

Energy Management Success Story



Westfield Shopping Malls



Jack Gillett, Operations Manager, Westfield Santa Anita

Energy Management at Westfield Palm Desert and Westfield Santa Anita: Green for the Environment, Green for Savings

“Green for us is a double entendre,” says Jack Gillett, Operations Manager at Westfield Santa Anita shopping center in Arcadia. “‘Green’ in the sense of being environmentally responsible is also ‘green’ as in sound management and improved profitability. Nowadays the two are inseparable. The perception used to be that being ‘green’ involved financial sacrifice. That’s exactly the opposite of what we know now.”

Gillett’s colleague George Treulieb, Operations Manager of Westfield Palm Desert, picks up the thought. “Westfield is known as an environmentally-progressive company, and we don’t just pay lip service to the idea. Working green means practical, measurable steps in cutting waste, reducing our energy needs, and getting a better return on every dollar we spend for electricity. Southern California Edison (SCE) offers us a practical way to achieve all those goals through its Customized Solutions, Express Solutions and Demand Response Programs.”

Savings Without Sacrifice: Two Steps, Win-Win

The programs make what Gillett calls “two steps that add up to green performance and savings.” Step One:

under SCE’s Customized Solutions and Express Solutions Programs, all seven of Westfield’s properties in the SCE service area received cash incentives for removing aging lighting and upgrading to new, energy-efficiency lamps. Relamping at the Santa Anita and Palm Desert malls (2,000,000 and 1,000,000 square feet, respectively) took about six months each from start to finish, immediately delivering improved appearance and cash incentives. “We replaced obsolete T12 fluorescent lighting with pulse-start metal halide lamps, electronic T8 lamps, high pressure sodium, compact fluorescents, and LED exit signs,” says Treulieb. “If we hadn’t done it all at once, we’d have had to make piecemeal fixes that would end up being more expensive and given a poor appearance.”

Good as those benefits were, the savings were just getting started. The hardware improvements were invaluable in helping both managers to participate aggressively in Step Two, SCE’s Demand Bidding Program (DBP), an Internet-based energy management program that offers qualified customers the opportunity to help California conserve energy and receive bill credits for voluntarily reducing load when a DBP event is called.

Estimated Savings by Managing Energy

- *Location:* Statewide CA
- *Industry:* Retail
- *SCE Programs Utilized:* Customized Solutions, Express Solutions, Demand Bidding Program (DBP)
- *Results:* More than 2.5 million in kWh savings from lighting upgrades at Westfield Santa Anita and Westfield Palm Desert; sizable financial incentives for dropping as much as 870 kWh during DBP events

ESTIMATED SAVINGS

2.5 million kWh+

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Participants make bids the day before or the day of the event for the amount of power they are willing to reduce in increments of 2 hours or more. The incentive for Day-Ahead events is \$.50/kWh of reduced load. Another option permits customers to leave an adjustable standing bid instead of logging on to bid for each event.

Fine-Tuning a Small City for Energy Savings

"Our lighting upgrade gave us dramatic savings, and it improved the appearance of our spaces. Optimizing our temperature settings throughout the mall gives us a better payback and cuts wasted cooling where it isn't needed," Treulieb says. "SCE suggested both these initiatives to us and they found willing listeners, because a good manager hates wastes and loves finding savings." Gillett concurs. "Westfield shopping malls are like small cities," he says.



George Treulieb,
Operations Manager,
Westfield Palm Desert

"Between us, George and I have over 450 stores and thousands of visitors every day. The flexibility we get with these upgrades enables us to light and cool areas very selectively, depending on time-of-day and usage, so we're spending our energy dollars exactly where and when they're needed. And we can make online bids for savings through DBP, even from home when we aren't at work."

Savings and the Business Culture

"Our management has been very supportive of green measures," Treulieb affirms. "We'd never compromise customer comfort or the appearance of our malls, but if we're facing rising energy rates, we need to look for savings in places we didn't always look before."

"Taking part aggressively in Demand Response has become a focus of our efforts," Gillett says. "We don't just shed load when there's a DBP event; we do it whenever we can, especially since the incentives have increased. We'll take smaller measures too — we partnered with SCE on a pilot program for our holiday lighting this past season at some of our malls, and replaced the old lights with much more efficient LEDs. And they looked great. And now that the incentives for DBP have gone up, we're pushing to save as much as we can. There's no downside to this. A company just has to make the commitment in the beginning and stand by it; working green and saving green have to become part of the culture."

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Jack Gillett, Operations Manager,
Westfield Santa Anita

Earn Even More Savings with Other SCE Offerings

Southern California Edison offers a range of energy management solutions to help you better manage your electricity costs.

- Purchase qualifying energy-efficient equipment or technologies and receive incentives and rebates through SCE's Express and Customized Solutions.
(800) 736-4777
www.sce.com/Express_Solutions
www.sce.com/Customized_Solutions
- Save more with other SCE Demand Response (DR) Programs, such as Critical Peak Pricing, which offer low cost ways to reduce your electrical bill for agreeing to temporarily reduce electricity usage during peak hours.
(866) 334-7827
www.sce.com/drp
- Install SCE's Automated Demand Response (Auto-DR) which incorporates automated load control systems (an energy management system) to carry out DR strategies without manual intervention.
(800) 736-4777
www.sce.com/autodr
- Use Web-based tools such as SCE EnergyManagerSM Basic, SCE Cost Manager[®] and SCE Bill Manager[®] to monitor and track your electricity usage.
(888) 462-7078
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