



SOUTHERN CALIFORNIA
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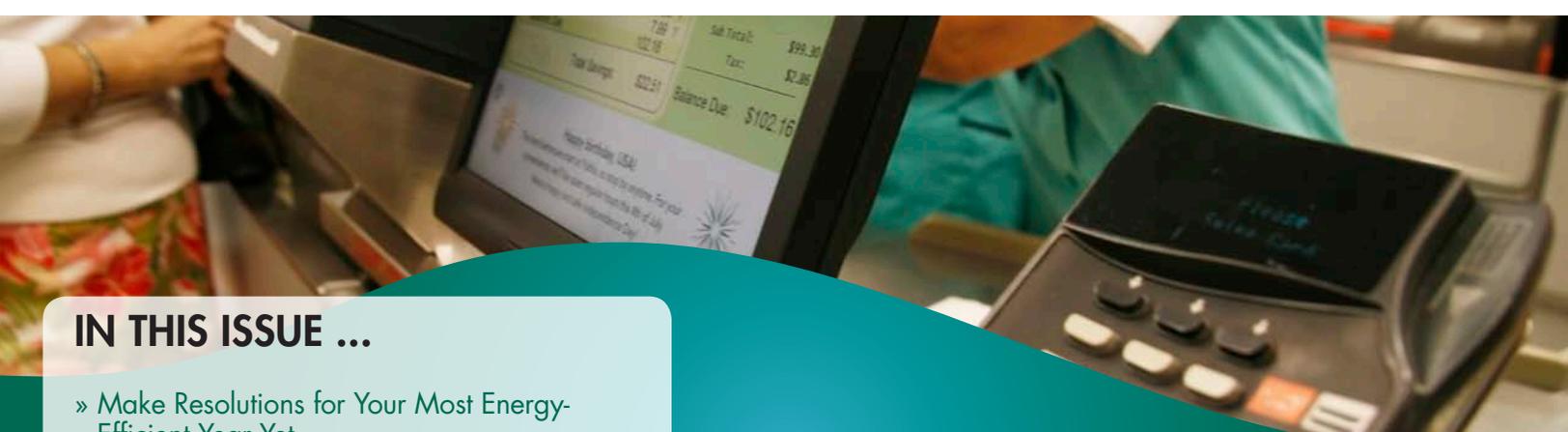
– www.sce.com/energycenters

Statewide Transmission System Status

– www.caiso.com

Utility Regulation

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COMMERCIAL SEGMENT

SOUTHERN CALIFORNIA EDISON

POWER BULLETIN

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Make Resolutions for Your Most Energy-Efficient Year Yet

As you look ahead to the New Year, follow these tips from Southern California Edison (SCE) to help you save energy and money and improve your business' bottom line in 2012.

See what's free: Take a free online survey and get immediate energy- and money-saving recommendations. Learn more at www.sce.com/business/energy-solutions/online-business-energy-survey.htm.

Keep cash in your stash: Install high-efficiency equipment and benefit from energy and bill savings year after year. Receive financial incentives to help make your business more energy efficient, and start saving today. Find out more at www.sce.com/express_solutions and www.sce.com/customized_solutions.

Be HVAC wise and optimize: Benefit from reduced unplanned repair costs, lower energy bills, cost-covering incentives, improved air quality and greater system reliability. Get details at www.hvacoptimization.com/.

Find a peak solution: Enroll in an SCE Demand Response program for the opportunity to receive financial incentives or other benefits for reducing or shifting power use during peak-demand times. Visit www.sce.com/drp to learn how you can save money and assist California by helping ensure adequate electricity supplies.

Automate your savings: Gain flexibility and ease of use by participating in Demand Response events with no manual intervention through Automated Demand Response (Auto-DR). Go to www.sce.com/autodr for details, including information on technology incentives available to help offset the purchase and installation costs of equipment that enables Auto-DR.

Put energy decisions at your fingertips: Turn to the SCE Energy-Manager[®] suite of Internet-based tools to gain online access to usage information and detailed cost analyses of your business' energy use. For details, log onto www.sce.com/energymanager.

Follow the sun: Receive financial incentives through the California Solar Initiative, reduce annual operating costs and help the environment by generating your own clean, renewable energy with a solar electric generating system or a solar water heating system. Learn more at www.sce.com/gosolar.

Make our workshops work for you: Sign up for classes offered on a variety of energy management topics—from lighting and HVAC, to motors and refrigeration, and more—at SCE's Energy Education Centers in Irwindale and Tulare. See the schedule and register at www.sce.com/energycenters.

To get more great tips, find out about all of SCE's energy management solutions, and which ones best meet your business' energy needs, contact your account representative today.

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Put Your Energy Into Holiday Savings

Here are some simple tips to help you celebrate the holiday season more efficiently and safely:

Efficiency Tips:

- Select more efficient LED (light-emitting diode) or miniature lights, or use lower-watt bulbs as replacements for your holiday decorations.
- Set holiday lights on a timer so they do not stay on longer than needed.
- Replace your low-efficiency lights with high-efficiency compact fluorescent lamps, halogen lamps or high-intensity discharge lights (HIDs).

