



Advanced Lighting Webinar Series: **Small Business Lighting Programs**

December 14, 2016
12:00 – 1:00 p.m. CST



About MEEA

The Trusted Source on Energy Efficiency

We are a nonprofit membership organization with **160+ members**, including:

- Utilities
- Research institutions
- State and local governments
- Energy efficiency-related businesses

As the key resource and champion for energy efficiency in the Midwest, MEEA helps a diverse range of stakeholders understand and implement cost-effective energy efficiency strategies that provide economic and environmental benefits.



MEEA Advanced Lighting Resources



PROGRAMS

Midwest LUMEN

Street & Outdoor Lighting Technical Assistance



PUBLICATIONS

Midwest Advanced Lighting Solutions Guide
SSL Plans and Perceptions Survey



EVENTS

MES Conference – Lighting Panel
Midwest LUMEN Meetings & Receptions



WEBINARS

Recent: Driving Lighting Program Quality & Quantity
All lighting webinars available [online](#)

MEEA Advanced Lighting

Street and Outdoor Lighting



Utility Advanced Lighting Groups

Regional Peer-Exchanges

Lighting Utility Midwest
Exchange Network
(Midwest LUMEN)



Midwest LUMEN Members



Midwest LUMEN

Upcoming Meetings



WINTER: February 21-22, 2017

- Hosted by MEEA
- Chicago, Illinois
- Contact rjordan@mwalliance.org

Advanced Lighting Reception

Tuesday, February 21, 2016



Help us kick off the **Midwest Energy Solutions Conference** with an illuminating evening of great friends, gourmet apps and drinks. Mix and mingle with utilities from MEEA's Midwest LUMEN peer exchange and build relationships with MEEA's **advanced lighting community**.

Reception Details

- **Date & Time:** Tuesday, February 21, 2017, 5:00 - 7:00 p.m.
- **Location:** 20 N. Wacker Drive, Suite 1301, Chicago, IL
- **Register:** <https://meealightingreception.eventbrite.com>
- **Contact:** rjordan@mwalliance.org.

SAVE THE DATE

2017 CONFERENCE

WEDNESDAY, FEBRUARY 22 - FRIDAY, FEBRUARY 24

CHICAGO HILTON AND TOWERS
CHICAGO, IL



One-Stop Efficiency Shop

MN CEE & Xcel Energy



Kristen Funk

Director of Lighting
Programs



Jamie Fitzke

Lighting Consultant
and Policy Associate

ONE-STOP EFFICIENCY SHOP[®]



CEE Alternative CIP, Part of Xcel Energy Lighting Rebate Portfolio

**Kristen Funk, Director of Lighting
Jamie Fitzke, Lighting Consultant**



What we do

- Program Design and Delivery
- Lending Center
- Engineering Services
- Outreach & Education
- Research
- Public Policy





One-Stop Efficiency Shop[®] Lighting Retrofit Program

- Full service lighting rebate program available to qualified small/medium business (<400kW demand) in Xcel Energy's Minnesota service territory
- Alternative conservation improvement program that complements Xcel Energy's in-house rebate programs

