Turn Your Business Energy Evaluation into a Savings Plan

September 28, 2011
Meet your moderators

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Soren Spiers, Director of Properties, Finance & Business, PGA

Mike Carter, Sr. Engineer, Business Energy Service, FPL
Are you missing energy-saving opportunities?

Do you know...

1. Where your energy dollars go?
2. How to reduce your energy bills?
3. How your energy use compares to similar businesses?
4. How your energy use compares across multiple locations?

Implementing energy-efficiency projects contributes to a company’s overall financial health
Agenda

• The strategic process
• Benefits of an FPL Business Energy Evaluation (BEE)
• Implementing BEE recommendations
  – Set goals
  – Evaluate options
    -- No-cost / low-cost options
    -- Options that require financial investment
    -- Payback analysis
    -- Financing
    -- FPL programs and incentives
• Capitalizing on your BEE
• Summary
Many companies approach energy management unsystematically or not at all. Following a strategic process will help identify your business opportunities related to energy.

**The Strategic Process**

1. Company Assessment
2. Evaluate Energy Opportunities
3. Plan to Implement
4. Upgrade Strategy
5. Selecting a Contractor

Viewing energy as a strategic business concern will help guarantee a reliable supply, reduce use, reduce cost and environmental impact, and will help develop new products and/or services to capitalize on a dramatically changing energy market.
A thorough, organization-wide assessment helps identify your company’s usage patterns and pinpoint improvement opportunities

1. Company Assessment

• Evaluates factors such as:
  – Most efficient energy use
  – Supply / price management

• Looks at the importance of energy through multiple perspectives
  – Cost
  – Risk management
  – Reputation
  – Product-line issues
Start your company’s assessment by seeking answers to high-level questions

**Key Questions the Assessment Process Helps Answer**

- **How dependent are we on energy?**
  - Are there ways to reduce usage that will not impact our daily operations?

- **How much energy do we need?**
  - Are we using more than necessary to get the job done?
Key Questions the Assessment Process Helps Answer

• What is/are the best way(s) to meet this need?
  – Buy it or save it?

• How does our energy strategy impact the company image/positioning?
  – Are there opportunities to enhance our brand through energy-efficiency initiatives?

This framework provides the context for evaluating energy as more than simply a cost of operation.
At what scale should we initially approach energy management?
- Single facility
- Division
- Enterprise-wide

What technical and financial resources are available?
- Internal
- External

Project scope and support are key considerations during the assessment.
Energy benchmarking, a structured process that supports your energy management initiatives, can identify significant opportunities

Available Benchmark Data Assessment

• **Types**
  - Past performance
  - Industry averages
  - Best-in-class businesses and buildings
  - Best practices

• **Sources**
  - FPL Business Energy Evaluation (BEE)
    -- A free personal site assessment to review your electric usage, operations with written, specific recommendations
  - ENERGY STAR
    -- Offers an online Portfolio Manager tool to benchmark by building and by district
  - Energy consulting organizations
    -- Sometimes maintain databases to benchmark against similar institutions
Systematically using baseline data to create lists of opportunities ensures that potential is realized and momentum is maintained

2. Evaluate Energy Opportunities

• What solutions make the most sense?
  – Use baseline data to identify energy-efficiency opportunities, considering…
    -- Amount of energy used
    -- Costs of energy vs. costs of equipment upgrades and payback
    -- Environmental impact
  – Use energy supply management to
    -- Control costs
    -- Improve reliability

• Create inventory of opportunities
  – Business Energy Evaluation (BEE)
Certain management principles and tools must be in place to achieve significant results

3. Implementation

- Implement a structure that will ensure that the program is integrated into the overall company culture
  - Make sure everyone is on board – from the top down
    -- Make a clear commitment to results
  - Select an energy champion who has accountability
  - Create a team to support the champion and to spread the word throughout your company
  - Develop an internal energy awareness program
  - Reward and recognize outstanding performance
Certain management principles and tools must be in place to achieve significant results

