



SOUTHERN CALIFORNIA
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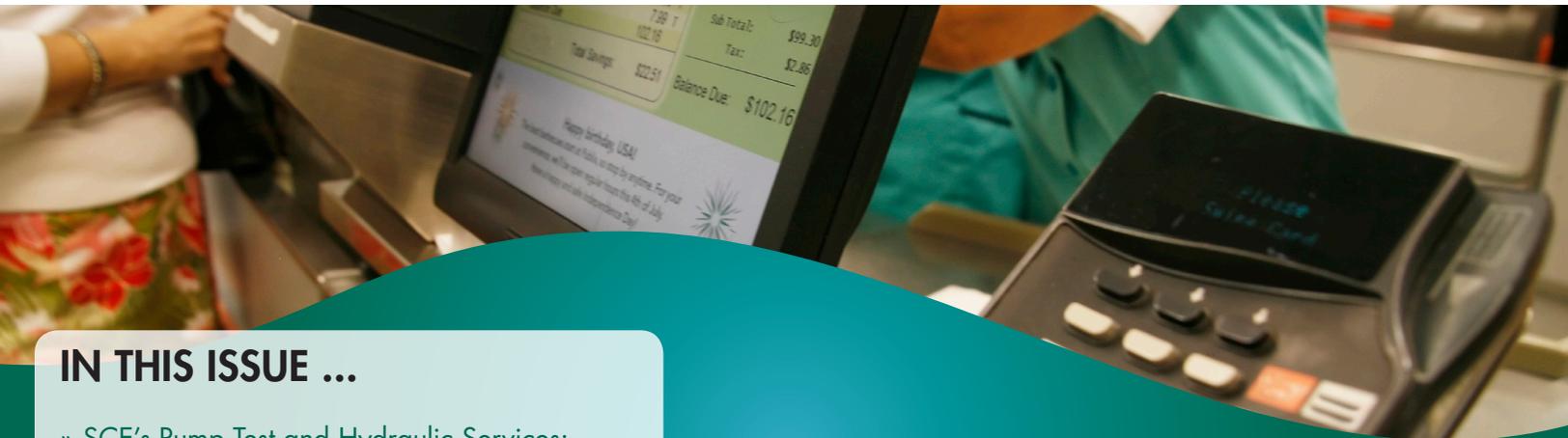
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COMMERCIAL SEGMENT

SOUTHERN CALIFORNIA EDISON

POWER BULLETIN

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SCE's Pump Test and Hydraulic Services: A Century of Value

In 2011, Southern California Edison (SCE) marks 100 years of serving customers through the Pump Test and Hydraulic Services offering, one of the largest and longest-running pump-related energy efficiency offerings in the nation. Benefits of SCE's free pump testing services may include:

- increased energy efficiency,
- reduced costs, and
- improved system efficiency.

The pump testing services determine the overall "wire-to-water" efficiency of a pumping plant by analyzing the water level in a well during pumping, discharge flow rates, and power input to the pump motor. These measurements of pump performance in progress allow customers to track pumping plant efficiency and determine when maintenance or overhaul will be cost-effective.

SCE also offers recommendations to capture efficiency and cost-saving opportunities elsewhere in the pumping system, such as by minimizing piping friction losses and matching pressure to varying flow requirements through the use of variable speed drives. In addition, SCE provides several fee-based predictive maintenance services, including infrared panel inspection and cleaning, vibration detection analysis, meg-ohm testing, and industrial services.

To learn more about SCE's Pump Test and Hydraulic Services, as well as other energy management solutions, contact your account representative or visit www.sce.com/solutions. To schedule a pumping test, log onto www.sce.com/forms/RequestPumpTest.aspx.

Protect Your Employees and Business From Contact With Power Lines

Across the United States, workers who contact power lines put themselves and the public at risk of injury or death. These overhead and underground utility contacts also cost utility companies and businesses millions of dollars in repair and service disruption losses every year.

Did you know overhead power lines are not covered by insulation? If an overhead power line touches you, your equipment or your tools, you or someone you work with could be electrocuted. Everyone who works near power lines is at risk, whether you operate heavy equipment or use ladders and handheld tools.

One life-saving rule-of-thumb is the 10-foot rule. Keeping vehicles, equipment, tools, scaffolding and people at least 10 feet away from overhead power lines can help prevent accidents. Make sure everyone at the work site knows about nearby overhead wires and where they are located. Assume all wires are

CONTINUED ON BACK

CONTINUED FROM FRONT

energized and potentially dangerous—this includes overhead and underground lines, and the service drops that run from utility poles to buildings.

Not only are workers at risk from making contact with overhead wires, a buried conductor is just as hazardous. In advance of any excavation project, call 811 before you blast, bore, trench, drill, grade or dig in any way.

