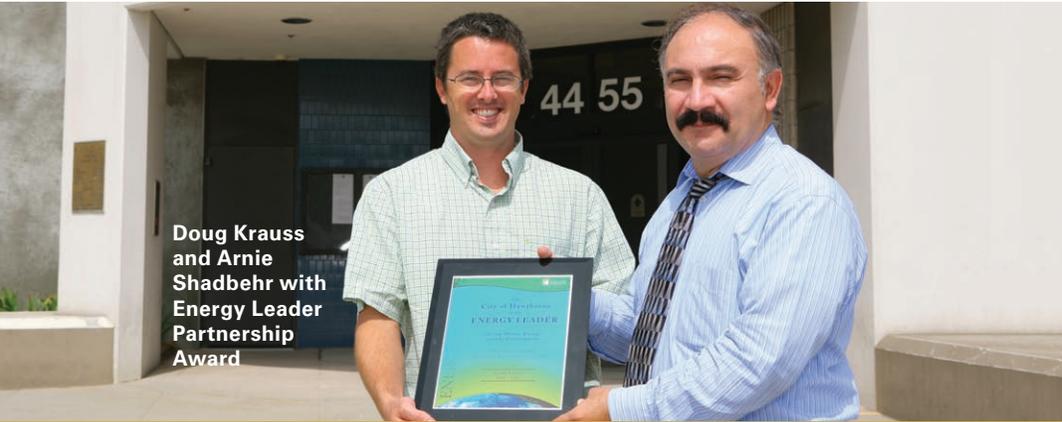


# Energy Leader Partnership (ELP)

Integrated Demand Side Management Success Story



## City of Hawthorne



Doug Krauss  
and Arnie  
Shadbehr with  
Energy Leader  
Partnership  
Award



City Hall  
Parking Lot  
Induction  
Lighting

### City of Hawthorne Takes an Active Approach to Energy Leadership

The City of Hawthorne's location near major freeways and the Los Angeles International Airport makes it an ideal South Bay residential and business center, with easy access to the best of Southern California's activities. These advantages, together with the mild climate, keep the city in constant growth mode.

Arnie Shadbehr, Interim City Manager and Director of Public Works, oversees the City's policies and programs. He makes sure Hawthorne's residents and business owners have access to information on all the services and events the City has to offer. In the Engineering Division, Arnie's Environmental Programs Coordinator, Doug Krauss, manages City programs including Recycling and Storm Water Pollution Prevention. Doug also engages local community leaders and business owners in celebrating environmental sustainability.

#### Setting an Example of Efficiency

Together, Arnie and Doug keep the City environmentally proactive. Doug provides educational material at community events, hosts an Earth Day program, and supports integrated environmental, Energy Efficiency (EE) and Demand Response (DR) initiatives. Arnie and Doug also follow a climate

action plan designed to reduce the City's carbon footprint. At the same time, Hawthorne is conscious of cost and budget challenges.

The City's approach to energy leadership channels resources away from the constraints of over-planning and directly into installing a blend of EE, DR, solar and potential Electric Vehicle (EV) projects. This brings the City in line with Air Quality Management District requirements, lowering overall fuel consumption and reducing pollution. Arnie says, "We've had a good response from the community. Environmental activity is important, both for the ecology and for maintaining our City's example."

#### A Successful Energy Leader Partnership

SCE's Energy Leader Partnership Program (ELP) supports local governments in reducing energy usage and encourages community leadership through energy efficiency projects. 2004 energy consumption levels are used to set baselines. As the City reduces usage, it advances through the ELP tier levels: Valued Partner, Silver, Gold, and Platinum. Hawthorne has been at the Gold level since early 2010, positioning the City as a kWh-savings leader.

#### Estimated Savings by Managing Energy

- *Location:* Hawthorne, Calif.
- *Industry:* Municipality
- *Type of Installations:* LED lighting, solar panels, EE pool equipment
- *SCE Programs Utilized:* Energy Leader Partnership, Energy Efficiency Measures, Demand Response Programs, and California Solar Initiative (CSI)
- *Results:* 11.59% kWh reduction overall

#### MONTHLY SAVINGS

**38,239 kWh**

# Integrated Demand Side Management Success Story

Early EE projects included replacing existing lighting in the City Hall, community swimming pool, public works yard and municipal airport with induction lighting. Hawthorne now has rooftop solar panels on its Memorial Center, which generate 70% of total energy for both the Memorial Center and adjacent Sports Center. In addition to an EE motor, the community pool also has the most advanced boiler systems available. An LED traffic lighting retrofit resulted in a \$14,000 rebate from SCE. Over the course of the program, Hawthorne has saved an average of 38,239 kWhs per month.

## A Unique, Action-Focused Strategy for Attaining Goals

Some cities hire consultants to plan projects, but Arnie, Doug and their staff do their own planning, and use the savings toward equipment



Doug Krauss,  
Environmental  
Programs  
Coordinator, City  
of Hawthorne

retrofits. Arnie explains, "We spend less time and money on planning, and direct our resources into activities and getting faster approvals."

The City is working toward the Platinum level. To do this, they must save an additional 333,000 kWh, so they meet with their SCE Region Manager and Account Representative, who help track progress and identify new EE project opportunities. Arnie expresses, "We're grateful to SCE and ELP for keeping this relationship strong, and for working with us to make things happen."

## Vision for Future Leadership

Doug and his SCE Account Representative continue to meet frequently to discuss possible future projects. This includes conversations with representatives of SCE's Electric Transportation program about potential EVs for the City fleet, installing charging stations around town, and helping residents prepare for EV ownership.

Today, the City of Hawthorne sees significant cost savings from a strategic combination of ELP participation, EE solutions, DR programs and their own conservation initiatives. This approach has helped set an example for others, and paved the way toward a future of proactive energy leadership.

"We believe it was a smart decision to get involved with ELP early, because it gave us a head start and helped us inspire other cities."

Arnie Shadbeh, City Manager  
and Director of Public Works,  
City of Hawthorne

## Start Saving Now

### • SCE's Energy Efficiency Partnerships

E-Mail:  
[EnergyEfficiencyPartnerships@sce.com](mailto:EnergyEfficiencyPartnerships@sce.com)

## Other SCE Programs to Help Save More

- Find out how SCE's Demand Response Programs can reward you for reducing your electricity usage during peak hours:  
**(866) 334-7827**  
[www.sce.com/drp](http://www.sce.com/drp)
- Learn about SCE's Business Incentive Programs:  
**(800) 736-4777**
- Take free SCE classes in lighting, HVAC, energy management and more at an Edison Energy Center:  
**Irwindale: (800) 336-2822**  
[www.sce.com/ctac](http://www.sce.com/ctac)  
**Tulare: (800) 772-4822**  
[www.sce.com/agtac](http://www.sce.com/agtac)
- Get building project design assistance and incentives from Savings by Design. To find out if your project qualifies, visit:  
[www.sce.com/sbd](http://www.sce.com/sbd)

SCE offers a variety of solutions, including cash incentives, energy surveys and payment options to help you better manage your electricity costs.

## For More Information

[www.sce.com](http://www.sce.com)  
**(800) 990-7788**

**Contact your SCE Account Representative**



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