

Desert City Meets Challenges of Saving Energy Year-Round

Nestled in Southern California's Coachella Valley desert floor, about 100 miles east of Los Angeles, the City of Rancho Mirage faces dual energy-saving challenges: high air conditioning electricity demand when temperatures easily top 100°F in the summer for the city's permanent population of about 18,000; and increased energy usage during the winter when 60,000 to 70,000 "snowbirds" call the city their home.

But the 25-square-mile city is not letting these challenges stop it from taking aggressive steps to save energy and lower its electric bills. With our support, Rancho Mirage is showcasing opportunities to make significant cuts in energy use at its municipal facilities – the City Hall, City Hall Annex, Public Library and two Fire Stations.

Four-Year Savings of 308,500 kWh

Between 2010 and 2013, Rancho Mirage received SCE Express Solutions incentives for lighting upgrades – and even free energy-efficient products through the SCE Direct Install program that assists local government partners. At the Library, the city purchased an advanced chiller with a \$15,000 incentive through the Customized Solutions program, which offers more tailored equipment upgrades that can help you attain deeper savings and higher incentives.

The chiller alone reduced energy use by approximately 20% to 30% compared to the older unit. This project, combined with the other upgrades the city implemented with additional incentives from us, helped Rancho Mirage save an impressive 308,500 kilowatt-hours in electricity over the four-year period.

Facility and Fleet Manager Bill Oppenheim said the city's efforts are about more than saving money – though that's certainly a primary focus. For residents, he noted, "We want to be a role model. Some of our projects are very small and our residents can do them very easily. For example, just going from 32-watt fluorescent tubes to 25-watt tubes can save money at a very little up-front cost, which helps everyone."

As for employees, Oppenheim added, "We keep workers knowledgeable – what we're doing, why we're doing it and what type of savings we'll achieve." The city also encourages its employees to save electricity at their own homes.

Next Step: More Demand Response

Rancho Mirage also is participating in demand response (DR) programs. With DR, by reducing energy consumption during peak-demand hours, you relieve stress on the grid and the environment, and in turn earn bill credits that offset your cost of energy.



City of Rancho Mirage Facility and Fleet Manager Bill Oppenheim and SCE Account Manager Maya Aubrey review the monitoring system for the smart chiller at the City Library. The city received a \$15,000 SCE incentive toward the purchase of the chiller, which reduces energy use by approximately 20% to 30% compared to the older unit.

From 2010 through 2013, using the Summer Discount Plan (an air conditioning cycling program) at one of its housing authority projects earned the city several hundred dollars in credits. In 2014, Rancho Mirage enrolled the Library in the Demand Bidding Program, a no-cost, low-risk, flexible DR program that provides bill credits for voluntarily reducing energy use when a program event is called.

Rancho Mirage's extensive energy-saving efforts have earned it national recognition. In May 2014, the U.S. Environmental Protection Agency awarded the city its ENERGY STAR Award, making Rancho Mirage the first jurisdiction in the Coachella Valley to receive this acknowledgement.

But even with all of its accomplishments, the city is not stopping here. Working directly with the Desert Cities Energy Partnership – which provides funding for additional efficiency incentives – Rancho Mirage is considering several more projects. These include installing solar panels at the City Hall and Library; putting in an energy management system at City Hall; upgrading to an advanced chiller at City Hall; and replacing additional landscape lighting with light-emitting diode (LED) fixtures, among others.

“Proud of the Energy We Have Saved”

As Mayor Iris Smotrich noted, “I am very pleased with the energy conservation efforts the city has undertaken. We are proud of the energy we have saved throughout the city. The city has a great working relationship with SCE, which has helped the city save energy on several fronts.”

So whether Rancho Mirage is serving the needs of its permanent population during often-scorching summers, or addressing an influx of residents for pleasant winter days, it continues to partner with us and serve as a forward-thinking city that helps save energy, money, and the environment.

