



# CURRENT NEWS

Sept./Oct. 2011

THE  
COMMUNITY

**JUST TWO YEARS AGO** hundreds of Pasadena business owners, residents and community groups took part in drafting PWP's 20-year power supply plan. They opted for a smart mix of resources that emphasize stable rates, reliability and environmental responsibility.

The Integrated Resource Plan (IRP), as it currently stands, calls on Pasadena to meet 40 percent of the city's needs with green power by 2020 by reducing its reliance on coal-fueled power, pushing for efficiency and conservation and repowering local generators.

"The ink is barely dry, but times have certainly changed," said Power Supply Director Gurcharan Bawa. "Market and regulatory conditions along with the overall economic downturn prompt us to reassess many of our assumptions from 2009." State legislation

recently mandated a more modest green-power goal of 33 percent by 2020, Bawa pointed out.

Through its "IRP Refresh Project," PWP is checking in with customers with multimedia surveys, in-person, online and via bill insert. The key questions: *how aggressive should we be in pursuing green power, and how much are Pasadena customers willing to pay to meet green-power goals?*

"Wind, solar, geothermal and biomass produce almost no emissions, but they're currently more expensive and challenging to manage," Bawa said. "We want to make sure our priorities are still in line with customers' comfort levels."

Stay up to date with the IRP Refresh Project and submit your comments online at [www.PWPweb.com/IRP](http://www.PWPweb.com/IRP)

# LIVE WIRE DIALOGUE

**PASADENA IS ONE OF A LUCKY FEW COMMUNITIES** – just 15 percent of all electric customers nationwide – who are served by a publicly owned electric utility. We have much to celebrate this October during Public Power Week, an annual event hosted by public power agencies and the American Public Power Association to spur appreciation for the benefits of having a homegrown utility.

"Our customers own this utility," said Assistant General Manager Joe Awad. "PWP's policies are set by the elected officials who live in our community and represent our customers, not by board members or investors who may live elsewhere in the world."

Unlike private utilities, he said, which are structured to benefit stockholders, "PWP is a public service institution that invests its dividends in services that benefit our community." Revenue is put into system upgrades, technological

advancements and other improvements, Awad said. PWP regularly contributes to the city's General Fund, which supports police, fire, public works, libraries and other vital services.

"We can align our decisions with community needs and the city council's goals of promoting quality of life and sustainability," Awad said.

PWP will celebrate Public Power Week on Oct. 6 this year, when it will invite middle and high school students to tour its community-owned power plant. PWP's General Manager Phyllis Currie is APPA's national chair-elect. Learn more at [www.publicpower.org](http://www.publicpower.org)





# DEAR SCOTT



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

## **Do I still have time to qualify for the triple rebate on lighting?**

Yes, just be sure your project is completed and inspected by Dec. 31, 2011. PWP has tripled its regular rebate for commercial fluorescent lighting. Through our Energy Efficiency Partnering program, you can now get 16.5 cents per kilowatt hour saved over one year with permanently installed T-5 and T-8 fluorescent lights. (The usual rebate is 5.5 cents per kilowatt hour saved.) For full details, including a rebate application and energy saving calculator, visit [www.PWPweb.com/EEP](http://www.PWPweb.com/EEP).

## **How long does it generally take to replace turf?**

Count on a few months to transform your thirsty lawn into a water-wise oasis, but you can start now to finish your project before the rainy season. Through PWP's Turf Removal Program, commercial and multi-family customers can earn \$1 per square foot, up to \$5,000, for replacing thirsty lawns with water-wise plants, trees, mulch, decomposed granite and gravel. The toughest part can be killing off existing grass, which may take several months whether you use herbicide, solarization under a clear tarp or light exclusion under an opaque tarp. While you wait, get three bids from

local landscape designers and take plenty of photos (to include with your application). You can also go to [www.PWPweb.com/turfremoval](http://www.PWPweb.com/turfremoval) for hundreds of design ideas, to reserve your rebate and to read the full program rules and guidelines.

