

**The Energy Providers of Southern California Launch Partnership;
Announce “Conserve Energy SoCal” Initiative**

*Natural gas and electric utilities, local government officials join forces
to encourage energy conservation across Southern California*

Los Angeles, June 16, 2016 – With hotter temperatures quickly approaching, the Energy Providers of Southern California – a joint coalition of Southern California natural gas and electric utilities, in partnership with the California Public Utilities Commission, California Independent System Operator, and local city governments – today announced [Conserve Energy SoCal](#), an initiative to bring Southern California residents together to conserve energy, save money and reduce the risk of natural gas and electricity shortages this year.

In addition to existing conservation programs and financial incentives from local utilities, the Energy Providers of Southern California are expanding the effort by teaming up to educate and encourage consumers to conserve electricity and natural gas through the Conserve Energy SoCal initiative. The Energy Providers of Southern California will encourage conservation efforts, enact Flex Alerts during peak usage periods and provide resources for the greater Southern California community. Through public education and programming, as well as the collective efforts of all residents, businesses and agencies, the Energy Providers of Southern California aim to make 2016 a record year for conservation.

With the limited availability of natural gas from the Aliso Canyon storage facility, there is less natural gas locally to produce electricity, particularly during high-usage periods, which could lead to power outages. So it will be more important than ever to work together to conserve energy.

The Conserve Energy SoCal initiative will use interactive and educational programs to encourage the entire Southern California community to come together to reduce natural gas and electricity consumption. To kick things off, the campaign will educate residents and businesses about the role natural gas plays in electricity generation. Content will include comprehensive conservation tips, particularly during peak times when natural gas shortages are more likely to impact the electric grid, perhaps even leading to power outages. Information on the benefits of using less energy, such as lower gas and electric bills for residents and businesses, will also be provided.

The Campaign will also feature the www.ConserveEnergySoCal.com website, [Twitter](#) and [Facebook](#) social media accounts and paid advertising, all with the goal of educating and engaging the Southern California community about the importance of energy conservation.

Having faced the ongoing statewide drought, Californians have already been successful in adopting effective conservation habits and have witnessed the positive impact of working together. With the knowledge that 61 percent of electricity is generated at natural gas-burning power plants, Southern Californians will now be asked to adopt the same mentality in their efforts for energy conservation. Some consumers have already made significant strides to make energy conservation a part of their routine by adjusting their thermostats, switching to lower wattage light bulbs and purchasing energy efficient appliances. Now, the Energy Providers of Southern California are calling on everyone to

once again band together in a joint effort to create meaningful change in the utilization of our resources. Doing so may help prevent electricity outages this summer.

About The Energy Providers of Southern California

The Energy Providers of Southern California is a coalition of the Greater Los Angeles region's natural gas and electric utilities, in partnership with the California Public Utilities Commission and local city governments. With 2016 expected to present challenges in natural gas availability, the Energy Providers of Southern California have united in a concerted effort to help the people of Southern California conserve energy and avoid shortages through educational programming.

Members include: Azusa Light & Water (ALW), Burbank Water & Power (BWP), California Independent System Operator (CAISO), City of Colton Electric Utility (CCEL), Glendale Water & Power (GWP), Los Angeles Department of Water & Power (LADWP), Pasadena Water & Power (PWP), Riverside Public Utilities (RPU), San Diego Gas & Electric (SDG&E), Southern California Edison (SCE), Southern California Gas Company (SoCalGas), Southern California Public Power Authority (SCPPA), and the Southern California Regional Energy Network (SoCalREN).

About Conserve Energy SoCal

The Conserve Energy SoCal initiative is focused on energy conservation in Southern California and is supported by the Energy Providers of Southern California. For decades, Californians have led the way in smart energy use to conserve resources and protect the state's natural beauty. This year we enter a critical time for conservation, an important moment for all of Southern California to band together and demonstrate our energy-saving savvy. With the goal of making 2016 a record year for conservation, the Conserve Energy SoCal campaign was created to educate residents on ways to conserve energy and avoid energy shortages during peak times. Through this initiative, The Energy Providers of Southern California is dedicated to effectively cutting energy consumption and conserving resources.

For further information on The Energy Providers of Southern California and Conserve Energy SoCal, please visit www.ConserveEnergySoCal.com, or visit us on [Twitter](#) and [Facebook](#).

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Media Contact:

Anna Beyder

(415) 537-1707

ConserveEnergySoCal@icfolson.com