Safety Tips:

- Only use UL (Underwriters Laboratories Inc.)-approved lighting and cords.
- Do not insert nails or tacks through any electrical cords, and replace damaged, brittle or frayed cords.
- Keep electrical connectors off the ground and away from moisture.
- Never use lighted candles on trees or decorations.
- Keep holiday lights away from carpeting, furniture, drapes or other combustible materials.

For more information on energy efficiency and safety, [visit www.sce.com](http://www.sce.com). Plus, to obtain additional valuable tips for electrical safety around the holidays and throughout the year, visit the Electrical Safety Foundation International's website at www.holidaysafety.org.

Next Steps: SCE's 2012 General Rate Case Application

The California Public Utilities Commission (CPUC) is expected to issue a proposed decision on SCE's 2012 General Rate Case (GRC) Phase I application before the end of the year, with a final decision expected in the first quarter of 2012. If that timeline holds, rate changes associated with the GRC Phase I likely would become effective in the second quarter of 2012.

In a GRC proceeding, SCE proposes a three-year plan that outlines the infrastructure and related spending needed to maintain the reliability and security of the region's power delivery grid. The request is fully transparent and rigorously reviewed prior to approval by the CPUC.

Stay tuned for more information on specific details based on CPUC decisions. To learn more about SCE's General Rate Case, visit www.sce.com/grc.

COMMERCIAL SEGMENT FOCUS

Mid-market spotlight: *The following story highlights one of SCE's mid-market customers, meaning those with demand between 200 and 499 kilowatts. Currently, nine SCE account executives serve mid-market customers throughout SCE's service territory.*

New Hotel Rolls Out "Green" Carpet: Model of Efficiency and Sustainability

The Shore Hotel, which opened in October in Santa Monica, serves as a model for sustainable building design, using energy management and other eco-friendly initiatives to showcase the benefits of conserving resources and protecting the environment.

Steve Farzam, the COO of family-run ownership group Sand & Sea, Inc., said his family holds a strong commitment to public service instilled by their father, Dr. Siroos Farzam, a retired physician. The family, which has been in the hotel business for about 30 years, owned two motels previously on the Shore Hotel site, plus owns and operates nearby Ocean View Hotel.

"We all grew up in the community, we all live in the community and now work here," Steve Farzam said. In building the hotel, "We unanimously made the decision to go forward with the green element. The upfront costs were higher, but we're looking out into the future."

He continued, "Moving forward, we're reducing our carbon footprint. We're not part of the problem, we're part of the solution. We won't settle for anything less."

SBD: Estimated 1,416,600 kWh in Annual Savings

The Shore Hotel developers turned to SCE to utilize the benefits of the statewide Savings By Design (SBD) Program, which provides design assistance and incentives for high-performance new building design and construction. Through SBD, the 164-room boutique hotel received more than \$123,000 in energy efficiency incentives for measures estimated to reduce more than 1,416,600 kilowatt-hours (kWh) of electricity use annually and 169 kW of demand.



The new Shore Hotel serves as a model for sustainable building design.

Energy management initiatives incorporated under SBD include:

- Ensuring that more than 90% of the hotel includes a direct line of sight to the outdoors, which maximizes natural daylight and lowers indoor lighting use;
- Using compact fluorescent lamps and light-emitting diodes (LEDs) for all lighting needs;
- Incorporating a centralized occupancy sensor system that can automatically adjust lighting and temperature in guest rooms when they are unoccupied;
- Using an air conditioning system with an economizer to bring in cooler outside air until the system reaches its setpoint;
- Installing a hot water energy system with high-efficiency boilers, solar panels, and high-efficiency chillers and pumps; and
- Incorporating variable frequency drives and carbon dioxide sensors into the parking garage ventilation system to lower energy use and ensure adequate ventilation.

Auto-DR: Incentive Reservation of \$17,100

Expanding on these energy-saving measures, the Shore Hotel built an energy management system into its design to allow for participation in Automated Demand Response (Auto-DR). This will enable the hotel to earn incentives for automatic peak-period load reductions, which help ensure adequate electricity supplies and offer environmental benefits.

The Shore Hotel is the first hotel in California known to incorporate Auto-DR from inception. A study showed the hotel can reduce load by 57 kW during a Demand Response event, with an SCE incentive reservation totaling \$17,100 for the equipment enabling use of Auto-DR.

The hotel's extensive green building initiatives—which also include roof-mounted solar panels to heat the swimming pool and hot tub, measures to save water, a stormwater management plan, and systems and materials to maximize indoor air quality—make the hotel eligible to achieve the U.S. Green Building Council Leadership in Energy and Environmental Design (LEED)[®] Silver Certification level, and one point away from earning the Gold Certification Level.

Farzam said SCE and Account Executive Martin Gaitan played a key role in supporting the hotel's sustainability mission and providing guidance on use of energy-saving technologies.

"SCE exhibited a very proactive approach, and we had a meeting of the minds early on," he said. "We had other options, but we've been with SCE for 30 years and wanted to continue that relationship."

Speaking for his family, he concluded, "We're all a part of the community. At the end of the day, we're doing the right thing."

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.savingsbydesign.com, www.sce.com/solutions and www.sce.com/drp.