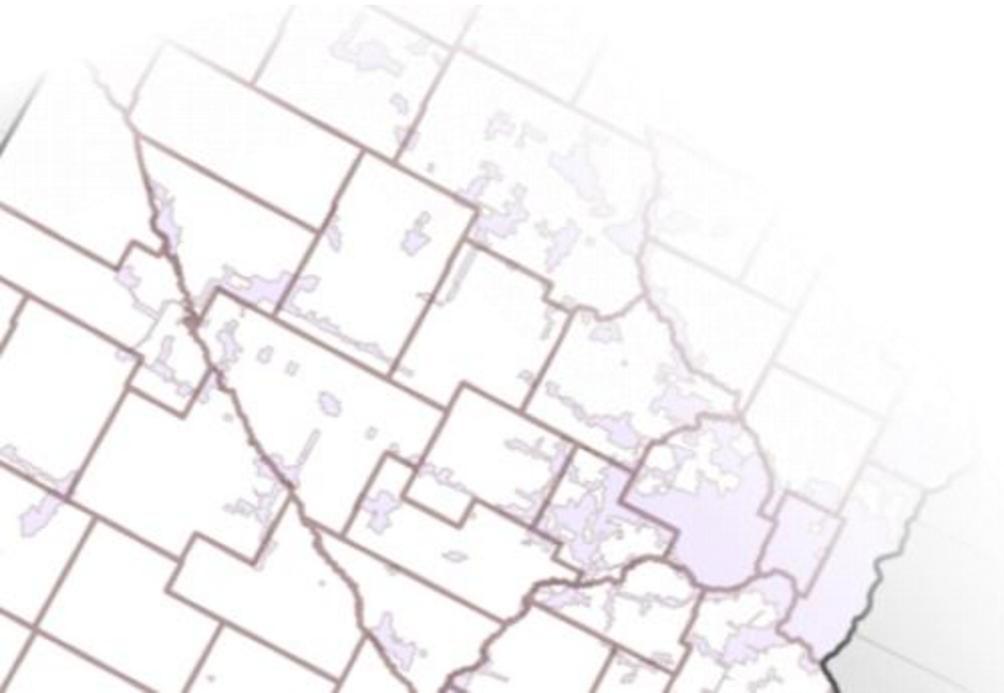
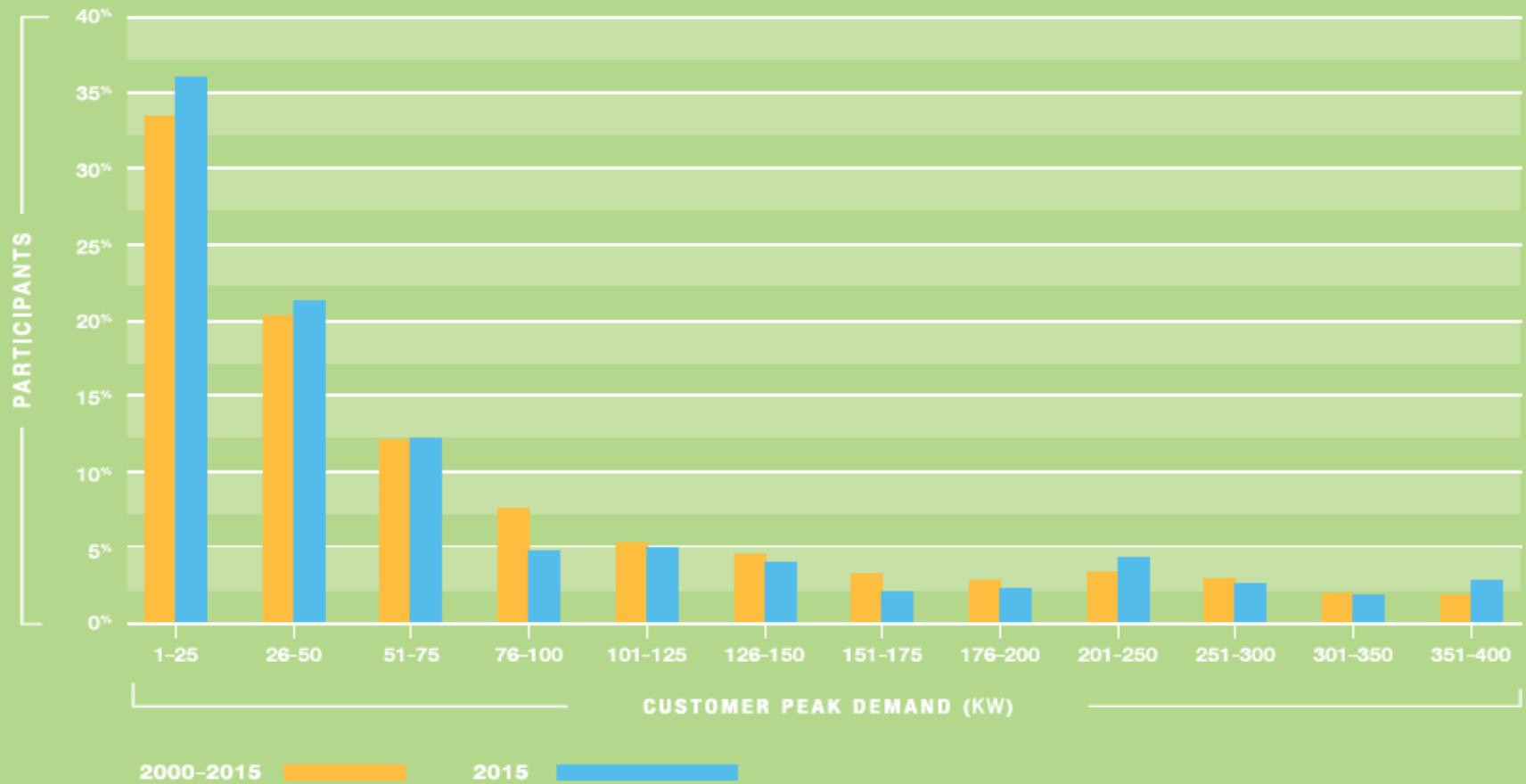




