usage, and manage your energy costs, visit us [online](#) or contact your Account Manager.



Lamar Advertising Company Plant Manager Mike Gentile (center) joins SCE representatives to accept an incentive check of nearly \$176,000 for Lamar's upgrade to LED fixtures on billboards throughout SCE's service territory. Use of LEDs versus the previously installed metal-halide bulbs provides the company with estimated savings of 2 million kWh annually. Left to right: Natalie Bustamante, SCE IDSM, Commercial & Industrial Segment; SCE Account Manager Stephanie Myers, Commercial & Industrial Segment; Lamar's Mike Gentile; SCE Principal Manager Ken Crebar, Commercial & Industrial Segment; and SCE Senior Manager Dan Ngo, Commercial & Industrial Segment.

This case study is provided for your general information and is not intended to be a recommendation or endorsement of any particular product or company, or a representation of any actual or potential future energy or monetary savings for any customer.

These programs are funded by California utility ratepayers and administered by SCE under the auspices of the California Public Utilities Commission (CPUC). Programs are effective until either funding is expended or the program is discontinued. Programs may be modified or terminated without prior notice.

The information contained herein does not replace pricing information contained in any CPUC-approved tariff. Terms and conditions apply. Please refer to the tariffs for the programs described for a complete listing of terms and conditions of service, which can be viewed online at sce.com/regulatory.

Don't Miss Out: There's Still Time to Register for SCE's Annual Water Conference in Tulare on Nov. 2

If you're located in the Central Valley, register today for our free 8th Annual Water Conference at SCE's Energy Education Center-Tulare.

Given that about 20 percent of California's total electricity usage involves water treatment and pumping, the event will address the state's critical water-energy nexus – with the opportunity for attendees to learn, interact, and move forward in the fields of drought management, water efficiency, and energy management.



Annual WATER CONFERENCE

When and Where

- Thursday, Nov. 2, 2017, 8 a.m. to 1:30 p.m.
- SCE Energy Education Center-Tulare, 4175 S. Laspina St., Tulare, CA 93274

Who Should Attend

- Owners/operators and general managers of water/wastewater agencies
- Farm managers
- Energy managers/analysts
- Irrigation district personnel
- Engineers
- Agriculture and water consultants
- Irrigation and pump company personnel

An exhibitor show and a panel discussion will wrap up the event.

For more information and to register, visit scewaterconference.com.

Scheduled Speakers

- Keynote: Nic Stover, CEO and Founder, Polaris Energy Services, where he and his team focus on energy management and utility energy programs for agriculture customers in California
- Michelle Sneed, Land Subsidence Specialist, California Water Science Center
- John D. Moreno, P.E., Business Technical Division Chief, U.S. Army Corps of Engineers South Pacific Division
- Aaron Fukuda, District Engineer, Tulare Irrigation District
- Tricia Stever Blattler, Executive Director, Tulare County Farm Bureau

The event also will feature speakers from SCE and Pacific Gas & Electric. Sessions will cover a wide range of relevant topics, including (but not limited to):

- Subsidence;
- On-farm recharge pilot;
- Demand Response of the future;
- SCE and PG&E products and services; and
- California water projects.

Hispanic Heritage Month: Honoring Businesses and Community Partners

SCE recently marked Hispanic Heritage Month by honoring energy efficiency and other community and business partner champions that are making a difference in our communities.

The events, which took place in South Gate in Southern California, and in Tulare in the Central Valley, also showcased how diversity is an integral part of who we are and how we operate. Our employees reflect the rich tapestry of central and Southern California, and we're proud to play an active role within the diverse communities around us.

Congratulations to the highly deserving 2017 SCE Hispanic Heritage Month award recipients:

Energy Efficiency Participation Award:

CEMEX: A proud member of the Victorville community for 100 years, CEMEX is a global building materials company that provides high-quality products and reliable service to customers and communities in more than 50 countries around the world. Its U.S. network includes 11 cement plants, 43 strategically located distribution terminals, 57 aggregate quarries, and more than 270 ready-mix concrete plants.



(Left to right) Mike Marelli, SCE vice president, Business Customer Division; Rogelio Cantu, CEMEX operations manager, Quarry Plant; Carlos Uruchurtu, CEMEX plant manager, Quarry and River Plants; and Bob Kniss, SCE account manager, Business Customer Division.



