



Contact your account representative for additional information and assistance.

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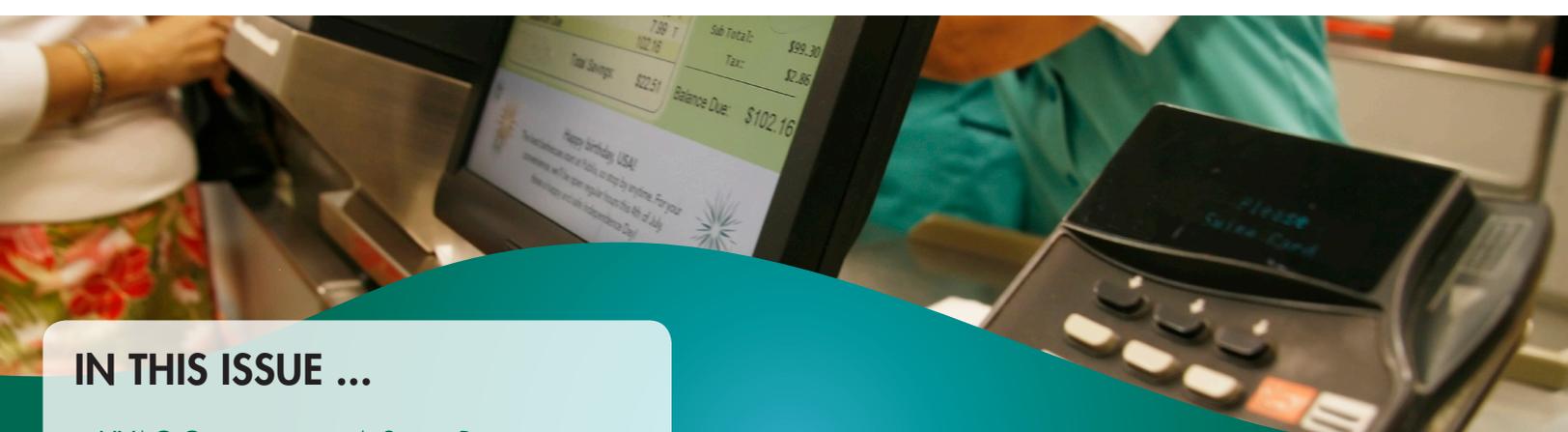
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**COMMERCIAL SEGMENT**

SOUTHERN CALIFORNIA EDISON

**POWER BULLETIN**

VOL. 11 No.9 September 2011

**HVAC Optimization: A Smart Business Decision**

Southern California Edison's (SCE) new HVAC Optimization Program offers a winning combination of an enhanced HVAC maintenance plan that leads to improved energy efficiency with financial incentives to help offset the incremental cost of the planned maintenance.

The higher-level maintenance plan, developed by industry associations, sets a new standard in HVAC maintenance by helping you lower energy bills, increase system reliability, improve indoor air quality and thermal comfort, decrease repair costs, lessen unplanned service calls, lower capital costs through longer equipment life, and reduce your carbon footprint.

**Be HVAC Wise and Optimize**

Nearly 45% of a commercial building's energy consumption is attributed to its HVAC systems, so an HVAC in top condition can improve your bottom line.

Eligible customers (those with qualifying commercial rooftop units powered by electricity from SCE) who sign a three-year HVAC Optimization maintenance agreement receive:

- A cash incentive to help offset the cost difference between a typical maintenance agreement and the customized HVAC Optimization maintenance agreement;

- Low- or no-cost baseline-level repairs (if needed);
- A comprehensive maintenance plan with ongoing, conveniently scheduled maintenance and a preventative approach to reduce or eliminate any unexpected downtime;
- Lower total cost of ownership, fewer occupant complaints regarding building environment comfort and fewer unexpected expenses; and
- Better information for making important HVAC decisions.

Contractors participating in the HVAC Optimization Program have received extensive training, including in the ASHARE (American Society of Heating, Refrigerating and Air-Conditioning Engineers)/ACCA (Air Conditioning Contractors of America) Standard 180. Your contractor will develop a customized three-year maintenance plan that considers:

- Performance objectives specific to your business based on thermal comfort, indoor air quality and energy efficiency;
- Condition indicators, such as those from the surrounding area, that should factor into your maintenance plan; and
- Planned maintenance based on the Standard 180 that includes specific tasks and frequencies.

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## CONTINUED FROM FRONT

The contractor also will calculate the incentive amount for you based on inspection findings and the number of identifiable units at your business. Once you sign the HVAC Optimization maintenance agreement, SCE will send you 20% of the calculated incentive. The balance of the payment is paid out over the term of the three-year maintenance agreement.

In addition, after you sign the agreement, your contractor will bring your rooftop unit(s) to a baseline level, and will assess equipment condition, perform a cooling service analysis and remediate maintenance-related repairs. SCE may cover all or part of the baseline work, depending on the program eligibility of the required repairs.

To learn more about improving your bottom line through SCE's HVAC Optimization Program, contact your account representative or visit [www.HVACOptimization.com](http://www.HVACOptimization.com).

