



SOUTHERN CALIFORNIA  
**EDISON**®

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Contact your account representative for additional information and assistance.

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**SCE Home Page**

– [www.sce.com](http://www.sce.com)

**Energy-Related Learning**

– [www.sce.com/ctac](http://www.sce.com/ctac)  
– [www.sce.com/agtac](http://www.sce.com/agtac)

**Statewide Transmission System Status**

– [www.caiso.com](http://www.caiso.com)

**Utility Regulation**

– [www.cpuc.ca.gov](http://www.cpuc.ca.gov)  
– [www.energy.ca.gov](http://www.energy.ca.gov)

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SOUTHERN CALIFORNIA EDISON

**POWER BULLETIN**

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**Achieve Your Business' Full Potential With SCE's Economic Development Services**

Whether you're looking to expand your business operations in Southern California, find incentives to stay in the region, or access additional resources to help your business thrive, Southern California Edison's (SCE) Economic and Business Development team offers a robust array of no-fee consulting services and assistance to help you fast track your company's growth and prosperity.

**Forecasting Your Impact**

One Economic and Business Development service, the Economic Impact Analysis Model (ECIA), provides a powerful tool to help your company understand and forecast the fiscal and economic impact of your facility's operations on the regional economy at the city, county and state levels.

Using some simple, basic data points you provide for the operation of your business, SCE's model factors in a number of up-to-date statistics and generally accepted economic multipliers to create a report on the total population supported by your business/facility and how your business impacts regional employment and wages.

Specifically, the report breaks down direct, indirect and induced impacts in terms of employment, economic output, personal income and supported population. The report also demonstrates the fiscal impact in terms of

incremental taxes, fees and licenses to the city, county and state. The results can be provided for a single year or up to five years of forecasted operations.

**ECIA Case Study**

The Greater Antelope Valley Economic Alliance (GAVEA), a regional Economic Development Corporation, used SCE's ECIA to demonstrate the alliance's value in attracting, creating and retaining wealth-creating jobs, specifically those that expand and diversify the region's industrial job base.

Through a historical analysis of GAVEA's projects that brought businesses into the area, the ECIA found that the related impacts of the attraction and retention projects had:

- Created nearly 9,000 direct, indirect and induced jobs, representing an annual personal income of approximately \$473 million.
- Supported a population growth of approximately 18,000 and provided a total economic output estimated at \$1.18 billion annually.
- Generated state, county and city-level revenues of about \$40 million.
- Created a local return on investment for the city of approximately 60:1 over a five-year cycle.

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As a result of the analysis, GAVEA secured additional local funding to continue its successful work, which also creates significant quality of life and environmental benefits by providing jobs closer to where people live.

The no-fee, confidential ECIA process usually takes seven to 10 days after you first meet with an SCE Economic and Business Development project manager. For more information, talk to your account representative, or contact the appropriate Economic and Business Development manager listed at [www.sce.com/EconomicDevelopment/EconomicDevelopment/Team/default.htm](http://www.sce.com/EconomicDevelopment/EconomicDevelopment/Team/default.htm).

### Building Partnerships, Delivering Resources

Economic and Business Development offers a wide array of other services to help your business grow and prosper. This includes connecting you with numerous state and regional/county organizations that foster economic growth.

SCE can link you with partners that include statewide government and economic development agencies, manufacturing and workforce associations, economic alliance and partnership organizations in the counties SCE serves, and more – including RED Teams comprised of key local stakeholders who can identify the resources needed to address issues impacting your company's success and growth.

Additional resources offered by SCE's Economic and Business Development team include:

- **Location Consulting:** Includes location incentives, financial assistance and film sites.
- **Workforce Issues:** Includes training programs and initiatives, plus valuable labor data.
- **Emerging Businesses:** Includes business incubator connections, technology transfer assistance, and business guidebooks on a range of topics.