(Left to right) Frank Yanes, SCE account manager, Business Customer Division; Russ Johnson, SCE Tulare regional manager, Business Customer Division; SJVCEO Executive Director Courtney Kalashian; SJVCEO Project Analyst Rochelle Thomas; SJVCEO Program Administrator Samantha Dodero; Irfan Parekh, project manager, SCE Customer Programs and Services Division; and Mike Marelli, SCE vice president, Business Customer Division.

Energy Champion Award:

San Joaquin Valley Clean Energy Organization (SJVCEO): A nonprofit organization based in Fresno, SJVCEO works throughout California to use clean energy to help improve the quality of life in rural areas. SJVCEO coordinates with cities, counties, and public and private organizations to demonstrate the benefits of energy efficiency and alternative forms of energy, and helps bring access to energy-efficiency programs closer to home. The organization has partnered with SCE since 2009 as an implementer of the Local Government Partnership programs in the San Joaquin Valley and High Desert regions, and continues to demonstrate municipal leadership, small business innovation, nonprofit collaboration, and workforce development and training.

Community Partnership Award:

Association of Independent California Colleges and Universities (AICCU): The AICCU represents almost 80 California non-profit colleges and universities, with a core mission of improving lives through higher education. AICCU colleges and universities offer programs in more than 100 locations, contributing to the betterment of the state by providing access to quality higher education for California's diverse population; creating highly skilled workers to compete successfully and ensure California's continued leadership in the global economy; investing nearly \$30 billion annually in the state; and employing more than 91,000 residents.



(Left to right) Colin Cushnie, SCE vice president of Energy Procurement & Management; Mike Marelli, SCE vice president, Business Customer Division; Janet Clayton, Edison International senior vice president of Corporate Communications; Edison International President and CEO Pedro Pizarro; Dr. Julie Mendoza, project director, Intersegmental Coordinating Committee (accepted award from AICCU); SCE President Ronald O. Nichols; and Stu Hemphill, SCE senior vice president of Customer and Operational Services.

Community Partnership Award:

(Left to right) Mike Marelli, SCE vice president, Business Customer Division; Mike Montoya, Edison International vice president, chief ethics and compliance officer; BGCS Executive Director Galen Quenzer; and Robert Quintero, SCE principal manager, Local Public Affairs.

Boys & Girls Clubs of the Sequoias

(BGCS): BGCS (an affiliate of Boys & Girls Clubs of America) is a youth development organization whose mission is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, and responsible citizens. The organization serves 3,500 young individuals ages 6-18, at 14 clubs in several Tulare County communities, and offers programs in character and leadership development; education and career development; health and life skills; the arts; and sports, fitness, and recreation.

Diverse Enterprise Award:

RDI-Engineering: Based in the Inland Empire, RDI-Engineering is a multi-disciplinary firm offering a vast array of services for the telecommunications and utility industries. After three years of working as a subcontractor for SCE, RDI landed a multi-year contract with the utility as a prime supplier, which set the stage for unprecedented growth. RDI is one of two firms selected to survey SCE's 1.5 million utility poles. SCE has assisted RDI with training, and RDI has partnered new employees with experienced field personnel.



(Left to right) Mike Marelli, SCE vice president, Business Customer Division; SCE President Ronald O. Nichols; Edison International President and CEO Pedro Pizarro; RDI-Engineering President and CEO Hector Mendoza Jr.; RDI-Engineering Chief Operations Officer Eric Mendoza; Alma McMaster, SCE program manager, Supplier Diversity and Development; and Doug Bauder, SCE vice president of Operational Services, Safety, Security, Business Resiliency, and chief procurement officer.

If you are interested in future customer signature events – such as Black History Month in February and Asian American Pacific Islander Heritage Month in May – including potential opportunities for recognition, contact your SCE Account Manager for details.

Also follow us on Twitter @SCE_Business and @SCE_Communities, and join our Business and Community Partnerships [Facebook](#) page, to learn more about our business programs and community initiatives. For more details on SCE's diversity commitment, cultural awareness, and outreach, visit [sce.com/diversity](https://www.sce.com/diversity).