

Energy Management Success Story



SCE's Critical Peak Pricing Helps Coastal Pacific Save Money Year-Round

Savings by Managing Energy

Location: Ontario, CA

Industry: Warehousing / Cold Storage

Savings to date: \$60,000 in a 12-month period with increased kWh usage

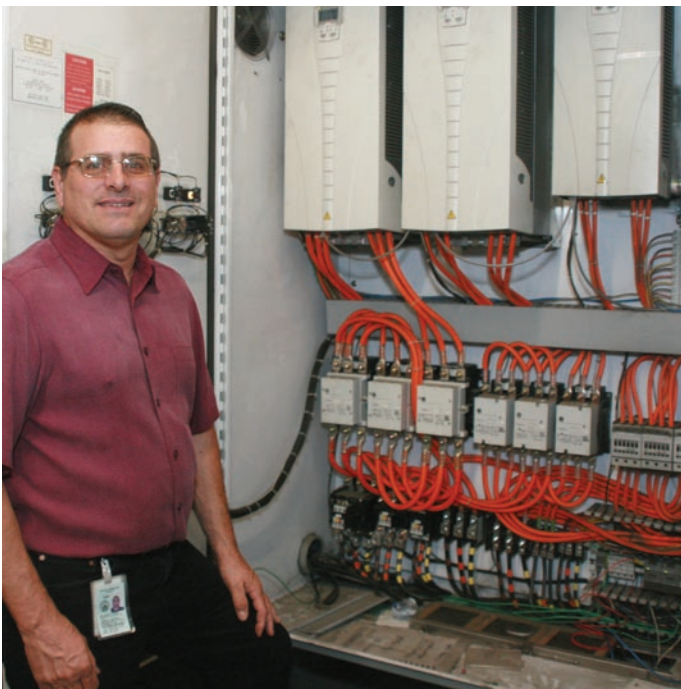
SCE Programs Utilized: Critical Peak Pricing and Energy Efficiency

Results: A total 12-month savings of \$60,000 (through avoided costs and actual savings) while using more electricity

Savings on CPP with increased usage:
\$16,500

Avoided costs with increased usage under the prior energy rate:
\$43,500

\$60,000
total savings



Bill Ellena, Corporate Maintenance Manager at Coastal Pacific Food Distributors

Coastal Pacific Food Distributors Saves \$60K in Direct and Avoided Costs by Powering Down When Energy Prices Are Highest

Energy managers facing higher energy prices don't need to go looking for challenges. The best ones, however, are **finding new competitive opportunities** with energy management programs such as Critical Peak Pricing (CPP) from Southern California Edison (SCE). The CPP Program offers financial incentives in the form of modified rates for business customers who can reduce or shift their weekday power use during a CPP event. Bill Ellena, Corporate Maintenance Manager at Coastal Pacific Food Distributors in Ontario has his company's 330,000 square foot temperature-controlled warehouse fine-tuned to **take advantage of CPP's lower off-peak rates and cut his company's electricity bills** when rates are highest during critical peak periods.

"Our hot weather season is longer on the calendar now than it was when this plant was built," Bill explains. "And starting in June, there's no extra capacity, no breakdown time for our cold storage equipment, and zero room for failure. But we've configured our compressors so I can



"I can put on my review that I'm going to try and beat my budget projection by 10%, and CPP is one of the tactics I use. That's my goal."

Bill Ellena, Corporate Maintenance Manager at Coastal Pacific Food Distributors



optimize their output and use the right combination for the work. We used to run five; now I can keep two turned off, and run the optimal combination. **That flexibility gives me an opportunity to power down during the 12 scheduled CPP events this summer.** In 12 months on this rate, I've used more electricity, but I've saved about \$60,000 (in direct savings and avoided costs)."

CPP: Shifting the Power, Lifting the Savings

As a CPP Program participant, you opt to reduce or shift your facility's power use during a CPP event, when overall demand for power is approaching extreme levels and/or when wholesale electricity price is approaching extreme levels. During CPP events, energy rates are 3–5 times higher for CPP customers than summer energy rates at other times. However, rate prices throughout the rest of the year are lower than comparable prices on other rates. There could be up to 12 CPP events per summer season including up to 4 test events (6 hours per day during on-peak periods, for a maximum of 72 hours).

"I can't control the pricing of electricity," Bill concludes, "but I can control my usage. **With CPP, I use my laptop to start shutting down fifteen minutes before an event. There's been no compromise at all on our quality or service.** We saved so much that our management thought it might be a mistake. I had to explain, this is what we signed up for—that's the bill! I can put on my review that I'm going to try and beat my budget projection by 10%, and CPP is one of the tactics I use. That's my goal. **To be making that kind of improvement in this market is how we're winning.**"

Earn Even More Savings with Other SCE Programs

- Leverage long-term savings from your hardware improvements using SCE Demand Response Programs, which reward you for reducing your electricity usage. Learn more at www.sce.com/drp or call 866.334.7827.
- **SCE's Technical Assistance & Technology Incentives (TA&TI) Program** (866.238.3605, ta&ti@sce.com) provides technical assistance in the form of demand response site assessments, usually at no charge to eligible commercial and industrial customers. The program also offers incentives for implementing measures and installing technologies that reduce electricity use during periods of high demand.
- Take the **Online Business Survey** at www.sce.com/_Tools/SmallMediumBusiness/OnlineBusinessEnergySurvey.htm to calibrate your building for savings.

- Find out how the **Standard Performance Contract Program** (800.736.4777) can give you cash incentives for energy-saving retrofits of existing lighting, refrigeration and climate control equipment or systems.
- SCE's **Industrial Energy Efficiency Program** (www.sce.com/RebatesandSavings/LargeBusiness/Industrial) looks for ways to maximize energy efficiency potential and capture new energy efficiency opportunities at industrial facilities. Call your SCE representative to find out if SCE's Industrial Energy Efficiency Program can work for you.

Start Saving Now

Critical Peak Pricing

Contact your SCE account representative

CPP Helpline **866.334.7827**

www.sce.com/drp

Southern California Edison offers a range of programs such as cash incentives, energy surveys, and payment options to help you better manage your electricity costs.

This case study is provided for your general information and is not intended as a recommendation or endorsement of any particular product or company. Funding for this case study is provided by California utility customers and administered by SCE under the auspices of the California Public Utilities Commission.

For More Information

VISIT

www.sce.com

CALL

1.800.990.7788

CONTACT

Your SCE Account Representative