

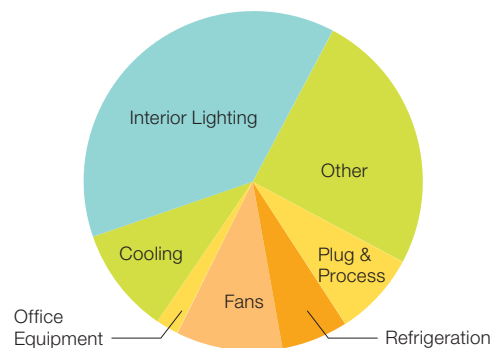


## Powerful Solutions That Put You in Control

Ready to make your small retail business more energy and cost efficient? We're here to help. Start with simple, no-cost actions that instantly conserve energy. Then, consider easy-to-implement lighting upgrades that will permanently reduce energy consumption, and heating and ventilation upgrades that will improve air quality and system reliability. We invite you to take advantage of tools, tips, and financial incentives — all customized for retail businesses like yours, to help you save energy. Consider us your source for energy management solutions, with the resources you need to get started.

### Where your energy dollars are used.<sup>1</sup>

Interior Lighting .....	32%
Other .....	27.5%
Cooling .....	14%
Fans .....	10%
Plug & Process .....	9%
Refrigeration .....	5%
Office Equipment .....	2.5%



<sup>1</sup> Source: National Renewable Energy Laboratory 2008, U.S. Energy Information Association 2003 and other third-party datasets (average industry numbers)



## Make a Savings Plan

Did you know that retail businesses collectively spend \$21 billion on energy every year?<sup>2</sup> Knowing where you use energy can help you identify ways to reduce your electricity use and overhead. We can help. Simple modifications to your operations and regular equipment maintenance can have a significant effect on your energy use and costs. Visit us at [sce.com/businessadvisor](https://www.sce.com/businessadvisor) and learn more about how you use energy and simple steps that can help improve your bottom line.

## Eliminate Energy Guzzlers

Consider participating in our **Express Solutions** or **Customized Solutions** programs, developed with your industry in mind. Investments in new, energy-efficient equipment like **LEDs** and **electric heater pumps**, infrastructure improvements, and facility upgrades pay off in the long term — and many qualify for incentives right now.

## Get Paid to Reduce

By reducing your energy consumption during hours of peak demand, you relieve stress on the grid, your community, and your bottom line.

## Demand Response

**Demand Response** rewards you for reducing energy usage when demand for electricity is highest — typically the summer months — and when rates are highest, too. If your business has the flexibility to shift energy usage, you could plug into serious savings. We offer several Demand Response programs so that you can choose the best options based on your business needs.

Sign up for **Critical Peak Pricing** and get rewarded for voluntarily reducing electricity consumption during CPP “event” hours, when energy conservation during peak hours is most needed. Or, save with our **Commercial Summer Discount Plan** which automatically cycles your air conditioner units on and off during periods of peak demand. You choose where and how often — you may want to only cycle a few units.

Want more control over when — and how much — you reduce your demand? With **Automated Demand Response**, you can reduce energy use with a click, so it’s even easier for you to save both time and money.

<sup>2</sup> E Source: Retail, [www.esource.com](http://www.esource.com)

# Small Steps to Control Your Energy Expenses

When you use energy is just as critical as how much you use. A few targeted changes in your cooling patterns or lighting use can really add up. And, many ways to save require little or no financial investment.

---

## Keep Your Cool

Cooling your space is another energy guzzler for retail businesses. Simple measures and weatherizing can make a big impact on your bottom line.

- Pre-cool building/work areas before noon or cycle air conditioning and ventilation
- Install **timers** or **program thermostats** to power down after closing
- Raise cooling thermostat settings
- Benefit from lower, unplanned repair costs, cost-covering incentives, lower energy bills, improved air quality, and system reliability with **heating-ventilation-air conditioning (HVAC) optimization**
- Pump up your energy efficiency with an **electric heat pump**, which works by transferring heat in or out of your building, depending on whether you've got your unit set to heating or cooling
- Increase insulation in walls and ceilings, when possible
- Inspect weather stripping for deterioration or gaps around doors and windows
- Consider installing **window film** or efficient windows to keep heat out in summer

## Flip the Switch

Brighten your business forecast by dimming the lights, swapping your incandescent bulbs for energy-efficient lighting, and installing occupancy sensors and dimmable ballasts. You'll be surprised how much lighter your energy load will be.

- Install **dimmable ballasts** to control the currents passing through fluorescent lamps to lower energy use
- Turn off unnecessary lighting, ornamental, or display lighting, and signage
- Reduce lighting levels
- Replace incandescent or halogen lamps with **LED** lamps
- Replace T12 fluorescent lamps and magnetic ballasts with low-watt **T8** or **T5** tubes
- Install **daylighting controls** to adjust lighting levels, and **occupancy sensors** in general usage areas, so lights turn on only when area is occupied and automatically turn off or dim when it isn't



# Power Tools for Long-Term Savings



## One-Stop Shop

**My Account** is your business's energy-use command center, where at a glance you can view usage history charts, track your current use and your projected bill, and access your daily demand report. Having all the information about your energy use — past and present — is a powerful tool to help plan your budgets and find ways to conserve and save in the future.

## Take the Guesswork Out of Your Monthly Bill

To help you stay in control of your costs, My Account also includes **Budget Assistant**, a free and easy-to-use tool to help you plan and manage your bill, and keep you within budget. You can set monthly spending goals online, and set alerts to keep you on track. Budget Assistant monitors your usage for you, and gets in touch — by your choice of phone, email, or text — with automated updates for a whole new level of convenience and control.

## Finance for Free

We offer **On-Bill Financing** to help your business spread out the cost of qualifying energy efficiency upgrades over time, at no fee to you and with zero interest. Payments may even be offset by savings resulting from your efficiency investments. Some equipment may also qualify for financial incentives — making it even more attractive to upgrade.

## Green, Clean Solutions

Embracing innovative energy sources, like solar and self-generation, can reduce your carbon footprint — and your energy bill.

## MORE INFORMATION

To learn more about Energy Management Solutions and apply for incentives, visit [sce.com/retail](http://sce.com/retail) or call your **SCE Account Manager**.

Programs are funded by California utility ratepayers and administered by SCE under the auspices of the California Public Utilities Commission. Incentives and savings will vary by customer, and SCE does not make any representation herein concerning actual or potential savings amounts. Funds are limited and are available on a first-come, first-served basis until program(s) are discontinued, or until funds are depleted. Terms and conditions may apply.