3. Implementation, cont’d

• Set clear and measurable goals at appropriate levels
  – Provide sufficient resources to enable achievement

• Engage vendors, partners, service providers and customers in your plans
You need an upgrade strategy based on the inventory of opportunities

4. Upgrade Strategy

• **Use savings calculators to evaluate potential paybacks**
  
  – Determine the value of your proposed investments
  
  – Energy Star’s Cash Flow Opportunity Calculator does the work for you
    

  – FPL’s BEE provides simple payback estimates on common energy saving technologies

  – Identify key product requirements based on your business needs
You need an upgrade strategy based on the inventory of opportunities

4. Upgrade Strategy, cont’d

- Source qualified products
- Determine where to buy
- Understand installation requirements
- Develop and implement a maintenance plan
Choose implementation partners strategically to ensure that your contractor is experienced and trustworthy

5. The Contractor Selection Process

• Ask for multiple references
  – Be sure to check them

• Get written cost estimates

• Only hire licensed and insured contractors

• Ask your contractor to certify that the work conforms to state and local regulations and codes

• Consider using FPL Participating Independent Contractors
  – Understands FPL program standards
  – Helps to ensure use of incentives and rebates, when available
A Business Energy Evaluation (BEE) is a no-cost performance assessment that identifies energy conservation opportunities.

What is a BEE?

Thank you for the opportunity to perform a Business Energy Evaluation of your facility. This comprehensive analysis of your facility's usage allows us to provide you with valuable information and tools. These resources can be very beneficial in helping you plan for, control and manage your energy expenses.

Based on our findings, we have developed customized recommendations on how your facility can reduce energy costs through FPL's energy-saving measures, programs and incentives.

For example, by implementing the energy-saving measures we recommend, you could save as much as $58,266.00 every year on energy costs.

Itemized projected energy savings:
- Lighting $9,122.00
- A/C $46,734.00
- Water Heating $1,549.00
- Refrigeration $861.00

Call 1-877-748-4BEE or your Customer Manager if you have one. Small business customers on FPL’s General Service Non-demand rate can visit www.FPL.com/OBEE for an online evaluation.
During an on-site business evaluation, your systems are evaluated by an FPL Energy Expert

**FPL BEE Evaluation**

Understanding how your business consumes energy allows the energy expert to suggest specific savings and upgrade opportunities.
FPL will recommend solutions specific to your business and discuss your eligibility for incentives on new equipment

What You Will Get From the BEE

• Recommended energy-saving practices and ways to reduce cost
  – Modifying equipment schedules

• A list of low-cost measures to help save energy
  – Programmable thermostats, occupancy sensors, etc.

• Recommendation for installing energy improvements
  – A/C maintenance and duct repairs
  – Upgrading lighting, insulation, A/C units and other equipment

• Information about FPL’s incentive programs
  – Help you pay for the installation of more energy-efficient equipment

FPL will leave you with energy-efficiency solutions you can implement immediately and others that may require some planning.
PGA’s operating facilities have been working with FPL to take advantage of savings initiatives

**Initiatives Successfully Implemented**

- Installed programmable thermostats
  - Locked by codes at all outlets to prevent staff from changing the temperature
- Enrolled in the FPL On Call® program, saving over $1800 annually
- Implemented a Time of Use system for all irrigation systems
  - avoided costs of more than $55,000 annually
- Programmed the irrigation computer systems to only run at off peak hours
  - Trained irrigation staff
- Installed low-power consuming light bulbs throughout all facilities
- Installed occupancy sensors in all bathrooms
- Installed WattMizer systems at both Golf Car storage facilities
PGA continues to work with FPL’s Business Account Specialists to identify cost savings opportunities

**Initiatives Being Evaluated**

- Demand Controlled Ventilation (DCV) system
- Additional opportunities to curb power usage and costs
Below are examples of specific energy saving opportunities uncovered during a recent Business Energy Evaluation at a local high-tech business

