



CURRENT NEWS

June 2011

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AS GAS PRICES RISE and a new generation of electric and plug-in hybrid vehicles hit Southern California's roadways, Pasadena is working to create a network of efficient charging stations. Not only do these modern marvels spare drivers pain at the pump, they advance Pasadena's environmental goals by cutting greenhouse gas emissions by 65 to 100 percent.

"For the first time we're seeing viable, affordable EV options rolling off the assembly line," said Assistant General Manager Eric Klinkner. "We definitely urge Pasadena businesses to consider them, and we want to make charging as convenient as possible."

Working with the city's Department of Transportation, PWP recently helped secure a \$700,000 Metro grant to update the city's collection of EV chargers to

current standards. Once funding becomes available in 2012, the 23 sites will be upgraded from inductive paddles to direct plug-in technology.

PWP and Transportation are also working closely with SoCal EV to develop at least 1,200 EV charging stations at key locations throughout Southern California. A consortium of power utilities, counties, cities, universities, research institutions and vehicle manufacturers, the group was recently awarded \$840,750 from the California Energy Commission to support the expansion. Twenty more stations are planned so far in Pasadena.

Visit www.socalev.org for tips on choosing a vehicle, state and federal incentives, a map of Southland charging stations, an on-line survey and more.

LIVE WIRE DIALOGUE

AS PASADENA EXPANDS ITS COLLECTION of EV charging stations over the next few years, customer demand will drive the effort.

PWP is now sharing results of a recent phone survey that polled 250 residents and 200 small, medium and large commercial customers on their EV purchase plans.

"What we learned is that, while many people aren't yet ready to run out and buy an EV, demand will likely grow within the next few years," said Engineer David Bratzler. About 17 percent of business customers said they are "very interested" in adding EVs to their fleets, and another one in five has "moderate interest," he said. Most plan to wait until 2012 or beyond.

The survey also showed that few businesses plan to add EV charging stations of

their own. "This means that, for EVs to be viable for the average driver, Pasadena will need accessible, efficient, well-publicized public charging stations," Bratzler said, "at schools, shopping districts and employment centers."

Survey respondents also said they rely on PWP for up-to-date information. To help, PWP has set up a web site at www.PWPweb.com/EV to collect input and explain charging devices, how to prevent outages and overloads, why it's important to charge overnight during non-peak hours and more.

"The EV market is in its early stages," Bratzler said, "but we plan to continue this dialogue with our customers as it grows."





DEAR SCOTT



With an MBA from Loyola Marymount, PWP Customer Relations Manager Scott Ushijima has served the city of Pasadena since 1993.

When will you post the new Energy Efficiency Partnering application?

It's here! We recently revamped the application process for this popular program, and complete details are now available at www.PWPweb.com/EEP. EEP offers our commercial customers generous rebates for any permanently installed, hard-wired energy saving retrofit project that exceeds state code requirements (Title 24/Cal Green) for energy efficiency. Now through Dec. 31, 2011, you can earn a triple rebate of up to 16.5 cents per kilowatt hour saved on T-5 and T-8 fluorescent lighting upgrades. Additional rebates of 6 to 44 cents per kilowatt hour saved are also available for CO2 and garage sensors, energy management systems, central plant equipment, motors and compressors, cooling towers, roofing and more. If your project cuts peak demand by at least 20 kilowatts, you may qualify for bonus rebates. All projects must be pre-inspected before retrofit work begins in order to reserve a rebate. Call your PWP account manager at (626) 744-6970, contact the EEP program manager at rthompson@cityofpasadena.net or visit the web site for complete details.

How often do I need to renew my business license?

Pasadena collects business license fees to support services and programs that make our city a great place to do business. All commercial firms, home-based businesses, landlords and contractors are required to renew their Pasadena business licenses yearly in order to operate legally within the city. PWP is part of a city team, including business tax, health and fire inspectors, that is reminding new businesses of their obligation to help the city remain a vibrant economic hub in Los Angeles County. Visit www.cityofpasadena.net/finance for the application.

Now that the water shortage is over, are all the watering restrictions lifted?

When the City Council declared the water shortage over on May 9, 2011, only two things changed: Customers may now choose to water on whichever day they wish, and they are now obligated to fix leaks within seven days instead of three. (PWP still strongly urges customers to water no more than once a week during the cool season, and no more than three days per week during warmer months.)

