

CURRENT NEWS

July 2010

THE PASADENA CITY COUNCIL voted unanimously June 14 to adjust PWP water rates to reward conservation and to cover an upcoming increase in imported water costs.

Effective this month, PWP has eliminated the highest-priced tier, Block 5, and reduced Block 4 rates by 25 percent. These two rate blocks were put in place last summer to cover potential overuse penalties passed on to PWP from its wholesale water provider, the Metropolitan Water District (MWD). Since that time, PWP customers have cut their water use by 13 percent and steered clear of those overuse penalties. Anticipating that customers will continue on this conservation track, PWP can now reasonably afford to eliminate Block 5 and reduce Block 4 rates. Also, since MWD penalties were not incurred during FY 09-10, customers will now receive a credit on their September or October bills for any amount paid last fiscal year over block 3 rates.

The council also approved two "pass through" adjustments to cover MWD price increases set for 2011 and 2012. All PWP water customers, regardless of meter size, blocks or the amount of water they use, will see an increase of 9.5 cents per billing unit effective Oct. 1, 2010 and 12 cents per billing unit effective Oct. 1, 2011. A planned increase to PWP's Distribution and Customer (D&C) charge also took effect July 1, 2010 to cover operational costs, distribution system maintenance, metering upgrades, customer service and billing.

"The bottom line is, our rates are set up to encourage conservation," said Assistant General Manager Shari Thomas. "The less water you use, the less you pay." Learn more at PWPweb.com/YourWater

LIVE WIRE DIALOGUE

LOOKING TO BOOST our in-town water supply and reduce Pasadena's reliance on imported water, PWP has secured a \$75,000 grant from the State Water Resources Control Board to help plan out a new recycled water system.

"This project has been a gleam in Pasadena's eye for years, but funding has been a constraint," said Engineering Manager **Brad Boman**. "There's more of a sense of urgency now that we need to find new, more sustainable sources of water, so Pasadena has decided to invest in this tried-and-true resource."

PWP is now studying the feasibility of bringing recycled water from the Los Angeles/Glendale Water Reclamation Plant to Pasadena via a proposed recycled water distribution system. Waste water is treated during a three-step process, rendering it safe for irrigation and industrial use.

In Phase 1 the water would be used to irrigate Brookside Park, Brookside Golf Course and the Rose Bowl. "This first phase alone would save enough drinking water to serve 2,000 Pasadena homes for a year," Boman said. Barring budget constraints, Phase 1 could be completed by 2012, Boman said, helping Pasadena meet its Green City Action Goal of permanently cutting water use by 10 percent by 2015.

If expanded to its full potential, the recycled water system could irrigate city parks, school fields, freeway landscaping and street medians, saving up to 6,000 acre feet of water each year.





DEAR SCOTT



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

I read in the paper that bills for big water users are going down while smaller customers will be paying more – true?

PWP is eliminating the highest-price tier, Block 5, from its water rate structure, and reducing Block 4 rates by 25 percent due to record water conservation efforts this past year. This will indeed mean that about 5,400 of our highest-volume customers will be paying less per unit compared to last summer. It's important to note however, that these high-volume users who use from Block 4 pay up to four times as much as low-volume customers who typically stay within Blocks 1 and 2. (Our rate structure is still set up to reward conservation –save more to save more!) Also, all PWP customers will see a bump in their Distribution & Customer (D&C) flat charge on July 1, 2010, as well as scheduled rate increases on Oct. 1, 2010 and Oct. 1, 2011 due rising costs passed on from MWD.

Are apartments and condos billed individually for water?

At the moment, most of Pasadena's multi-family complexes are "master metered" for water, with all units charged as one property. It's true that this arrangement is not ideal for encouraging accountability and

conservation. In response to customer suggestions at the June 14 public hearing, PWP will be studying the costs and benefits of sub-metering, or individual meters, especially for new construction.

Why is the power plant fountain always running if Pasadena's trying to save water?

Fountains and water features are allowed citywide, as long as they're equipped with a water recirculation system – and ours is! The historic fountain was installed in 1938 as a cooling mechanism for the power plant generators. PWP turned it off briefly when it was no longer needed for cooling purposes, but the community rallied and we promptly turned it back on! A beautiful gateway to the city, it was granted Historic Monument status by the city council in 2008.

