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# PECO Smart Ideas for Your Business

April 2015



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## Agenda

- PECO Smart Ideas incentive programs
- Program measures and process
- Tools and Trade Allies

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## PECO Smart Ideas – PA Act 129

- Program incentives designed to influence customer decision making
  - Motivate customers to chose higher efficiency equipment and processes
  - Offset the incremental capital cost of selecting more energy efficient solutions
  - Reduce excess energy consumption
- Maximize incentive potential through early engagement with the program team

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## PECO Smart Ideas – PA Act 129

- Incentives must be integral to planning process
- Pre-approval applications are required
  - Prior to purchasing new equipment or removing old equipment
  - Ensure measure eligibility, TRM and inspection compliance, documentation requirements
  - Retroactive projects are not eligible

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## Value Proposition - Benefits

-  Service Providers
  - Additional business - savings rollover to more projects
  - Penetrate market with EE solutions
  - Improve service levels, build customer loyalty
-  Customers
  - Enhance business operations and occupant comfort
  - Lower O&M costs
  - Improve financials: ROI, SIR, life cycle cost analysis
  - Enhance controls: demand management/response
  - Achieve sustainability goals
  - Improve aesthetics and building value

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## Support – Media and Campaigns

-  Radio ads on KYW and WHYY
-  Outdoor PECO Smart Ideas promotions
-  Print in magazines
-  Bill inserts and *Energy@Work*
-  Banner advertisements on web



"I was running my business like a monster without even realizing it!"

But energy audits are built for business. Let PECO Smart Ideas for Your Business help you save energy and improve your bottom line.

Learn more at [www.peco.com/ideas](http://www.peco.com/ideas).

PECO: We put our energy into helping you save energy and money.

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Energy-guzzling monsters could be lurking in your office.

Learn more 

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## Success - Phase I

- 2,453 commercial customers benefitted from financial incentives and lower energy costs
- 3,592 total energy efficiency projects completed
- Over \$37 million commercial incentives earned by customers
- Over 440 GWh saved, resulting in lower energy costs

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## Options - Commercial Programs

- PECO Smart Equipment Incentives
  - Commercial & Industrial
  - Government, Non-Profit and Institutional
- PECO Smart Construction Incentives
- PECO Smart Business Solutions
- PECO Smart Multifamily Solutions
- PECO Smart On-site



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## PECO Smart Equipment Incentives

**Prescriptive**

- Fixed incentive per unit
- Lighting and controls, HVAC, EMS, Refrigeration and Food Service, VSD/VFD
- Watts reduced, watts controlled, ton, square foot, horsepower

**Custom Measures**

- Demonstrated kWh savings
- Incentives paid per annual kWh saved in the first year of operation
  - C&I - \$0.08/kWh
  - GNI - \$0.10/kWh





**PECO Smart Equipment Incentives**  
Apply Incentives for Commercial and Industrial

Commercial and industrial customers are eligible for rebate incentives available for the 2015 Smart Equipment Incentives program after meeting or exceeding 10 new energy efficient equipment and projects. For more information regarding incentives, including equipment codes, energy efficiency requirements, and conditions of use, visit the PECO Smart Equipment Incentives website.

**PECO Smart Customized Incentives**

PECO Smart Customized Incentives are offered under three different models for one construction project, multiple units, and shared savings. Incentives are based on kWh saved in the first year of operation. Incentives are based on kWh saved in the first year of operation. Incentives are based on kWh saved in the first year of operation.


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## Prescriptive Measures

Menu-based with predetermined savings and incentive levels

- HVAC**
  - Air conditioners, heat pumps
  - HVAC incentives per ton cooling
  - Energy management systems
  - EMS incentives per square foot
- Refrigeration and Food Service**
  - Commercial refrigeration, freezers, strip curtains, beverage/snack machine controls - incentives per unit
- Variable Speed/Frequency Drives**
  - Controlling HVAC fans, pumps, process loads, compressors - incentives per HP
  - Kitchen exhaust fan - incentives per unit
- Lighting**
  - Indoor, outdoor, garage, traffic signals, and lighting controls
  - Incentives per watt reduced or per unit


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## Prescriptive HVAC Measures/Solutions

- 🌿 HVAC
  - Air Conditioners
  - Heat Pumps
  - Replacement PTACs
  - Hotel Guest Room Occupancy Sensor
  - Energy Management Systems






Chillers: custom measure

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## Prescriptive Refrigeration & Food Service

- 🌿 EC Motors
- 🌿 Anti-sweat heater controls
- 🌿 Night Covers
- 🌿 Strip Curtains, Auto Door Closers
- 🌿 ENERGY STAR Freezers
- 🌿 Beverage/Snack Machine Controls








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## Variable Speed/ Frequency Drives

- 🌱 HVAC Supply and Return Fans
- 🌱 Chilled and Hot Water Pumps
- 🌱 Kitchen Exhaust Hood
- 🌱 Process Motors
- 🌱 Screw Air Compressors









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## Prescriptive Interior Lighting Measures

- 🌱 Lighting
  - CFLs
  - Linear fluorescent to T8/T5
  - Metal Halide to T5 or LED\*
  - LED Exit Signs
- 🌱 \$0.30 -\$0.35 per watt reduced

\*LED: ENERGY STAR<sup>®</sup> or DLC Listed








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## Custom Measures

Non-prescriptive measures, require demonstration of energy savings

Examples of custom measures include:

- Chillers
- Free Cooling
- PC power management, smart plugs, plug load management
- Building envelope - white/green roof, windows, air sealing, weather-stripping
- Process cooling - mushroom farming, manufacturing
- Data center upgrades – cooling, UPS, server upgrades
- Process upgrades- HEPA filtration, aeration, new equipment
- Variable refrigerant HVAC systems
- Compressed air
- ENERGY STAR office equipment





