



SOUTHERN CALIFORNIA  
**EDISON**<sup>®</sup>

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Contact your account representative for additional information and assistance.

#### QUICK LINKS TO FIND ENERGY INFO

##### SCE Home Page

– [www.sce.com](http://www.sce.com)

##### Energy-Related Learning

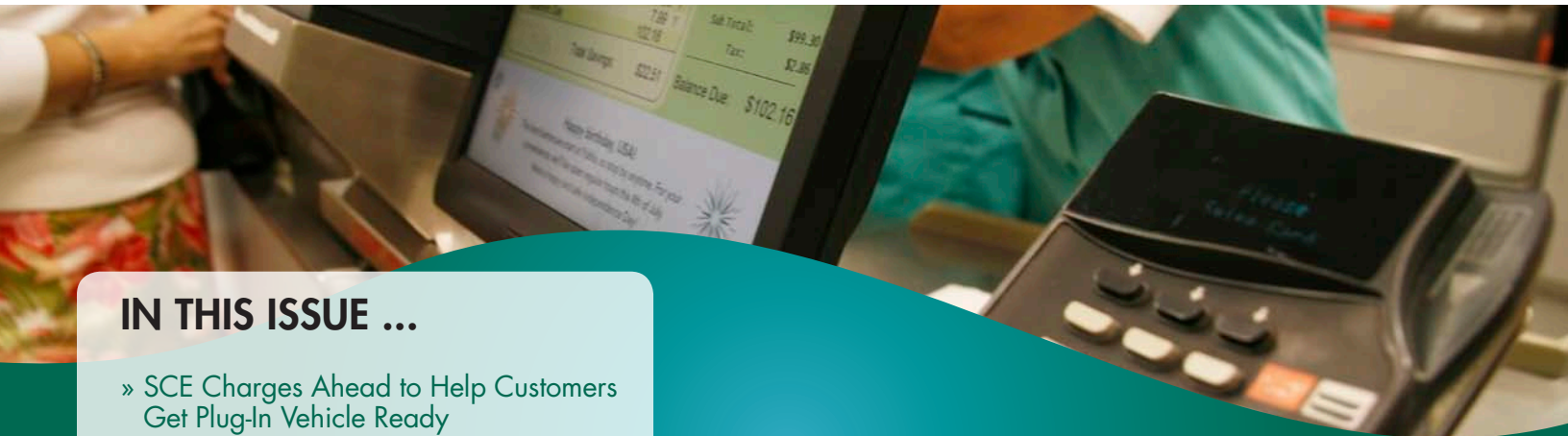
– [www.sce.com/ctac](http://www.sce.com/ctac)  
– [www.sce.com/agtac](http://www.sce.com/agtac)

##### 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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COMMERCIAL SEGMENT

## SCE Charges Ahead to Help Customers Get Plug-In Vehicle Ready

With several plug-in vehicle (PEV) models coming to market in late 2010—and estimates of 100,000 PEVs in Southern California Edison's (SCE) service territory by 2015—SCE is working to streamline the process for business and residential buyers and make certain the grid is ready to support the full-scale commercial introduction of these vehicles.

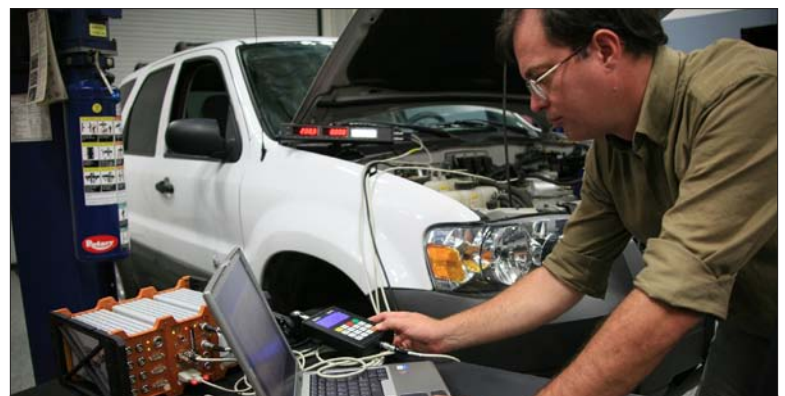
Business customers interested in incorporating PEVs into your fleet should contact SCE early on to:

1. address any potential upgrades needed for your site's electrical service (such as for commercial charging at Level Three, with a 480-volt connection), and
2. determine the best rate option for you.

### Vehicle Purchase Survey

To help SCE make the customer experience as convenient and simple as possible, please take the PEV purchaser survey at [www.sce.com/pev](http://www.sce.com/pev).

The widespread adoption of PEVs represents an important element of efforts to reduce greenhouse gas emissions. A study by the Electric Power Research Institute and Natural Resources Defense Council concluded that by 2050, the



An engineer works on vehicle research programs at SCE's Electric Vehicle Technical Center in Pomona, Calif. As SCE prepares its own operations and infrastructure for the arrival of plug-in vehicles, the company is informing prospective purchasers about the need to get "plug-in ready" before buying.

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widespread adoption of plug-in hybrid-electric vehicles could reduce annual vehicle emissions of greenhouse gases by more than 450 million metric tons, the equivalent of removing one-third of today's light-duty cars and trucks from the road.

### Plug-In Readiness Pledge

SCE is currently working with state and local officials, automakers and other key stakeholders to prepare for greater use of PEVs in our electrical system. Last fall, SCE joined other member utilities of the nationwide Edison Electric Institute to sign a pledge for PEV market readiness addressing infrastructure, customer support, education, vehicle and infrastructure incentives, and utility fleets.

