Keeping Pasadena's Business Community Connected



CURRENT NEWS

April 2009

The Pasadena City Council has unanimously approved PWP's power supply plan, setting significantly higher targets for green power, greenhouse gas reductions, solar installations and energy efficiency over the next 20 years.

Called the 2009 Integrated Resource Plan, or IRP, the complicated document was crafted over the past year with help from independent energy planning consultant Pace Global Energy Services, LLC, and a citywide community outreach effort that garnered hundreds of customer comments. The document lays out the best possible mix of power resources for Pasadena's future, balancing reliable service, competitive rates and environmental stewardship.

The plan emphasizes seven major strategies: 1) reducing Pasadena's reliance on a coal-fueled power plant in Utah; 2) replacing aging equipment at Pasadena's Broadway Power Plant with more efficient, reliable natural gas turbines; 3) expanding our energy efficiency and load reduction programs; 4) meeting 40 percent of the city's electricity needs with green power by 2020; 5) installing at least 19 megawatts of solar power systems by 2024; 6) buying 10 megawatts of green power from Pasadena sources; and 7) cutting carbon dioxide emissions by 40 percent by 2020.

"We've raised the bar in many areas, and implementation will be a challenge as we adapt to legislation, the economy and other external forces," said Assistant General Manager for Power Supply Gurcharan Bawa, "but this is an excellent long-term vision for Pasadena's future."

LIVE WIRE DIALOGUE

PWP's new Integrated Resource Plan carries with it numerous benefits for businesses, said PWP Assistant General Manager for Power Supply Gurcharan Bawa. "Throughout the IRP process, we reached out extensively to the residential and business communities," he said. "Our customers told us resoundingly that they want stable rates, reliability and reduced environmental impact."

First, the new IRP seeks to maintain the lowest possible rates by optimizing our mix of renewable and other resources, Bawa said. "Pasadenans are progressive," he said. "Most are willing to pay a reasonable premium for cleaner, more Earth-friendly options."

At the same time, the IRP calls for diversity in renewable resources, including geothermal, landfill gas-to-energy, solar and wind. "However, the IRP analysis concluded

that at this time Pasadena could not rely solely on green power because of cost and transmission constraints," he said. To ensure reliability – especially during the peak demand of summer – the IRP calls for modernizing our in-town generating capacity with new state-of-the-art energy efficient turbines at the Broadway Power Plant.

"Most exciting for businesses, the IRP calls for enhancing energy efficiency and demand reduction programs," he said. "And that will come through our support of technological innovations, direct-install programs and new incentives. It's an exciting future."

To read the full tex of the IRP, visit www.PWPweb.com/IRP





DEAR SCOTT



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

Dear Scott:

How does my company apply for rebates on waterwise projects?

The rules for commercial rebates on water efficiency projects have recently changed. Commercial customers can receive rebates through MWD's Save-A-Buck program, but your company must now RESERVE rebate funds and receive confirmation from MWD BEFORE purchasing qualifying devices. Rebate incentives from this program currently include up to \$830 on weather-based "smart" irrigation controllers, \$5 for rotating nozzles and pop-up spray heads, \$13 for high-efficiency nozzles and large rotary sprinklers or 30 cents per square foot for synthetic turf (minimums may apply). Landscaping drinks up half of a typical property's monthly water use; your property can cut waste AND costs with these measures. Call Save-A-Buck at (877) 728-2282 and press 3 to request a rebate reservation.

Dear Scott:

What does PWP have in the works for Earth Day?

We'll be front and center at the city's annual Greening the Earth Day & Armory Family Arts Festival, set for Saturday, April 25 from 10 a.m. to 4 p.m. at Memorial Park and Armory Center for the Arts. This is a great place for any Pasadena business owner to learn how to cut costs through green building, solar energy and water and energy efficiency and also put its own green products and services on display. Nearly 5000 people attend this annual festival, and over 70 exhibitors were present last year. Our PWP crew will present special interactive displays, answer customer questions one-on-one and hand out brochures on PWP's many programs, including rebates for water-efficient equipment. If your business would like to exhibit its green products and services, there's still time to get an exhibit booth for free. To register, call (626) 744-4721.

Dear Scott:

Is the Energy Efficiency Partnering Program still available?