<table>
<thead>
<tr>
<th>Area</th>
<th>Recommendation</th>
</tr>
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<tbody>
<tr>
<td><strong>Lighting</strong></td>
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Sometimes the easy savings practices go unnoticed.
Following a simple, proven process will help implement BEE recommendations

How to Implement BEE Recommendations

1. **Set Goals**
2. **Evaluate Options**
3. **Implement**
4. **Track Results**

- Internal Communications
- External Communications
Start the implementation process by setting a savings goal

**Sample Cost Savings Goals**

- Specific and measurable goals
  - Reduce annual kWh consumption 20% in one year.
  - Reduce monthly kW demand 10% by January 2012.
  - Obtain a 20% internal rate of return on efficiency investments.
  - Generate energy savings
    -- 10% or $10,000
    -- During the period of November 1, 2011 to November 1, 2012
    -- Using a baseline year of 2009
Using comparative data can help you set a realistic kWh savings goal

**Sample Large Office kWh Savings Goal**

- **Decrease kWh/ft²/yr by 3.22 kWh/ft²/yr**
- **Sample usage calculation for comparison**
  - \[1,500,000 \text{ kWh} = 18.75 \text{ kWh/ft}^2/\text{yr} \]
  - \[80,000 \text{ ft}^2/\text{yr} \]
  - 18.75 kWh/ft²/yr is greater than the 15.53 kWh/ft²/yr average for offices
    - Indicates that your office may have improvement opportunities

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Every business and building type has distinct usage patterns based on unique business requirements.
Following a simple, proven process will help implement BEE recommendations.

How to Implement BEE Recommendations:

1. **FPL BEE**
2. **Set Goals**
3. **Evaluate Options**
4. **Implementation**
5. **Track Results**

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- **Internal Communications**
- **External Communications**
No-cost / low-cost recommendations are the logical first place to start in fulfilling the goal

Sample No-cost / Low-cost Recommendations

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Next, it is time to evaluate options that require more of a financial investment.

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Which recommendation(s) should be implemented? What should be done first?
Look at more than implementation cost – remember to consider the payback period

## Sample Payback Analysis from BEE Report

<table>
<thead>
<tr>
<th>Lighting:</th>
<th>Lamp Tech</th>
<th># of Fixt</th>
<th>Lamps</th>
<th>Lamp Type</th>
<th>Ballast Type</th>
<th>Cost</th>
<th>Savings</th>
<th>Rebate</th>
<th>Payback</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing</td>
<td>HID HP Sodium</td>
<td>40</td>
<td>1</td>
<td>150 Watt</td>
<td>Standard</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proposed</td>
<td>Fluorescent</td>
<td>40</td>
<td>2</td>
<td>59 Watt-T8</td>
<td>Electronic</td>
<td>$4,000.00</td>
<td>$3,102.00</td>
<td>$52.00</td>
<td>1.27 Years</td>
</tr>
</tbody>
</table>

Comments: Retrofit 150 watt garage lights to T8 fluorescent tubes.

FPL’s BEE report helps you prioritize projects by calculating the payback period for you.
Evaluating options involves consideration of the application, product features, and the installed cost.

**Evaluating options**

- **CO2 Sensing Controls to meet ASHRAE 62.1 Indoor Air Quality (IAQ) Procedure**
  - Applications
    - New versus existing HVAC systems
    - Constant air volume versus variable air volume systems
  - Features
    - Infrared (most common), electrochemical, or photoacoustic
    - CO2 only
    - CO2/Temperature/Humidity combo
    - Wall (recommended) mounting or duct mounting
  - Installed cost
    - $700 to $900 per zone for existing modern digital control system
    - $900 to $1,200 per zone for older pneumatic control system
Whether your company is large or small, many financing options exist to help fund energy-efficiency improvements.