## Get the Latest on 2012 Rate Changes at Fall Electricity Outlook Meetings

Register today for one of SCE's Fall 2011 Electricity Outlook sessions, where you will learn more about electric utility issues, with a special emphasis on early 2012 rate changes, Demand Response, Direct Access updates and upcoming General Rate Case Phase 2/Dynamic Pricing filings.

Each in-person session will take place from 8 a.m. to 10 a.m., with continental breakfast from 7:30 a.m. to 8 a.m. The online webinar will take place from 8 a.m. to 10 a.m., and participants may log on 15 minutes prior to the start time. The schedule is:

Date	City	Location	Address
Oct. 13	Irwindale	SCE's Energy Education Center - Irwindale	6090 N. Irwindale Ave., Irwindale
Oct. 18	Oxnard	Courtyard by Marriott	600 Esplanade Dr., Oxnard
Oct. 20	Long Beach	Marriott	4700 Airport Plaza Dr., Long Beach
Oct. 25	Tulare	SCE's Energy Education Center - Tulare	4175 S. Laspina, Tulare
Oct. 26	N/A	Online via webinar	A WebEx link will be sent once you RSVP
Oct. 27	Santa Ana	Embassy Suites	1325 E. Dyer Rd., Santa Ana
Nov. 2	San Bernardino	Hilton	285 Hospitality Ln., San Bernardino

To register for any of the above sessions, RSVP online at <http://bit.ly/electricityoutlook>.

### COMMERCIAL SEGMENT FOCUS

## Shopping Mall REAPs Savings Through Energy Efficiency Upgrades

Following an expansion and revitalization, in 2010 the Westfield Culver City shopping center implemented extensive energy management upgrades in its existing mall areas, with the improvements estimated to save approximately 553,000 kilowatt-hours (kWh) annually and reduce peak demand by 35 kW.

Westfield worked through a third-party contractor, with SCE's assistance, to implement sustainable energy solutions under the Retail Energy Action Program (REAP), an SCE third-party program. Improvements included:

- Installing a new high-efficiency cooling plant and upgraded airside equipment;
- Applying higher-efficiency window film and using occupancy sensors and other energy-saving lighting solutions;
- Cleaning and lining ducts to maximize efficiency; and
- Adding a building automation system for centralized HVAC control and efficiency optimization, plus Demand Response event participation to reduce electricity usage during high-demand periods.

These improvements garnered Westfield approximately \$74,000 in energy efficiency incentives from SCE, with an additional reservation for a \$32,000 Demand Response technology incentive.

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"Energy is a critical component of our supply chain in providing real estate to our tenants. The savings make us more competitive and more profitable," said Westfield Vice President – National Operations Joe Jaworski (left), speaking of extensive energy management upgrades made at the Westfield Culver City shopping center. With him is Westfield LLC Director of Sustainability Jonathan Krausche.

Westfield earned extra incentives for putting into place thermal energy storage using a central chilled water system with tanks for ice storage. This allows ice to be created and stored at night, when electricity demand and rates are lower, and used during the day to cool the building. As a result, Westfield realizes additional kWh and kW savings.

"Energy is a critical component of our supply chain in providing real estate to our tenants. The savings make us more competitive and more profitable," said Westfield Vice President – National Operations Joe Jaworski, noting that the upgrades have proven to be transparent to tenants.

He added, "Sustainability has always been in our core values. And it's good to do the right thing, especially when there's a financial payback."

### Enterprise EMS for Maximum Building Control

Jaworski noted that since completion of the energy efficiency upgrades in December 2010, Westfield has been working on tying together the newer equipment in the expanded area of the mall with the upgraded equipment and systems put in place in the existing areas. The expansion added 330,000 square feet to the shopping center, which now includes 171 retailers in more than 1 million square feet of retail space.

A key element of connecting the previously existing and newer areas includes use of an Enterprise Energy Management System (EEMS) that sits on top of other building systems, ending with one user interface that enables maximum efficiency.

With this system, said Westfield LLC Director of Sustainability Jonathan Krausche, "We have real-time data coming off of shadow meters. We're going to continue to watch that data more closely and create more strategies for savings to make sure the building is controlled as tightly as possible."

On a broader scale, Westfield can use the EEMS at all 55 of its U.S. shopping centers, since the system operates nationwide. Now, Jaworski said, "We can make efficiency improvements throughout our portfolio at one time."

### Focus on the Customer

With the mall's revitalization introducing modern design and décor and customer conveniences including family lounges, an eco-friendly car wash and more, Westfield wanted to ensure that its energy upgrades also kept the customer in mind.

"We're going to be as efficient as we can be to provide the kind of environment our customers expect," Jaworski said.

So far, Westfield sees the energy upgrades as a success. "They met a lot of the goals we wanted," Krausche said, noting that the mall still needs to validate and verify the estimated annual savings. "We did create a better-quality environment and are heading in the right direction to meet our goals of being greener."

Krausche said that SCE continues to provide valuable assistance to help the shopping center reap energy savings.

"Our Major Account Manager, Cynthia Davis, has been there every time we've called to support us," he noted, "and she gets us in the right direction."

For more information on how you also can benefit from SCE's wide array of energy management offerings, contact your account representative or visit [www.sce.com/solutions](http://www.sce.com/solutions) and [www.sce.com/drp](http://www.sce.com/drp).