The shortage may be over, but it's never a good time to waste water. That's why the city adopted permanent prohibitions on water waste in 2009. That means: no watering when it's raining; no hosing down pavement; and no watering after 9 a.m. or before 6 p.m. when the sun just evaporates water. You can see the full city ordinance on water waste at www.pwpweb.com/watershortage

IMPORTANT NUMBERS

Rebates & Conservation

626.744.6970

Billing & Service

626.744.4005

Water Emergencies

626.744.4138

Power Emergencies

626.744.4673



TESTIMONY SPOTLIGHT

EVERY DENNISON IS SET TO SAVE \$60,000 a year in energy costs thanks to a recent PWP-backed lighting retrofit – and they're ready to celebrate.



Dean Scarborough, president and CEO of Avery Dennison Corporation, welcomes the crowd to Pasadena's 125th birthday festivities held on their corporate campus. Photo credit: Jim Staub.

Marking nearly 30 years in Pasadena, the Fortune 500 company recently teamed up with its neighbor, the Pasadena Museum of History, to host the city's 125th birthday party at its Miller Corporate Center on N. Orange Grove Blvd. The free community event regaled hundreds with food and entertainment, children's activities, a birthday cake from Le Cordon Bleu College of Culinary Arts and historical displays.

As icing on the cake, Avery Dennison presented a \$1,000 check to PWP's Project APPLE this spring to provide one-time emergency grants to Pasadena residents who are having trouble paying their electric bills.

"Avery Dennison may be a huge international brand, but here in Pasadena they are known as a good neighbor," said Program Manager Robert Thompson. "We truly appreciate their generosity and leadership."

With operations and sales in more than 60 countries worldwide, the company is committed to "supporting the communities in which we operate while

making environmentally responsible decisions and actively pursuing solutions that are sustainable," said Terri Johnson, Senior Director of Global Real Estate & Facility Services. The company has pledged to cut its global greenhouse gas emissions index by 15 percent by 2015 compared to 2005,

and lighting retrofits in North America alone cut emissions by 22.6 million pounds and saved the company \$1.2 million a year.

At its 99,000-square-foot Pasadena headquarters, Facilities Technical Supervisor Jeff Abbott directed the installation this spring of new lighting controls and energy-saving T-8 fixtures and Induction bulbs in its exterior parking facilities, restrooms, storage rooms, mechanical rooms and stairwells. The projects were backed with funding from PWP's Energy Efficiency Partnering (EEP) program.

In addition to providing better lighting, lower cooling costs and longer-lasting bulbs for less maintenance, "the estimated savings is about 544,000 kilowatt hours," Abbott said.

Outside, new weather-based irrigation controllers and high-efficiency sprinkler heads, installed throughout the 12-acre campus with a PWP rebate, will cut irrigation water use by 35 percent.

Follow Avery Dennison's lead with rebates from PWP, including a limited-time-only "triple rebate" on T-5 and T-8 fluorescent lighting upgrades. Visit www.PWPweb.com/EEP for details.



Crowds gather in the Main Stage area at Avery Dennison to catch a glimpse of the spectacular birthday cake created by Le Cordon Bleu College of Culinary Arts. Photo credit: Jim Staub.



TIPS FOR BOTTOM-LINE SAVINGS

BEGINNING AUG. 1, 2011 PWP will expand its popular Turf Replacement Program to all commercial, institutional and multifamily customers. Your facility may soon be eligible to receive \$1 for ever square foot of thirsty grass you replace with water-wise plants and water-permeable ground-cover. It's a smart switch: lawns use about 50 percent more water than other plants.

To qualify, visit www.PWPweb.com/turfremoval to reserve your rebate starting Aug. 1. You'll need to submit project plans to replace at least 250 square feet of grass with qualifying materials. Once your application is submitted, PWP will call you to schedule a pre-inspection before you begin your

turf removal and planting. (Some larger projects may also require pre-approval from the city's Planning Division.)

You can start your project now by cutting back or eliminating irrigation of your lawn. Be sure to take plenty of photos to show before-and-after results of your project, save any contractor invoices, and leave the turf in place for PWP's pre-inspection.

Learn more tricks at PWP's free "Cut Your Grass!" workshops, set for Saturdays, July 16 and Aug. 20 (location to be determined). Enroll on-line and find ideas for transforming your landscapes at www.PWPweb.com/turfremoval

THE CONDUIT

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Getting Revved Up for Plug-In

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