## **How do I quantify the emissions impact of charging an electric vehicle in Pasadena?**

All electric vehicles, hybrid or otherwise, produce fewer greenhouse gas emissions than conventional vehicles because they run on much less gasoline or none at all. But to grasp the true environmental impact of driving an EV, you must also factor in the energy source used to charge the car batteries. Some EV chargers are connected to solar panels, which means the car is powered by 100 percent clean energy. But most chargers are connected to the electric grid, and that means the energy source(s) for your EV will depend on the electric utility service where the charger is located. Here in Pasadena, PWP currently gets 25 percent of its energy from emissions-free sources such as solar, wind, geothermal, hydroelectric and nuclear. You can take a look at PWP's specific energy mix at [www.PWPweb.com/PCL](http://www.PWPweb.com/PCL). The U.S. Department of Energy also provides an online calculator to help you quantify your EV's emissions if you charge your vehicle in Pasadena. (When using the calculator, please select a state that has a comparable energy mix to PWP's.)

Go to [www.PWPweb.com/EV](http://www.PWPweb.com/EV) and scroll down to "Links."

## IMPORTANT NUMBERS

**Rebates & Conservation**

**626.744.6970**

**Billing & Service**

**626.744.4005**

**Water Emergencies**

**626.744.4138**

**Power Emergencies**

**626.744.4673**



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# CUSTOMER SPOTLIGHT

**SURROUNDED BY DULL LAWN** with faint brown patches where the sprinklers didn't reach, the Social Security Administration building at 104 N. Mentor Ave. was once thoroughly uninspiring. But with help from PWP and Sepco Earthscape Inc., the tired landscaping was recently transformed into a water-wise work of art.



*Social Security Administration building Office Manager Pat Talamantez is pleased with the low-water use garden that once was an uninspiring water-hungry lawn.*

The idea began when U.S. General Services Administration staff member Matt Yttrup approached SSA Office Manager Pat Talamantez about water conservation. After assessing water usage in the building, the lawn proved to be a big drain. Both set out to research water-friendly landscaping and funding. The timing was right, and the project was approved by GSA management.

Supervised by Yttrup, a crew from Sepco Earthscape first removed all turf surrounding the building and cleared out the parkways along Union and Mentor avenues, covering the bare earth with weed barriers. The crew also excavated old rocks from the planters and cleaned them up for reuse.

With rebate funding from PWP, the crew then installed water-saving drip irrigation and connected it to a Rain Bird smart irrigation controller. Next, they set down a mix of eye-catching native shrubs and groundcover and covered areas in between with decomposed granite and colored rocks.

"The beauty of native plants, aside from the flowers, is that they don't need much to thrive," said PWP Account Manager Jane Raftis. "It's a tremendous help to companies and agencies that might be facing cutbacks in staff or funding."

Since the project was completed last September, the GSA reports that water use for the entire building is down by 68 percent – dropping from about 55,000 to 18,000 gallons per month – over the previous year, saving about \$100 per month. By the cool, rainy month of December, consumption had dropped to just under 10,000 gallons. And because there is no longer a need to mow, edge, fertilize and aerate, the agency is saving another \$150 per month on landscape maintenance.

Best of all, the project has transformed the streetscape. "The design changes the look and feel of the building," Talamantez said. "It's modern and provides the public with more walking space. With the rain, the flowers were blooming. I'm excited to see it in a few years."

Transform your own landscaping with PWP's turf replacement rebate of \$1 per square foot, up to \$5,000, for commercial customers. Visit [www.PWPweb.com/turfremoval](http://www.PWPweb.com/turfremoval) for complete details.



*Native plants and decomposed granite give a facelift to the Social Security Administration building on Mentor Avenue, and save about \$250 per month in water and maintenance costs.*





# TIPS FOR BOTTOM-LINE SAVINGS

IT WAS DISCUSSION CANDIDATE for cuts during recent state budget negotiations, but it's now official: the Enterprise Zone Program is open for business.

The statewide program offers a range of valuable incentives to help businesses grow in spite of the shaky economy, making California more business-friendly and providing employment to workers facing barriers. And since the state budget was passed July 1, several state bills have been introduced to make the Enterprise Zone program even more effective.

If your business is located within Pasadena's designated

"Enterprise Zone," you may qualify for program benefits: up to \$37,000 in state tax savings through a five-year employee hiring credit; sales and use tax credits; business expense deduction; net operation loss carryover; and net interest deduction for lenders. In addition, the city of Pasadena offers business license fee waivers, building and planning permit fee waivers, and fast-tracking of plans through the Planning Department.

The city will continue to monitor the state programs and policies and keep you informed. For more details, including maps, visit [www.cityofpasadena.net](http://www.cityofpasadena.net) (search keyword "Enterprise Zone"), or call (626) 744-4660.

# THE CONDUIT

Sept./Oct. 2011



Taking a fresh look at our 20-year energy supply plan



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