



# CURRENT NEWS

March–April 2013

THE  
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**PASADENA IS AIMING** to cut its energy use by one percent each year through 2023, with new goals adopted by the Pasadena City Council.

Passed in 2006, Assembly Bill 2021 requires all utilities to invest in programs that help customers use power more wisely (energy efficiency) and curb use on high-demand days (demand reduction).

Since the bill's passage, PWP has invested up to \$4.5 million in Public Benefits Charge (PBC) revenue yearly in customer rebates, solar incentives, outreach and programs that have cut citywide energy use by 6.5 percent.

In line with AB 2021, PWP joined 36 other public utilities this year in retaining consultants from Navigant to update its goals. "We projected the amount of participation we can expect from our customers," said Deputy

General Manager Eric Klinkner, "and the results we can expect."

The analysis showed Pasadena should save 1 percent of total annual energy sales and reduce peak demand by 2.3 megawatts per year through energy efficiency programs, for cumulative annual savings equal to 10 percent of load.

"Our programs are expected to eliminate growth in energy use through 2023 and may result in a slight decline in annual energy sales," Klinkner said.

Check PWP's new business website, [www.PWPweb.com/business](http://www.PWPweb.com/business), for a full list of tips and incentives for curbing your facility's energy use, including a new direct-install program (below) and Energy Efficiency Partnering (EEP) program.

# LIVE WIRE DIALOGUE

**PASADENA'S SMALL-BUSINESS OWNERS** can trim their monthly utility bills – at no cost -- through PWP's new Water & Energy Direct Install Program (WeDIP), unveiled this spring. The program supports PWP's ongoing efforts to tame citywide energy and water use.

"We want to make it as easy as possible for our smaller commercial customers to take advantage of the latest water- and energy-saving technology," said Account Manager Robert Thompson. "We do all the work and let them enjoy the savings."

The program provides a long list of water, energy and refrigeration upgrades, installed at no cost – from LED exit signs and occupancy sensors, to faucet aerators and efficient urinals, to evaporator fan controllers.

Water and power customers in good standing with 30kW or less in energy demand are eligible for up to \$7,500 worth of improvements. PWP's water-only customers are also eligible for up to \$2,500 in water-saving measures.

To schedule a free, no-obligation site evaluation and receive a customized water and energy use report, email [wedip@rsgroup.com](mailto:wedip@rsgroup.com) or call (888) 638-5412. A second site visit may be needed to plan refrigeration upgrades.

"Take the first step," Thompson said, "and we'll lead you to a new level of efficiency." Find complete details at [www.PWPweb.com/wedip](http://www.PWPweb.com/wedip)





# ASK PWP

## Why all the orange cones on Fair Oaks?

To improve reliability and quality of water service, our crew is replacing vintage 1924 cast iron pipes with new ductile iron pipes from Bellefontaine to the south city limit. Expect some street closures, but at least one lane will be open in each direction at all times. The work is expected to be done by June. Talk to our onsite foreman or call (626) 744-4456 if you have questions.



– Brad Boman, Engineering Manager

## Are tax credits still available for solar installations?

Yes. Commercial customers can earn a federal incentive tax credit worth up to 30 percent of the cost of a new solar system through 2016 and depreciate the cost of the system. That's just one of the benefits of going solar. Buy or lease a new solar PV system and you'll enjoy lower electric bills, generous PWP rebates, plus compensation for any surplus electricity your facility doesn't use while generating your own green power. These perks have convinced 50 Pasadena commercial and non-profit customers to harness the power of the sun so far, helping our city reach a quarter of the way to its goal of installing 14 megawatts of solar by the

year 2017. And this year, PWP is making it even easier to apply for incentive rebates: watch for a streamlined PowerClerk solar rebate application this spring, used by most utilities throughout the state. Find even more stellar reasons to go solar at [www.PWPweb.com/Solar](http://www.PWPweb.com/Solar)



– Mauricio Mejia, Account Manager

## I'm considering adding an electric vehicle to our fleet. Should I wait?

More electric vehicles – like yours – on the road will only increase the excitement and demand, so consider yourself a leader. There are several models and types of electric vehicles on the market. Buy or lease a qualifying plug-in electric (PEV) or plug-in hybrid electric vehicle (PHEV) in 2013, and you may qualify for a carpool-lane sticker, up to \$7,500 in federal tax incentives, and \$2,500 in state rebates.



