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**CONSERVATION CAMPAIGN  
PARTICIPANTS**

California Energy Commission  
California Independent System Operator  
California Power Authority  
California Public Utilities Commission  
Los Angeles Department of Water and Power  
Modesto Irrigation District  
Northern California Power Agency  
Pacific Gas and Electric  
Plumas-Sierra REC  
Roseville Electric  
Sacramento Municipal Utility District  
San Diego Gas and Electric  
Silicon Valley Power  
Southern California Edison

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**NEWS RELEASE**

**Electricity Industry Unites Behind  
Conservation Campaign**

*Summer May Bring Warmer-than-Normal Temperatures*

(Sacramento, CA) Warnings of a warmer than usual summer is bringing utilities, investor-owned and municipal, as well as State energy agencies and the California Independent System Operator (California ISO) together to kick off a new summer conservation message: *"Every Kilowatt Counts—Keep Conserving California!"*

The power industry representatives called on the media today to urge consumers to watch their use of electricity during the late afternoon, when the air conditioner rush hour in California kicks into high gear and the demand on the California power grid soars.

"Electricity operating reserves are expected to be adequate this summer—barring any unforeseen generation or transmission failures," said California ISO President and CEO Terry Winter. "However, conservation is still important. We want to keep alive the powerful habits consumers picked up during the energy crisis to help us shave the peak and lower demand when we need megawatts the most."

Speaking at this morning's news conference at the California ISO were California Power Authority Chairperson S. David Freeman, Commissioner Jim Boyd, California Energy Commission as well as utility representatives.

**Commissioner Jim Boyd, California Energy Commission**

"It is in our best interest to conserve electricity, which is a major consumer of natural gas. The recent severe winter seriously reduced the country's natural gas storage. The state's gas storage is 38 percent below last year at this time. While that is not as dire as 2001—we are 25 percent above those disastrous storage levels—it is still cause for concern. Hot weather can create problems by impacting this summer's and next winter's gas prices for consumers," said California Energy Commissioner Jim Boyd.

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**Tom Habashi, Utility Director, Roseville Electric**

“Conservation and energy efficiency are best practice for all consumers. Reducing summer time peak saves dollars today and planning for an energy smart future is an important way to help meet the ever-growing energy needs of tomorrow.”

**Lynda Ziegler, Director of Customer Programs and Services, Southern California Edison**

"Southern California Edison offers our customers many different ways to save energy and save money through the hot summer months. For example, we encourage customers to take a free online energy audit at [www.sce.com](http://www.sce.com) where they can also get helpful tips about how to reduce energy use. And we invite them to sign up for valuable rebates we offer on energy-efficient improvements for their homes and businesses."

**Michael Peevey, President, California Public Utilities Commission**

“Californians rose to the challenge and conserved power during the energy crisis. We’d like to see that continue and lower the demand for power this summer even more,” said Michael R. Peevey, President of the PUC. “To do our part, the California Energy Commission, California Power Authority, and the PUC are taking action to spur conservation through the Energy Action Plan, which details specific steps to help California decrease its per capita electricity use to minimize the need for new generation, reduce emissions of toxic and criteria pollutants and greenhouse gases, protect the environment, and improve energy reliability and contribute to price stability.”

**Anne Smith, Vice President of Customer Services – Mass Markets**

“Conservation allows customers to take greater control of their energy usage and costs. San Diego Gas and Electric fully supports the *Flex Your Power* Program and all other state wide conservation programs because they help our customers.”

During the height of the crisis, Californians reduced electricity consumption by 14 percent during the peak period of the day. While that level of conservation is not expected this summer, consumers are asked to curb their electricity use whenever possible, especially during the late afternoon.

***Flex Your Power Conservation Tips***

Find them at [www.consumerenergycenter.org](http://www.consumerenergycenter.org)

- If possible, avoid use of large electrical appliances until after 7 p.m.
- Set thermostat to 78 degrees when you are home, 85 degrees when away
- Close drapes and blinds to shade rooms from direct sunlight
- Use ceiling and room fans
- Run pool pump during early morning or late evening hours
- Operate dishwasher only when full, turning off "dry cycle"
- Do laundry efficiently, drying clothes on a line when possible