To learn more about SCE energy management solutions, ways to reduce your energy usage and manage your energy costs, visit us [online](#) or call your SCE account manager.

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 other customers.

These programs are funded by California Utility ratepayers and administered by SCE under the auspices of the California Public Utilities Commission (CPUC). Programs are offered on a first-come, first-served basis and are effective until 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. 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.

SCE Honors Businesses/Scholars at Hispanic Heritage Month Celebration

Furthering SCE’s partnerships with businesses and other organizations in the Hispanic American community, we recently held our 4th Annual Hispanic Heritage Month event, which took place at the Energy Education Center in Irwindale.

This customer signature event:

- Showcased Hispanic American firms’ contributions to energy efficiency and economic growth;
- Helped SCE build further opportunities for supplier diversity by enhancing and establishing relationships with Hispanic American businesses and other community leaders; and
- Focused on SCE’s commitment to the education of tomorrow’s professionals.



Edison Scholars at the Annual Hispanic Heritage Month event. Left to right: SCE Vice President Local Public Affairs Veronica Gutierrez; SCE Director, Philanthropy & Community Investment Tammy Tumbling; Emily Moreno, Bioengineering Major Freshman, UC San Diego; Diana Valenzuela, Civil Engineering Major Freshman, USC; SCE Business Customer Division Vice President Lisa Cagnolatti; SCE Project Manager, Philanthropy & Community Investment Yvette Gonzalez; SCE Senior Vice President, Corporate Communications Janet Clayton.

Energy-Saving Champions

Two Hispanic American businesses received SCE Energy Efficiency Participation Awards for their stellar work as energy-saving champions:

- **S. Bravo Systems, Inc.:** This Made in the USA accredited manufacturer of secondary containment systems for fuel handling in the petroleum industry received nearly \$82,000 in SCE incentives for energy efficiency projects, resulting in savings of approximately 749,000 kilowatt-hours.



S. Bravo Systems, Inc., SCE Energy Efficiency Participation Award Recipient at the Annual Hispanic Heritage Month event. Left to right: SCE Account Manager James Trejo; SCE Account Manager Brian Bustamante; S. Bravo Systems Founder Sergio Bravo; S. Bravo Systems President and Co-owner Paola Bravo; SCE Business Customer Division Vice President Lisa Cagnolatti; SCE Senior Vice President Customer Service Kevin Payne.

- **PRL Glass Systems, Inc.:** A family-owned business, PRL offers 20 complete product lines for the commercial and residential construction industry and furniture manufacturers. Its energy efficiency initiatives earned it \$55,700 in incentives, with savings of nearly 651,000 kilowatt-hours.



PRL Glass Systems, Inc., SCE Energy Efficiency Participation Award Recipient at the Annual Hispanic Heritage Month event. Left to right: SCE Account Manager Gilbert Escamilla; PRL Glass Systems Director of Operations Ruben Gallegos; PRL Glass Systems Chief Financial Officer Cesar Landeros; SCE Business Customer Division Vice President Lisa Cagnolatti; SCE Senior Vice President Customer Service Kevin Payne.

SCE also presented the Community Partnership Award to **TELACU Education Foundation**, which SCE and Edison International, the parent company of SCE, support in their initiatives to provide Latino students with scholarships, mentoring and support.

In addition, **Precision Electric** earned the Diverse Business Enterprise Award. This electrical contractor continues to work on a variety of SCE service, repair, design, engineering and installation projects.

Supporting SCE's future workforce development, Edison International and SCE recognized two 2014 Edison Scholars. The Edison Scholars Program provides \$40,000 scholarships (\$10,000 per year for four years) to 30 underserved students desiring higher education in the STEM (science, technology, engineering and math) fields.

Twitter Updates

During the event, our social media reach was more than 74,000 people and our #CelebrateHHM hashtag was viewed over 4,400 times. Follow us on Twitter @SCE_Business and @SCE_Communities to learn more about key business issues and community initiatives.

And if you're 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 more details.