Is PWP accepting applications for the Energy Efficiency Partnering Program?

Our popular EEP program offers rebates to commercial customers for any permanently installed energy efficiency upgrade. The program "sold out" last year, but we are now accepting applications of interest for the new fiscal year, which began July 1, 2010. Visit www.PWPweb.com/EEP for details.

IMPORTANT NUMBERS

Rebates & Conservation

Billing & Service

Water Emergencies

Power Emergencies

626.744.6970

626.744.4005

626.744.4138

626.744.4673





CUSTOMER SPOTLIGHT

THE STAFF AT WHOLE FOODS MARKET is glowing with pride over a recent retrofit that will save more than 180,000 kilowatt hours of energy every year while improving the store's lighting.



Maintenance Coordinator Paula Chavez of Whole Foods Market implemented a storewide LED lighting retrofit with rebate assistance from PWP's Energy Efficiency Partnering Program.

Founded in 1980 in Austin, TX, Whole Foods was the nation's first certified organic grocer, and is now the world's leading natural and organic foods supermarket. With 270 stores in North America and the United Kingdom, including two in Pasadena, the company prides

itself on its support of sustainable agriculture, environmental activism and community involvement.

Southern Pacific Region Maintenance Coordinator Paula Chavez had worked steadily with PWP to improve the Pasadena stores' water efficiency with cutting-edge technology, installing connectionless food steamers and an innovative water-saving cooling tower conductivity controller for the refrigeration and air conditioning systems.

This past winter, with the promise of substantial energy

savings and a rebate through PWP's Energy Efficiency Partnering (EEP) program, Chavez hired Regency Lighting to design a full retrofit at Whole Foods' Foothill Boulevard location. The Whole Foods team was most excited about switching to LED fixtures.

All totaled, Whole Food replaced 451 old incandescent overhead fixtures, including standard T12s, with energy-saving LED lamps and T8 fixtures. In addition, standard T12 fixtures were removed from 64 display cases and refrigerators and replaced with LED fixtures.

"There are less expensive alternatives that also save energy," said Account Manager Irma Cruz, "but LEDs offer substantially more savings and an even longer lifespan. They are truly state of the art." LEDs use about 80 percent less energy than traditional bulbs and four times longer, she explained. "While there is definitely an upfront cost, LEDs easily pay for themselves over their lifetime."

The longer bulb life, Chavez said, means that less in-store maintenance is required, as well as fewer disposals of used lamps. LEDs also produce less heat, meaning less load on the HVAC and refrigeration systems and a better lifespan of perishable products. Best of all, the retrofit will reduce the store's energy use by 29.4 kilowatts and save more than \$22,000 in energy costs each year.

For complete details on maximizing your energy efficiency and cutting costs, visit www.PWPweb.com or call your PWP account manager.



LEDs throughout the Foothill Boulevard Whole Foods Market highlight the store's varied selection of fresh and organic products as well as their commitment to energy conservation.



M-LINE SAVINGS

SO FAR THIS SUMMER IT'S BEEN unseasonably cool, and hopefully your air conditioners have gotten an extended vacation. But, our luck might soon run out and ACs will be put back to work. Before that happens, PWP recommends contacting a contractor for an annual AC check up to help it run at peak performance and prevent expensive hot-weather repairs.

Your contractor will make sure your thermostat is calibrated correctly, tighten all electrical connections and lubricate all moving parts to reduce motor friction. He or she should also make sure the condensate drain is clear and flowing properly, and double-check the controls to make sure your AC starts, runs and shuts off properly.

Your tune-up should also include a thorough cleaning of the evaporator and condenser coils. Dusty coils make your AC run longer, boost your energy costs and contribute to equipment wear and tear. The contractor should also clean and adjust the blower components to make sure your facility is getting maximum airflow. He or she should also check and adjust the refrigerant level; too much or too little puts stress on the system and reduces its lifespan.

Finally, ask your contractor to show you how to inspect, clean or change the air filters on a regular basis. A clogged filter boosts energy costs and could lead to damage or equipment breakdown

For more efficient cooling tips, visit www.energystar.gov





water distribution system PWP plans for recycled



PASADENA CA 91101 120 2 FOS ROBLES AVE STE 350 PASADENA WATER & POWER

PERMIT # 484 Pasadena, CA **QIA9** J.S. POSTAGE **OTS TASA9**