Sample Financing Options

- The options that are right for your company depend upon factors such as:
  - Company size
  - Risk tolerance
  - Credit rating
  - Enhancement type
  - Savings impact

<table>
<thead>
<tr>
<th></th>
<th>SMALL / MEDIUM</th>
<th>LARGE / CI</th>
<th>MUNICIPAL</th>
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<tbody>
<tr>
<td>Rebates &amp; Incentives</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Utility</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Federal, State &amp; Local</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Foundations &amp; Non-Profits</td>
<td>x</td>
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<td>x</td>
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<tr>
<td>Performance Contracting</td>
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<td>Guaranteed Savings</td>
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<td>x</td>
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<tr>
<td>Shared Savings</td>
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<td>x</td>
<td>x</td>
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<tr>
<td>Paid-from Savings</td>
<td></td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Purchasing</td>
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<td></td>
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</tr>
<tr>
<td>Cash</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Loans</td>
<td></td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Bonds</td>
<td>x</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Leasing</td>
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<tr>
<td>Operating Lease</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Municipal Lease</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Capital Lease</td>
<td></td>
<td>x</td>
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</table>
These are examples of FPL programs that are available to help pay for energy-efficient upgrades

**FPL Energy-efficiency Programs and Incentives**

- **Business Air Conditioning (HVAC)**
  - Includes ERVs, chillers, heat pumps, TES, DCV and DX

- **Business Refrigeration**
  - Eliminates/stages electric heating elements from display case and freezer doors

- **Business Water Heating**
  - Includes heat pump water heaters and heat recovery

- **Business Efficient Lighting**
  - Applicable for high-efficiency lighting (e.g. T-5 and some T-8)

- **Business Building Envelope**
  - Includes window treatment, insulation and reflective roof measures

- **Business Custom Incentives**
  - Applicable to energy-saving innovations that trim at least 25 kilowatts from FPL’s summer peak

Visit [www.FPL.com/business](http://www.FPL.com/business) for more information on FPL programs and incentives
Following a simple, proven process will help implement BEE recommendations

How to Implement BEE Recommendations

1. Set Goals
2. Evaluate Options
3. Implementation
4. Track Results
Implementing no-cost / low-cost recommendations often requires behavioral changes and associated dedication

Implementing No-cost / Low-Cost Recommendations

- Create a task force and identify a lead
- Think about inexpensive ways to automate systems
- Remember that routine maintenance often pays for itself
  - Ensures equipment operates efficiently
  - Prolongs equipment life
  - Decreases downtime due to equipment failure
Involving employees in energy conservation can be one of the most effective no-cost ways to control your company’s energy costs

**Why Should Your Employees Save Energy?**

<table>
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<th>Employee Reaction</th>
<th>Suggested Response</th>
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<td>“This Employee Energy Awareness program only benefits the company, not me.”</td>
<td>• Energy efficiency contributes to greater productivity and larger profits for our company, leading to job security and higher wages.</td>
</tr>
<tr>
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<td>• Energy efficiency results in a more comfortable working environment.</td>
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<td>• Energy savings will be allocated toward employee reward programs that recognize individual efforts.</td>
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<tr>
<td></td>
<td>• You can “take home” the energy-saving techniques you learn at work, saving energy and money at home.</td>
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<tr>
<td>“I don’t have enough time and am already too busy with my regular job duties.”</td>
<td>Becoming efficient is easy and doesn’t take any additional time. It’s a matter of small behavioral changes, and once they become habits, they don’t take any more time than energy-wasting habits.</td>
</tr>
<tr>
<td>“How can my small contribution really make a difference?”</td>
<td>Individuals play a key role in the success of an energy efficiency program and should be proud of their conservation efforts. Individual actions do make a difference. For example, if every person did X, Y would be saved, enabling Z.</td>
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Following a simple, proven process will help implement BEE recommendations

How to Implement BEE Recommendations

- Set Goals
- Evaluate Options
- Implementation
- Track Results
Gather energy use data and compare results to goals to determine accomplishments