To learn more about all of SCE's no-fee Economic and Business Development consulting services, contact your account representative, visit [www.sce.com/EconomicDevelopment](http://www.sce.com/EconomicDevelopment), or talk to your regional Economic and Business Development project manager, with contacts available at [www.sce.com/EconomicDevelopment/EconomicDevelopment/Team/default.htm](http://www.sce.com/EconomicDevelopment/EconomicDevelopment/Team/default.htm).

#### Mapping Your Future: Stay Tuned

Look for more information soon about Economic and Business Development's newest feature, an online GIS tool that will provide you with timely access to current market and demographic information, plus use of an interactive map and table of available commercial and industrial buildings and sites in SCE's service territory.

### Summer Discount Plan: View Cycling Event Status

If you participate in SCE's Summer Discount Plan (SDP) – which provides summer season bill credits in exchange for allowing SCE to periodically turn off, or cycle, the central air conditioning unit compressor(s) during peak energy demand periods – you now have an online connection to the status of SDP events. To determine if an SDP event is taking place in your area, plus to see past events by Zip Code, visit [www.sce.com/acevent](http://www.sce.com/acevent).

## GOVERNMENT SEGMENT FOCUS

### Santa Ana Partners With SCE for Energy Savings

Santa Ana, the largest city in Orange County, has stepped forward as the first city in SCE's service territory to pilot the Energy Leader Partnership model with SCE that establishes a disciplined, concentrated approach for local governments to take action to save energy and money in their own facilities.

The partnership also gives the city an opportunity to build on its existing leadership role in encouraging local business and residential customers to participate in SCE's energy efficiency and demand response programs.

Since forming the partnership in November 2007, the city has identified two retrofit projects to be completed by the end of 2008 that will save about 400,000 kilowatt-hours (kWh) annually, with projects representing another 5 million kWh in savings identified for retrofit by next year.

#### Efficiency Gains in Water System

The partnership represents a continuation of Santa Ana's efforts to identify opportunities for energy savings. In the last eight years, the city has utilized SCE's pump testing program to prioritize "rehab" needs for its 21 wells and seven pumping stations. To date, the city has performed rehab on up to 18 wells, which includes cleanup, replacement of the pump with a more efficient one, and sometimes replacement of the motor.

This work alone "has paid off for us," said Principal Civil Engineer Nabil Saba, with well efficiency rising from the low 50% range into the high 60% range for Overall Plant Efficiency. "We're operating a lot more efficiently and producing water at a lower cost," Saba added.

In addition, the city has changed out constant speed drives to variable frequency drives in five wells and two pump stations, earning tens of thousands of dollars in rebates per site through the Standard Performance Contract Program.

Saba said that variable frequency drives provide the city with two major benefits: 1) reduction in the amount of energy needed to pump the same amount of water, and 2) stabilization of pressure in the system to reduce the impact of any surges.



Santa Ana Principal Civil Engineer Nabil Saba (right) joins SCE account manager Cheri Carroll at the city's John Garthe Reservoir. Santa Ana is the first city in SCE's service territory to pilot the Energy Leader Partnership model with SCE that establishes a disciplined, concentrated approach for local governments to take action to save energy and money in their own facilities.

### Savings Throughout the City

It's not just Santa Ana's water system that's achieving savings. With the help of account manager Cheri Carroll, the city is reducing its electricity costs by thousands of dollars annually by changing to more advantageous rate structures.

The city also already has completed an LED (low-emitting diode) traffic signal project, with an SCE incentive of more than \$413,000 and savings of more than \$411,000 annually, as well as nine lighting retrofit projects (installation of T-8 lamps and electronic ballasts), with SCE incentives of over \$113,000 and savings of \$186,000-plus annually.

As a next step, this year the city is taking part in several Technical Assistance and Technology Incentive audits to determine load reduction potential for SCE's demand response programs.

Saba gave Carroll credit for keeping the city connected to SCE, and also recommended the free energy management classes offered through SCE's Energy Centers in Irwindale and Tulare.

As for the bottom line, he suggested that other cities look to SCE and "prioritize work based on its recommendations, because it does pay off."

For more information on all of SCE's energy efficiency, demand response and other energy management programs and services, contact your account representative or visit [www.sce.com](http://www.sce.com).



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