



Business Programs Achieving Higher Energy Savings

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Overview

Are any of you asking yourselves these questions?

How can my business customer contribute to our demand-side management (DSM) goals?

How much savings can they contribute to my expanding DSM goals?

How much do these programs cost?

Four case studies will illustrate the way that these utilities decided to tackle some challenging business customer groups with innovative program solutions



What Do Business Customers Want?

Programs that:

- Are easy to participate in
- Are flexible to their needs
- Cost little or nothing
- Have long-term energy-cost savings

Case Studies

Connecticut Energy Efficiency Fund (CEEF)—Energy Opportunities Program

Southern California Edison's Direct Install Program

Idaho Power's Irrigation Efficiency Rewards Program



CEEF—Energy Opportunities Program

- Connecticut Light & Power and United Illuminating jointly administer this program
- Focused on retrofit projects
- What do business customers receive?
 - Feasibility studies
 - Cash incentives for energy-efficiency upgrade projects
 - Up to 40% of total installed cost for most equipment
 - Or 50% cumulative
- Business owner and installation vendor team maintain complete control over the project
- Replaced equipment must have at least 25% of its useful life left



Program Process & Incentives

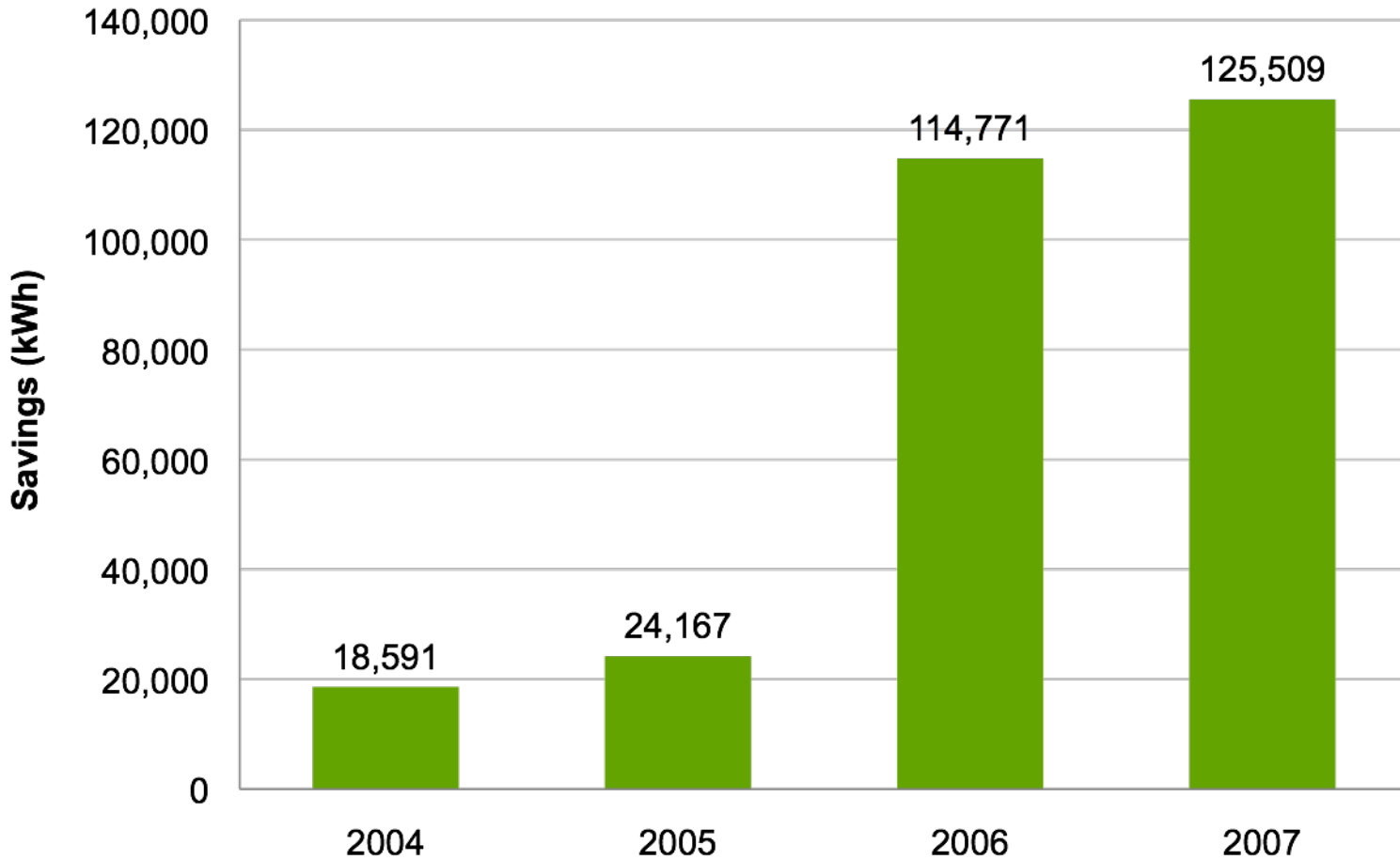
Step 1:

- Single measure analysis, or
- Complete energy audit

Step 2:

- Express lighting rebates
- Comprehensive, multiple end-use projects
- Custom incentives
 - Non-lighting, single end-use projects
 - Lighting
 - HVAC and process equipment
 - Chillers
 - Controls
 - Air compressors
 - Variable-frequency drives

Results



Cost Per Kilowatt-Hour (kWh) Saved

	2006	2007
kWh saved	114,771	125,509
Program expenditures	\$2,142,084	\$2,024,202
Cost per kWh	\$18.64	\$16.16

Recent Program Changes

- New lower caps
 - By customer Federal Tax ID number and per metered site or account
- Conventional efficient lighting technology now eligible
 - Rebates available for low wattage T8, etc.
 - Additional rebates for high-performance lighting
- New incentives available for light-emitting diode (LED)/induction lighting (interior and exterior)

Case Studies

Connecticut Energy Efficiency Fund (CEEF)—Energy Opportunities Program

Southern California Edison's (SCE's) Direct Install Program

Idaho Power's Irrigation Efficiency Rewards Program



SCE's Direct Install Program



- Provides smaller businesses with energy-efficient products and installation at no charge!
- Must use an SCE-approved contractor
- Includes free energy analysis of facility
- Criteria
 - Non-residential
 - <100 kW
 - Not a corporately owned national franchise
- FREE installation—limited to \$10,000 per site



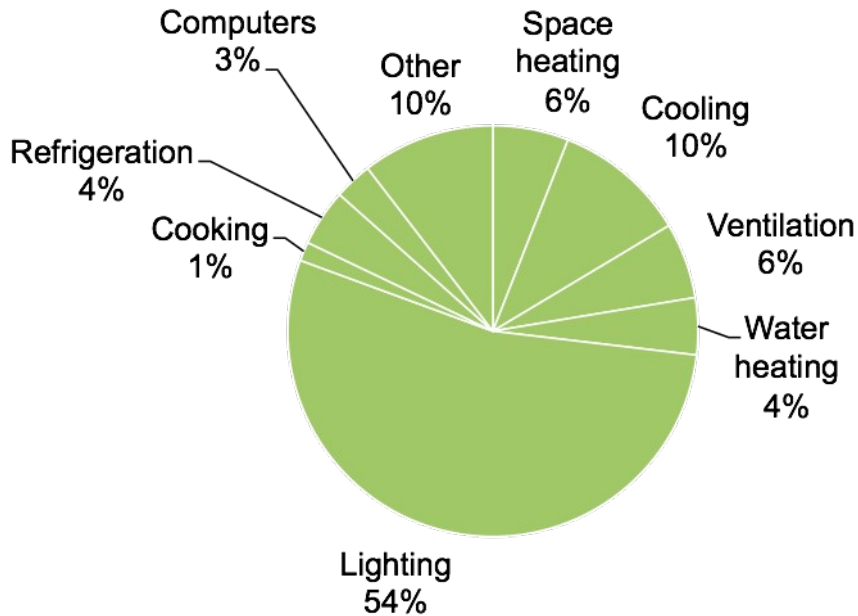
Incentives

Program includes FREE energy-efficient products such as:

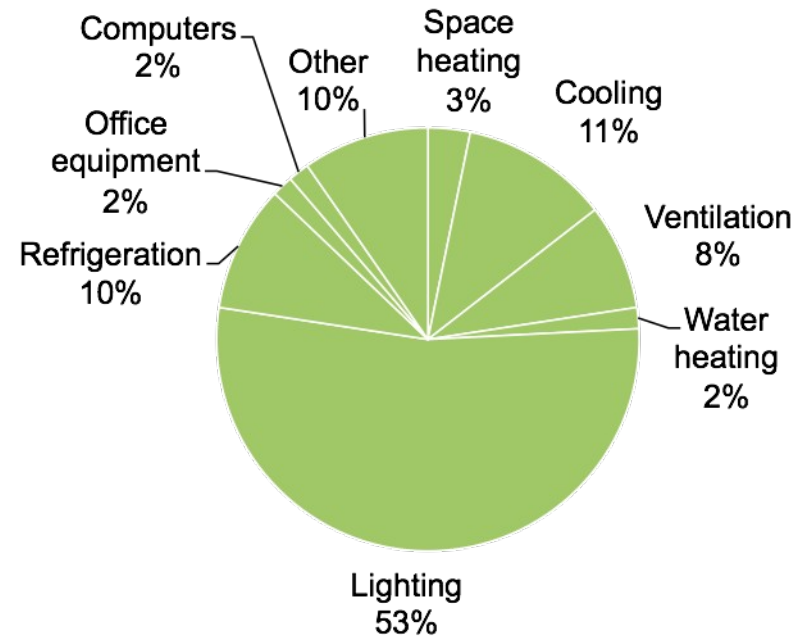


Where Do the Savings Come From?

Lodging electric use



Retail, non-mall electric use



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Department of Interior Case Study

- Lighting and LED exit sign retrofits, plus occupancy sensors installed at:
 - *Joshua Tree National Park*
 - *Santa Monica Mountain National Recreation Area*
 - *Channel Islands National Park*
 - *Death Valley National Park*
 - *Sequoia National Park*
 - *Devils Postpile National Monument*
- Estimated aggregated savings across all listed above = 509 megawatt-hours (MWh)



Results

	2006 to 2008
Overall energy savings	285,682 MWh
Overall demand savings	51.3 MW
Overall program cost	\$75 million
Cost per MWh saved	\$263

Case Studies

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Idaho Power Irrigation Efficiency Rewards Program



- Encourages energy-efficient design as well as purchase and installation of high-efficiency equipment
- Six specialized agricultural reps spread throughout the state to assist customers
- Jointly administered by a program specialist and a program engineer