Because of its huge success, there is currently a three-year waiting list for this innovative program, which offers rebates of 11 cents per kilowatt-hour saved for any permanently installed energy efficiency retrofit. For trimming Pasadena's peak load by 2,867 kilowatts and saving more than 10 million kilowatt hours annually, the program has received a 2009 Community Service/Resource Efficiency Award from the California Municipal Utilities Association. To join the waiting list, or to learn about other rebate opportunities, talk with your Account Manager. Call 744-6970.

IMPORTANT NUMBERS

AnswerLine

Customer Service

Water Emergencies

Power Emergencies

626.744.6970

626.744.4005

626.744.4138

626.744.4673





CUSTOMER SPOTLIGHT

Founded in 1944, Parsons Corporation is now one of the largest employee-owned engineering and construction firms in the country, with a staff of 11,500 worldwide and more than \$3.4 billion in projects. From its world headquarters in Pasadena, Parsons prides itself on

ONS

Parsons' Eliza Jane Whitman, Director of Sustainable Strategies, and Liz Nayebi, Facilities Coordinator, strategized with PWP on transforming their 15-acre campus into a water-wise landscape.

"conquering tough logistical challenges" around the globe, from complex airports to bridges and tunnels, commercial sites and water systems.

"As a corporation, we are committed to providing sustainable solutions to our clients and being a leader in our community, "said Facilities Coordinator Liz Nayebi. "What better way for us to demonstrate our commitment than to implement such solutions at our World Headquarters?"

With PWP rebates, support from PWP Account Manager Irma Cruz and guidance from Bill Kabaker of Precise Landscape and Sean Lahmeyer from Huntington

Gardens, Nayebi and her staff are transforming Parsons' 15-acre campus at 100 W. Walnut St. into a demonstration site for water-wise landscaping.

First up, Nayebi oversaw the replacement of 80 pop-up sprinklers with water-saving rotating nozzles. The system was then connected to two smart irrigation controllers, devices that automatically adjust irrigation schedules based on weather and plant needs. "Just by installing the smart controllers, we've already seen a 9 percent return on investment," Nayebi said. "We hope to recoup the cost within two years, if not sooner." More smart controllers

are set to be installed at Parsons' East and West Annex properties.

The team is in the process of replacing the campus' original groundcover with water-wise groundcover and plants, with an emphasis on plants native to California and other Mediterranean climates. A water-saving drip irrigation system will be the finishing touch.

Inside, Parsons supported the installation of waterfree urinals throughout its East and West Annexes, and changed out restroom fixtures in nearly 60 percent of its World Headquarters building. The company has also



Parsons prepares to replace water-thirsty plants with drought tolerant plants at the entrance to their world headquarters in Pasadena, signaling the engineering giant's commitment to sustainable business practices.

formed a committee to pursue Leadership in Energy and Environmental Design (LEED) certification from the U.S. Green Building Council.

"Being a giant in its field, Parsons really has the opportunity to promote the importance of efficiency and conservation," Cruz said. "It's great to have them on our team."

For details on water-wise rebates, visit www.PWPweb.com/Rebates. For water-wise landscaping ideas, visit www.bewaterwise.com



TIPS FOR BOTTOM-LINE SAVINGS

Pasadena builders who incorporate water-saving features into any newly built home can qualify for rebates through the Metropolitan Water District's California Friendly® Home Program. Simple appliance and irrigation upgrades can reduce a typical new home's water use by up to 30 percent, MWD reports, making this a valuable selling point to potential buyers. The program also supports Pasadena's Green Building Ordinance, which requires all new mixed-use or multi-family residential buildings four stories in height or more to use 20 percent less water than a typical building.

Through the program, a developer can earn up to \$2,500 in rebates for a typical single-family model home.

Covering both single-family and multi-family projects, the program provides valuable rebates for weather-based irrigation controllers, rotating nozzles, California Friendly® landscaping and synthetic turf. Inside, rebates are available for high-efficiency toilets, high-efficiency clothes washers and commercial high-efficiency clothes washers in common areas of apartment or condominium complexes.

The program is available to homebuilders for any project within the MWD service area. For complete details, developers can visit www.bewaterwise.com/home02.html, call (213) 217-6244 or e-mail cschaffer@mwdh20.com





City Council Approves
Plan to Reduce Coal
Power Purchases and
Boost Green Power Mix



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