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## Custom Measures - continued

Incentives paid per annual kWh saved in the first year of operation

- C&I - \$0.08/kWh
- GNI - \$0.10/kWh

Eligibility determined on a case-by-case basis

- Provide the methods used to determine estimate
- Pre and post metering may be required
- Submit a savings estimate for PECO Smart Ideas team to review
- The PECO Smart Ideas team will evaluate and determine final kWh savings



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## Niche Programs

Highlighting measures within existing programs, offering opportunity assessments to discover deeper savings

- ☛ Data Centers
  - Server virtualization
  - Best-in-class UPS
  - Row-oriented cooling
- ☛ Compressed Air
  - New compressors
  - Leak repair
  - Compressor controls
- ☛ Manufacturing
  - VFDs
  - EMS
  - HVAC, Lighting, Refrigeration



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## PECO Smart Construction Incentives

- ☛ Major rehabilitation and new construction
- ☛ Prescriptive: new lighting, HVAC, refrigeration & food service
- ☛ Custom: non-standard equipment such as compressors, specialty lighting applications, HVAC controls and VFDs
- ☛ Whole Building Performance track captures interactive equipment savings
  - At least 5% better than ASHRAE baseline
  - Customer and designer incentives - 10% below baseline

Whole Building Performance Track  
Whole building electric savings energy modeling required  
(Design Assistance is available for this track only)

OR

Custom Track  
 kWh savings for non-standard equipment or controls

AND/OR

Prescriptive Track  
Upgrades to efficient lighting, HVAC, motors, VFDs, refrigeration/food service equipment

Whole Building Approach    Systems-Based Approach

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## Process - Commercial Programs

- PECO Smart Equipment Incentives
  - Commercial and Industrial (C&I)
  - Government, Nonprofit and Institutional (GNI)
- PECO Smart Construction Incentives

Verify Project Eligibility    Pre-Application to Reserve Funds    Install or Perform Project Work    Submit Final Application

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## Project Applications - Options

**Apply Now**

**PECO Smart Equipment Incentives**

Commercial and Industrial pdf | Excel | online

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Home Track Apply Profile Message Center

You are here: Home

Welcome to the online application.

- PECO Smart Equipment Incentives
- PECO Smart Construction Incentives

Apply for Incentives    Track Your Pipeline    Create/Update Profile    Trade Ally Toolkit

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The screenshot displays the smartideas PECO web application interface. At the top, the smartideas logo is on the left, and the slogan "SAVE ENERGY AND MONEY" is on the right. Below the logo, it says "for your business". The PECO logo and "An Exelon Company" are also visible. The user's name, Katherine Miller, and options for Logout, Visit the website, and Chat with an expert are shown. A navigation bar includes Applications, My Profile, Messages (4), Trade Ally Toolkit, and Help. Below this, there are tabs for Current, Paid, All, and Search. The main content area features a table with the following data:

Project Name	Project Number	Installation Address	Status	Incentive Requested or Recommended	Reservation Expires
City Hall GESA project	PECO-15-07102	2800 Market St	Pre-Application Review	\$980.00	TBD
Western Law Vance Hall Lighting	PECO-15-07088	600 Main St	Returned for Revision Final Application with Reservation	\$140.00	01/22/2015
Toms River YMCA new addition	Not Submitted	8 Cider Mill Drive	Draft Pre-Application	\$0.0	TBD
Willy Wanka Warehouse Lighting	PECO-15-07101	4377 Route 131	Draft Pre-Application (Help Requested)	\$3000.00	TBD
Holiday Inn HVAC upgrade	PECO-14-07007	1011 N Oak Ave	Final Application Review With Reservation	\$75.00	N/A

Below the table, it says "Showing 1 to 5 of 5 entries". At the bottom right of the table area, there are buttons for "Export list..." and "Start a new application". The PECO logo is in the bottom left corner, and the number "21" is in the bottom right corner.

The slide is titled "Trade Allies – partners" and is part of the smartideas PECO presentation. It lists target groups and technologies for trade allies.

**Target:**

- Contractors
- Architects/designers
- Engineers
- ESCOs (energy service companies)
- Distributors/vendors/OEMs
- Energy auditors/consultants
- Rebate processing firms
- Financiers
- Consultants

**Technologies:**

- Lighting/ Lighting Controls
- HVAC
- Motors/VFD/VSD
- Refrigeration
- Building Automation
- Compressed Air
- Building Shell/Envelop
- CHP/Cogeneration/Fuel Cells
- Certified New Construction
- Process Automation
- Data Center Operations
- Water Treatment

The PECO logo is in the bottom left corner, and the number "22" is in the bottom right corner.

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## Trade Ally Program – New and Improved

### Benefits

- Tiered levels based on production
- Financial rewards for achieving targets
- Listing on PECO website – *Find a Contractor*
- Access to *Trade Ally Toolkit*
- Supply of customized collateral
- Special promotions, events and more

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## Contractors - testimonials

*“We’ve been able to utilize the program... getting nearly a million dollars for our clients.”*

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*“It has helped us get our foot in the door with new customers and develop accounts we were sitting dormant for years.”*

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### Contractors - testimonials

*"The benefit from it is obvious; anytime a rebate is available you have to take a look at it."*



*"It helps me network with other people in my industry, share ideas and improve relationships that I can pass on to the end user."*



*"PECO has been really good about the updates. Our business relies on having the right information for these programs."*



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**Thank You!**

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