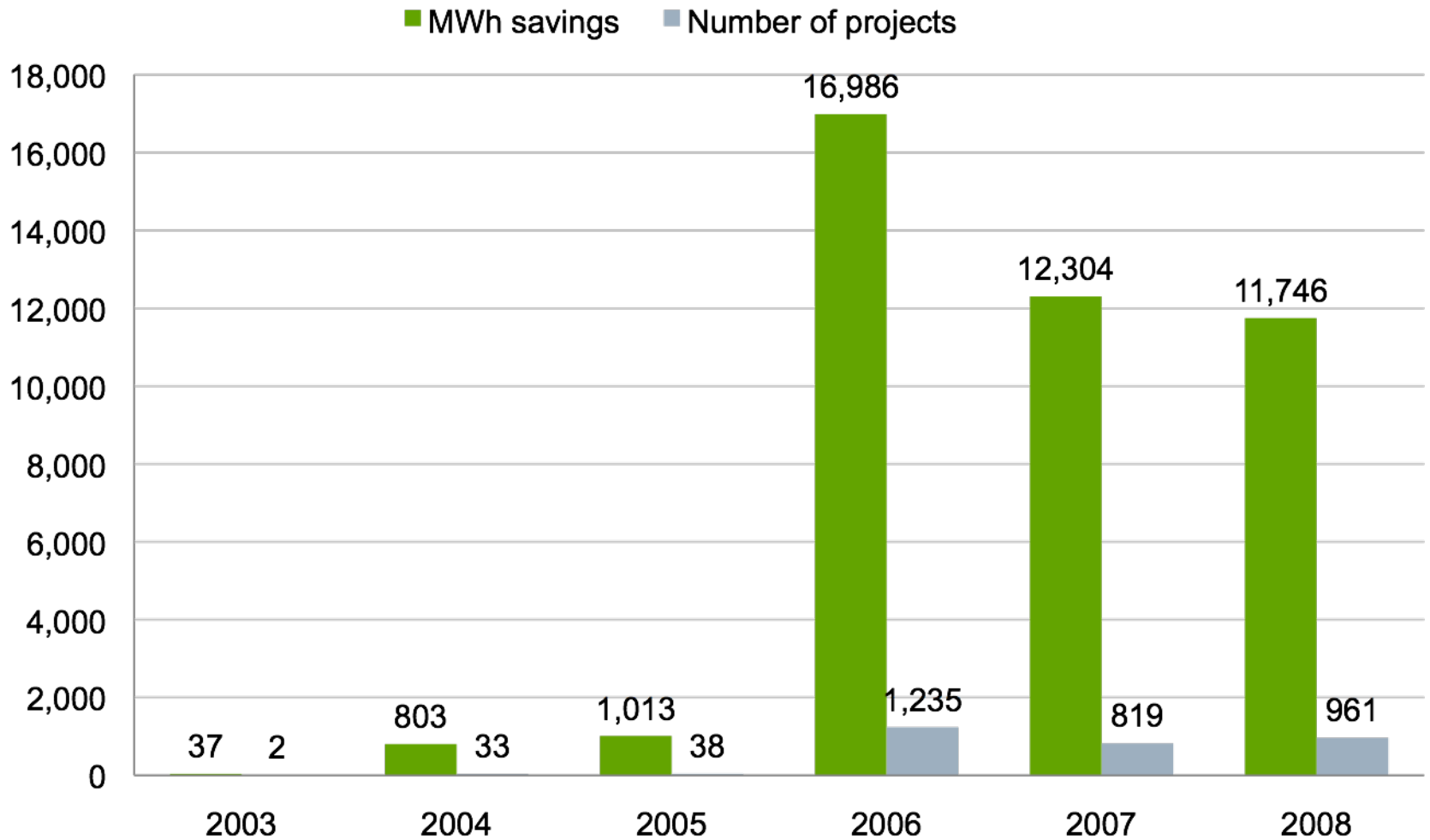


Incentives

	New system	Existing system
Incentive per annual kWh saved	\$0.25	\$0.25
Incentive per annual kW saved	NA	\$450
Limit	10% of project cost	75% of project cost



Results



What Can You Do With This Info?

- Examine your current business programs
 - Is there anything you heard today that you can easily integrate into an existing program?
 - Should you expand the equipment you consider eligible for incentives?
 - Would increasing your incentive levels drive higher participation and therefore savings?
- Consider creative options
- Find the win–win based on your DSM goals and their desire to save money

Resources

- E SOURCE Sector Snapshots
- [Dennis Merrick](#), Irrigation Program Specialist, Idaho Power, 208-388-2379 (2009)
- Joseph Ruisi, Non-Residential Direct Installation Manager, Southern California Edison, 626-633-3085 (2009)

For More Information

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