

*Professional Education
Honorable Mention*

***Customer/Agricultural Technology Application Centers
Southern California Edison***

PROGRAM OVERVIEW

Southern California Edison operates two “technology application centers,” the Customer Technology Application Center (CTAC) and the Agricultural Technology Application Center (AGTAC). These centers provide education to customers about energy-related issues, with an emphasis on energy-efficient equipment and technologies, and the application of those technologies, to reduce customers’ energy costs or improve their operational efficiency. The centers offer a unique delivery channel where customers can obtain information through any or all of the centers' products and services. The centers are dedicated to providing information through multiple venues.

- **Seminars:** presentation of information in a classroom format using instructionally designed materials and taught by a subject matter expert.
- **Technical consultations:** assist customers with questions about energy-related issues through face-to-face conversations by phone or via e-mail.
- **Equipment demonstration:** use of equipment to demonstrate specific technologies or applications of those technologies.
- **Specialized training:** training packaged and delivered for use by a single customer (company or organization).
- **Equipment testing:** individual customers testing equipment to verify its effectiveness in a given application and/or to see how it affects their product.
- **Exhibits, displays, and graphics:** products and technologies presented to customers with exhibits and displays; other graphics enhance the visual impact of the centers.
- **Computer lab:** 12-station (CTAC) and 8-station (AGTAC) labs used to demonstrate software programs to customers or to hold employee computer-based training classes.
- **Outreach/trade shows:** logistical and graphic support is provided to internal clients for participation in industry trade shows and events.
- **Printed information:** flyers, brochures, and technical fact sheets.

The Customer and Agricultural Technology Application Centers target end-use C/I customers, retailers, manufacturers, architects, engineers, designers, vendors, contractors, agricultural customers, and residential customers. The energy centers’ objectives are to provide:

- Unbiased and reliable information and training
- Access to cutting edge information
- Information on the reduction of operating/energy costs
- Information targeted to customers’ business or industry
- Information on environmental requirements
- Opportunity for hands on demonstration
- Proximity to classes and information

Southern California Edison continues to support the efforts of the energy centers. They will also continue, under the auspices of the California Public Utilities Commission, to enhance their funding through the use of Public Goods Funds.

Brief profiles of each center are given below.

CTAC

The Customer Technology Application Center is a 45,000 square foot facility that is comprised of six technology centers: the Lighting Products Center, the Commercial Products Center, the Home Efficiency Center, the Industrial Technology Center, the Foodservice Technology Center, and the Refrigeration and Thermal Testing Center. CTAC offers services primarily to commercial and industrial customers and also to those customers in the residential design and construction community. It is located in the heart of the Los Angeles metropolitan area and adjacent to north Orange County.

AGTAC

The Agricultural Technology Application Center is a multi-faceted technology demonstration and information center located on a 10-acre site in Tulare, California. The 16,000 square foot facility includes a 2,000 square foot Learning Center, a large Exhibit Hall, a Lighting Products Center, a Business Resource and Training Center, and an Office Technology Center. It is located in Central California's San Joaquin Valley, central to the largest agricultural community in the state, which is also one of the most productive in the world.

PROGRAM PERFORMANCE

Data from the energy centers indicate that many people take advantage of the services and they base future operations and equipment decisions on information that they obtain at the centers.

- Approximately 380,000 customers have taken advantage of the services provided by the energy centers since their inceptions in 1990 (CTAC) and 1996 (AGTAC).
- Since 1990, CTAC has offered approximately 1,500 seminars, 12,000 consultations, and 1,200 equipment demonstrations.
- Since 1996, AGTAC has offered approximately 270 seminars, 200 consultations, and 3,400 equipment demonstrations.
- A study completed by Hagler Bailly in 1998 and another completed by XENERGY in 2001 concluded that customers who attended seminars at CTAC and AGTAC did indeed make changes to their operational practices as well as to their choices of equipment, based on the information they gained from those seminars.
- The energy center concept is one that is transferable to other utilities and to other parts of the country. Subsequent to the construction of CTAC, energy centers were opened by Pacific Gas and Electric in San Francisco, and by Southern California Gas Company in Downey.

LESSONS LEARNED

Partnerships are key. The centers work with a myriad of internal and external partners to create cost-effective operation. And, while the target market emphasis is somewhat different between the two centers, it is critical to leverage the synergies between them.

PROGRAM AT A GLANCE

Program Name: Southern California Edison Energy Centers

Targeted Customer Segments: The energy centers target customers whose energy usage is a high percentage of their operating costs or want to reduce their energy bills, improve operating efficiencies, and/or increase production. This includes all commercial, industrial, and agricultural customers.

Program Start Date

CTAC opened in January of 1990.
AGTAC opened in February of 1996.

Program Participants

CTAC: approx. 25,000 in 2002 and over 285,000 inception to date
AGTAC: approx. 12,000 in 2002 and over 94,000 inception to date

Approximate Eligible Population: Over 425,000 commercial, industrial, and agricultural customers across a 50,000 square mile service territory.

Participation Rate: NA

Annual Energy Savings Achieved: NA

Peak Demand (Summer) Savings Achieved: NA

Other Measures of Program Results to Date

CTAC: approximately 1,500 seminars, 12,000 consultations and 1200 equipment demonstrations.
AGTAC: approximately 270 seminars, 200 consultations, and 3,400 equipment demonstrations.

Budget

Year	Utility (Program) Costs
2001	\$3,900,000
2002	\$3,000,000
2003 (projected)	\$3,000,000

Funding Sources

Operations/maintenance funding: 35%
Public Goods Charge: 65%

Best Persons to Contact for Information about the Program

- Gail Adams, CTAC Events Manager
- Phone: 626-812-7365
- Fax: 626-812-7513
- Email: Gail.adams@sce.com
- Postal address: 6090 N. Irwindale Ave., Azusa, CA 91702
- URL: http://www.sce.com/sc3/002_save_energy/002_f_ctac/default.htm
- Rich McLeod, CTAC Technical Services Manager
- Phone: 626-812-7314
- Fax: 626-812-7397
- Email: richard.mcleod@sce.com
- Postal address: 6090 N. Irwindale Ave., Azusa, CA 91702
- URL: http://www.sce.com/sc3/002_save_energy/002_f_ctac/default.htm
- Ken Rebensdorf, AGTAC Manager
- Phone: 559-685-3725
- Fax: 559-685-3788
- Email: ken.Rebensdorf@sce.com
- Postal address: 4175 South Laspina, Tulare, CA 93274
- URL: http://www.sce.com/sc3/002_save_energy/002_g_agtac/default.htm