In the last area, SCE already operates the nation's largest private fleet of 300 electric vehicles. Since the program's inception, SCE's electric vehicles have traveled more than 18 million miles, reducing greenhouse gas emissions by 9,800 tons and pollutants by more than 2,200 tons. In addition, SCE leads the nation in generation from renewable sources, so PEVs charged in SCE's service territory will be among the cleanest in the nation.

For more information on getting plug-in ready, contact your account representative and visit [www.sce.com/pev](http://www.sce.com/pev).

### Visit World Ag Expo and SCE's Energy Center-AGTAC in Tulare

SCE will showcase a variety of energy-efficient programs and services at the upcoming World Ag Expo—the world's largest agricultural exposition, taking place Feb. 9-11, 2010, in Tulare, Calif.

Stop by and visit SCE's booth areas—6138, 6139 and 6140 in the Dairy Center, and 1333, 1334, 1433 and 1434 in Pavilion A. The SCE Dairy Center exhibits will highlight energy-saving opportunities for agricultural and industrial customers, including free pump tests. The SCE Pavilion A booths will include information on SCE's extensive program offerings available for customers to improve their bottom line.

If you're at the World Ag Expo, also visit SCE's Energy Center, the Agricultural Technology Application Center (AGTAC), located directly across the street from the expo. This 24,200-square-foot, state-of-the-art facility showcases technologies through interactive exhibits to help customers save energy, money and the environment.

During the World Ag Expo, AGTAC will offer a free seminar on "Improving Energy Efficiency in Drip Irrigation."

At AGTAC, you'll find displays on indoor and outdoor lighting, HVAC, cool roofs and more. In the Outdoor Demonstration Grounds you'll see displays on chemigation, growing grounds, and irrigation and pumping technologies, among others.

Plus, check out the Ground Source Heat Pump display—which demonstrates geothermal heat pump energy efficiency capabilities—and a grid-connected, power-generating photovoltaic section.

AGTAC classes and tours are free. For more information, call 800.772.4822 or visit [www.sce.com/energycenters](http://www.sce.com/energycenters). Details on the World Ag Expo are available at [www.worldagexpo.com](http://www.worldagexpo.com), and the showground map is located at [www.worldagexpo.com/General-Info/Showground-Maps.htm](http://www.worldagexpo.com/General-Info/Showground-Maps.htm).

## COMMERCIAL SEGMENT FOCUS

### Energy Savings Grow at Fresh & Easy Neighborhood Markets

At Fresh & Easy Neighborhood Markets™, the signs aren't the only things that are green.

Offering fresh, wholesome foods, the stores showcase a commitment to lowering costs, passing on savings to customers and improving the environment through a wide array of energy management and sustainability initiatives.

The savings start from the ground up, from simple cement floors to energy-efficient lighting such as T5 and T8 systems, as well as light-emitting diodes (LEDs) for exterior signs, cooler doors and freezer cases. Savings extend through the use of skylights for day lighting, motion sensors to control lighting in offices and back rooms, advanced refrigeration systems with case controls, energy-efficient motors, dual-insulated windows, R30 insulation on roofs, R19 insulation for the walls, night shades on refrigeration cases to keep cool air from escaping, and much more.



As part of an extensive commitment to energy management and sustainability, Fresh & Easy Neighborhood Markets work with SCE through the Savings By Design Program to receive design assistance and incentives for high-performance new building design and construction.

Beyond that, energy management systems allow the markets to monitor all systems, including individual case performance, night curtain usage and lighting system performance.

### Energy Use 32% Below Industry Average

"These energy initiatives reflect our commitment to the environment and our dedication to being a good neighbor. An added benefit is that many of the energy management initiatives reduce our operating costs, providing savings that can be passed onto our customers," said Steve Hagen, Fresh & Easy's director of procurement, engineering and maintenance.

Hagen noted that Fresh & Easy, the U.S. arm of Tesco, recently reported energy consumption that's 32% lower than the industry average for energy usage per square foot across its 130 stores in Southern California, Arizona and Nevada. He said that by constantly monitoring and managing energy use, Fresh & Easy achieves these savings even with a refrigeration floor area 30% larger than in most other supermarkets.

### Savings By Design: Reduction of 3.3 Million kWh

In Southern California, Fresh & Easy works closely with SCE on energy management, specifically through the Savings By Design (SBD) Program, which provides design assistance and incentives for high-performance new building design and construction. In 2009, Fresh & Easy saved 3.3 million kilowatt-hours (kWh) through SBD, with about 3.5 million kWh in additional savings scheduled to come through additional program commitments—exceptional savings for stores of this size.

"We have developed an excellent relationship with our account executive, Kyle Mann, and the Savings By Design Program provides incentives with very little time and effort required by Fresh & Easy," Hagen said. "The overall experience has been excellent."

Moving forward, Hagen added that Fresh & Easy is working with the U.S. Green Building Council's Leadership in Energy and Environmental Design® program to certify its buildings for sustainability and energy efficiency. The company is a pilot member of the LEED Volume Certification Program, the California Climate Action Registry and the Climate Registry that covers North America.

All of these efforts reflect Fresh & Easy's commitment to reducing its impact on the environment in every neighborhood in which it operates.

Hagen said, "We're doing everything we can to reduce emissions, use energy efficiently and be environmentally responsible in all facilities and operations."

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