Your building's utility maps may not be updated, and the markings could be off, but by calling the national 811 call center, you can find out the most current and most accurate information about buried utilities. This free service will arrange for the marking of underground power lines and other utilities so you can keep a safe distance.

Electrical Safety Awareness Materials

SCE offers *Worker Beware* safety training materials (at no cost) that can easily be integrated into your existing safety program. These materials—which include tip cards, posters, a DVD and a facilitator's guide—can help save lives, control injury-related costs, reduce insurance premiums and avoid Cal/OSHA fines. To learn more about SCE's safety awareness programs and to order free educational materials, visit www.sce.com/safety and click on "Worker Safety."

COMMERCIAL SEGMENT FOCUS

Nordstrom Shows That Saving Energy Is Always in Fashion

A national retailer that sells the finest apparel, shoes and accessories, Nordstrom always shows its customers the latest in fashion trends. But many customers may not know that the company also stays on top of the latest energy management trends, employing strategies that help save energy, money and the environment and support adequate electricity supplies for the region.

In the early 2000s, during California's energy crisis, Nordstrom began a voluntary load curtailment program on days when the state reported low operating electricity reserves. Starting with shutting off display window lights, cove lighting, individual merchandise spotlights and some cooling load, Nordstrom stores reduced their energy demand in tiers.

This commitment eventually evolved into participation in SCE's technology incentives program for Automated Demand Response (Auto-DR). Auto-DR allows customers with an automated load control system, such as an energy management system (EMS), to participate in SCE's Demand Response (DR) programs with no manual intervention, while providing flexibility, scalability and ease of use.

Customers pre-select their level of participation based on their energy management strategies and program their energy management systems to automatically drop a set energy load during DR events. This earns incentives for peak-period energy load reductions, which help ensure adequate electricity supplies and additional environmental benefits.

Customers also may qualify for incentives of up to \$300 per kilowatt (kW) of tested load reduction for system upgrades and technologies that enable Auto-DR. Nordstrom's incentive from SCE totaled more than \$526,000. These funds allowed the retailer to install an EMS in stores within SCE's service territory.

Nordstrom uses Auto-DR enabling technologies to participate in the Critical Peak Pricing (CPP) program, which rewards customers for reducing or shifting electricity usage during a few peak periods from June 1 to Oct. 1 when electricity prices climb or demand is high.

"The primary driver behind this project was social responsibility," said Nordstrom National Facilities Director Bill McQueen.

He added, "Demand Response is really about making sure we don't have to build more power plants or tap into the higher-emitting coal plants. We know that in California, where we have customers and do business, it makes sense to use less energy on those critical peak days" to help avoid rolling blackouts and ensure customers have power at their workplaces and homes.



During Critical Peak Pricing events in summer 2010, Nordstrom stores in SCE's service territory reduced load by 20%, which equated to a reduction of over 2 megawatts.

Auto-DR: 20% Load Reduction

With Auto-DR, when a DR event (such as CPP) takes place, a central system sends a signal to the EMS units in Nordstrom stores to reduce load in a pre-scheduled manner. Nordstrom retains the ability to override the automated signals and change its load reduction strategies at any time.

McQueen said that before Nordstrom installed the new EMS units to enable Auto-DR, the circuits for some stores affected multiple areas—including some the stores did not want off, such as restrooms. Now, with the EMS units, only selected non-critical lights and equipment are affected during events. Devices can be added and removed from EMS control as needed.

"We can be assured through the automated element that we only turn off what we want," McQueen noted.

During CPP events in summer 2010, Nordstrom stores in SCE's service territory reduced load by 20%, which equated to a reduction of over 2 megawatts.

Upon receiving a day-ahead CPP event notification, Nordstrom sends out e-mails to its stores. Then during the event, store employees post door signs and make periodic announcements to keep customers informed about what's happening in the stores. Nordstrom also educates its salespeople about how to answer customer concerns.

Annual Energy Reductions of 3.5%

For Nordstrom, embracing Auto-DR technology is only part of its ongoing energy management strategy. Through use of new technologies in lighting, heating, cooling and other systems, the company has lowered energy use per square foot by 3.5% annually since 2008, a rate it aims to continue meeting each year, reported McQueen.

Working with partners like SCE, including Major Account Manager Erin Tanaka, helps Nordstrom continue its long-term commitment to saving energy, money and helping the environment.

"Through all of our partnerships we always learn a lot," McQueen noted.

"We're glad programs like this exist. It's been a good experience for us to learn this way."

To learn more about Auto-DR opportunities, or how to qualify for savings and incentives, contact your SCE account representative, visit www.sce.com/autodr or call 866.238.3605.