**Ways to Track Results**

- **Gather tracking data**
  - Paper
  - Electronic means

- **Review energy use and cost data**
  - Capital and operating expenses
  - Compensate for weather and equipment additions

- **Organize reports and data from tracking and monitoring efforts**
  - Use equivalent units (e.g., hours to run lights)

- **Analyze energy-efficiency achievements based on established performance metrics**
  - Comparison to baseline
  - Energy consumption per square feet or per person
Following a simple, proven process will help implement BEE recommendations

**How to Implement BEE Recommendations**

1. **FPL BEE**
2. **Set Goals**
3. **Evaluate Options**
4. **Implementation**
5. **Track Results**

**Internal Communications**

**External Communications**
Motivates people to change their behavior by showing them how the organization will benefit

- Speaks to a specific audience
  - Senior management
  - Facilities staff
  - Employees

- Relays why energy should be used more efficiently
  - Operating costs
  - Environmental advantages

- Specifically tells people what changes to make

Sharing news about initiatives and results motivates employees to jump on the energy-saving bandwagon

Your Internal Communication Plan
Sharing news about initiatives and results motivates employees to jump on the energy-saving bandwagon

Your Internal Communication Plan

• **Reaches your audience at a desirable time, in a desirable way such as with:**
  – Letters / e-mails / memos / pamphlets / brochures
  – Company newsletter or special energy newsletter
  – Posters
  – Magnets / stickers
  – Meetings
  – Messages with electronic pay notices or with paper pay checks
  – New employee information kits
Hosting energy-efficiency events is a fun way to get employees talking, brainstorming and acting

**Sample Employee Events**

- Energy awareness day or week
- Energy-efficiency workshops or presentations during lunch
- Presentations at crew meetings with ideas for improving energy-efficiency
- Guest speakers
- Department or facility challenges
- Company-wide energy quizzes
- Incentives to encourage participation
  - Giveaways and door prizes at lunchtime talks
    -- Gift cards
    -- T-shirts
Rewarding outstanding performance reinforces the message that saving energy pays off

**Sample Rewards**

- Verbal appreciation
- Coffee mugs or other types of “give-away”
- Formal written commendations and certificates
- Plaques presented at award ceremonies
- Salary increases
- Stock options

Ensure that all recognition and rewards are equitable and based on published criteria such as the greatest reduction in energy use or savings increased by “x” amount.
Sharing news about your company’s initiatives can help build your image

**External Communication Plans**

- **Third-party recognition validates the importance of your program**
  - Provides satisfaction to those who earned the reward
  - Enhances your business’s image

- **Sample third-parties include**
  -- Trade associations
  -- ENERGY STAR
  -- Media
  -- Government agencies

- **Press releases and web are typically the most effective form of communication**
Research* has demonstrated that, among businesses implementing energy-efficiency projects, four factors led to greater action and success

**Additional Best Practices**

- Establish an energy and carbon reduction goal
- Analyze data frequently
- Hire experts
  - Consultants
  - Additional staff
  - ESCOs are available e.g. FPL Services
- Consider external financing if budgets are tight
Businesses that implement Business Energy Evaluation recommendations run more efficiently and realize significant overhead reductions

**Capitalizing on Your Business Energy Evaluation**

- Your company only saves if recommendations are implemented
- The best way to capitalize on energy-saving opportunities is by creating an energy-efficiency plan
  - Integrated with your business operations and overall business plan
- There is no “single” strategy for implementing recommendations
  - Each business will develop a unique approach based on its specific targets, perception of opportunities, available resources and more

An successfully implemented energy evaluation can reduce overall energy costs by 30 percent or more!
If your company has not yet scheduled a BEE, now is the time!

**Summary**

- Contact FPL at 1-877-748-4BEE or contact your Business Customer Service Manager if you have one to schedule a BEE

- Determine what resources are available to implement BEE recommendations
  - Employee time
  - Financial