– John Hoffner, Public Benefits Program Manager

## THE AGENDA

### Regularly Scheduled Public Meetings:

MUNICIPAL SERVICES COMMITTEE – Every 2nd & 4th Tuesday @ 4:15 pm, City Hall, Rm. S245

CITY COUNCIL MEETING – Every Monday @ 6:30 pm, City Hall, Rm. S249

(For agendas and cancellations, please check [www.cityofpasadena.net](http://www.cityofpasadena.net))

## IMPORTANT NUMBERS

**Rebates & Conservation**  
626.744.6970

**Billing & Service**  
626.744.4005

**Water Emergencies**  
626.744.4138

**Power Emergencies**  
626.744.4673



# CUSTOMER SPOTLIGHT

WHEN A THREE-STORY APARTMENT BUILDING at 1267 N. Hudson Ave. was left uninhabitable after a 2005 fire, an idea rose from the ashes.



*The beautiful Abode Communities in Pasadena has been awarded the prestigious LEED certification for its environmentally friendly practices.*

With incentive loans from the Los Angeles County Housing Innovation Fund and the City of Pasadena, along with state and federal support, Abode Communities resurrected the site by creating energy-efficient, service-enhanced affordable senior housing. The vision fit with the organization's mission, "to open

new doors in people's lives through creative and responsible design, development and service-enhanced affordable housing."

Now completed and fully occupied, Hudson Oaks is the first Pasadena project of its kind to receive a LEED for Homes Platinum rating from the U.S. Green Building Council, and PWP is proud to have played a role.

Opened in spring 2012, the nearly 25,000-square-foot building offers 44 one-bedroom units and one, two-bedroom unit, with monthly rents capped to ensure long-term affordability to eligible low-income seniors.

To complement low rents, the development was designed specifically to save residents money on their monthly utility bills, promote healthy air quality and protect the environment. The building features blown-in insulation to minimize heating and air-conditioning waste, high-efficiency doors and windows, solar water heating panels, Energy Star appliances and fixtures, high-efficiency showers and dual-flush toilets.

PWP provided \$9,653 in energy efficiency incentives, plus a \$120,180 rebate for the installation of a rooftop solar system that provides nearly half the building's energy and meets 100 percent of demand in common areas.

With accessibility upgrades throughout, the building also features private balconies and porches, a high efficiency laundry room, on-site property management, and a community room opening to a central courtyard complete with drought-tolerant plants, a rainwater runoff system and high-efficiency irrigation.

Abode Communities' most sustainable project to date, Hudson Oaks has surpassed California's Title 24 Energy Code standards by 56 percent.

"Utility costs impose a disproportionate burden on those with limited incomes, and remain an obstacle to housing affordability," said PWP Program Manager Mauricio Mejia. "Hudson Oaks is a model for creating beautiful, environmentally responsible, affordable homes for the people who need them most."

*Photos Courtesy of Abode Communities. Photographs by Gary Leonard.*



*From Left: Holly Benson, Abode Communities; Bill Huang, City of Pasadena Housing Manager; Victor Gordo, Pasadena City Councilman; Robin Hughes, Abode Communities; Ken Krug, Abode Communities.*

# THE CONDUIT

March–April 2013



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## Inside this issue:



**Replace your turf with water-wise plants this spring and earn a rebate of up to \$5,000!**

*Keeping Pasadena's Business Community Connected*

## TIPS FOR BOTTOM-LINE SAVINGS

**SPRUCE UP YOUR FACILITY'S LANDSCAPING** this spring and you can earn a rebate of up to \$5,000! But act fast: now through April 30, 2013, PWP commercial customers can earn \$1 per square foot for replacing thirsty, live turf with water-wise plants and groundcover.

Aimed at addressing the city's most significant source of water waste (and a big charge on customer water bills), PWP's Turf Removal Program rewards customers for showcasing water-wise, California-friendly landscapes. More than 150 property owners have taken advantage so far, saving Pasadena more than 10 million gallons of water.

Join the effort – and start saving! – by submitting your rebate application and completing your turf-replacement project

by April 30, 2013. (After that, the program won't resume until August.) To get started, meet with your landscaping team, take pictures and call (626) 744-3865 to schedule a pre-inspection of your existing living turf.

Once your site is approved, PWP will reserve your company's rebate. You can then stop watering, let your turf die, remove it and replace it with a colorful mix of water-wise plants, trees, decomposed granite, gravel and other permeable mulch.

For a one-stop shop full of money-saving rebates, including turf removal, for Pasadena businesses, visit [www.PWPweb.com/Business](http://www.PWPweb.com/Business)