FIGURE 2 | ONE-STOP EFFICIENCY SHOP PROGRAM PARTICIPANT PROFILE



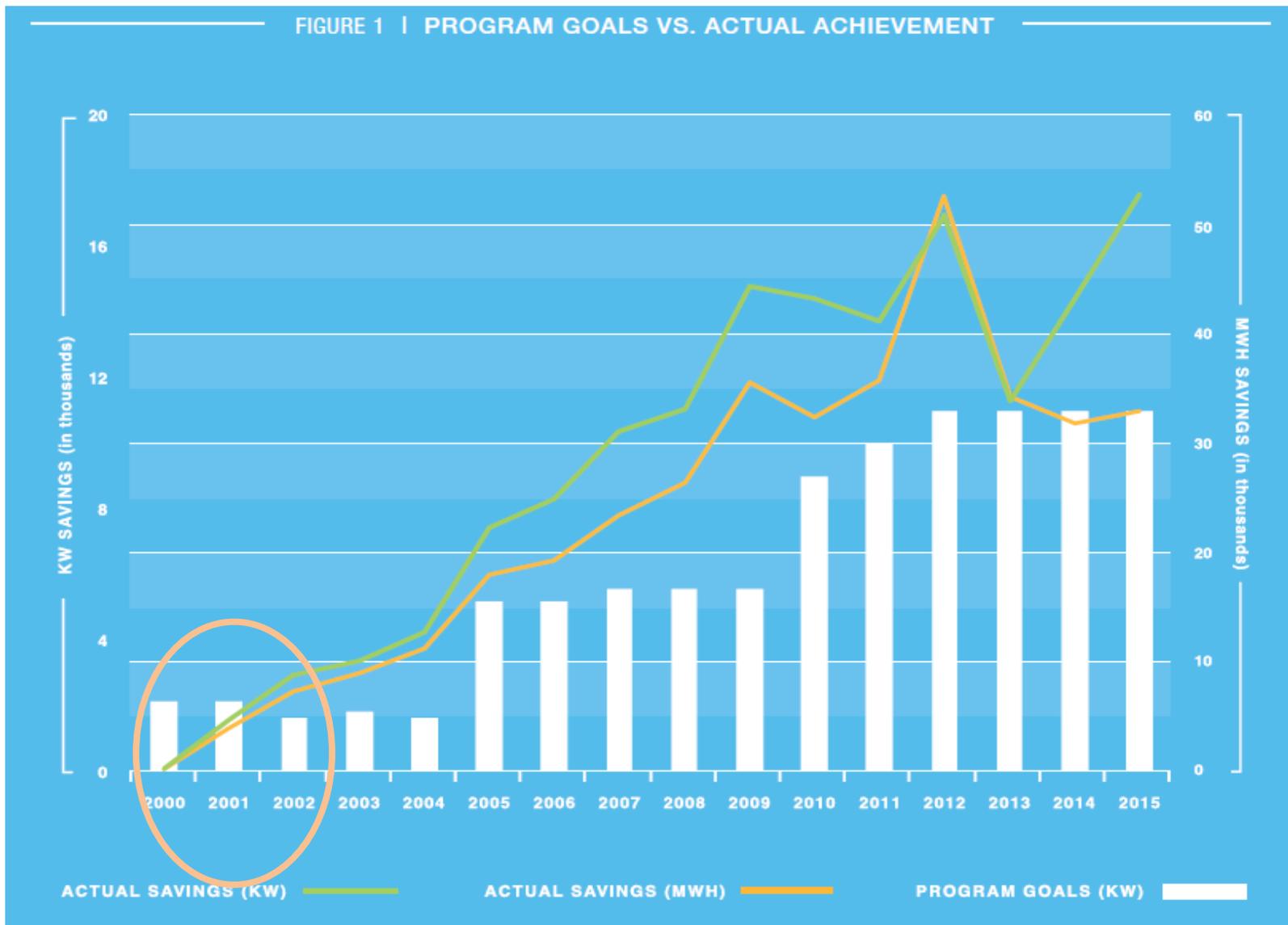


One-Stop Efficiency Shop's[®] Successes

- Saved 126 MW and 457,000 MWh
- 14,140 participants
- \$55M rebates
- \$558M lifetime savings
- \$226M avoided costs

But it didn't start that way...

FIGURE 1 | PROGRAM GOALS VS. ACTUAL ACHIEVEMENT



What We Learned

- Energy efficiency is a product, it needs to be sold
- Relationships & listening matter
- Nimble & knowledge in lighting technology
- Software enables program longevity

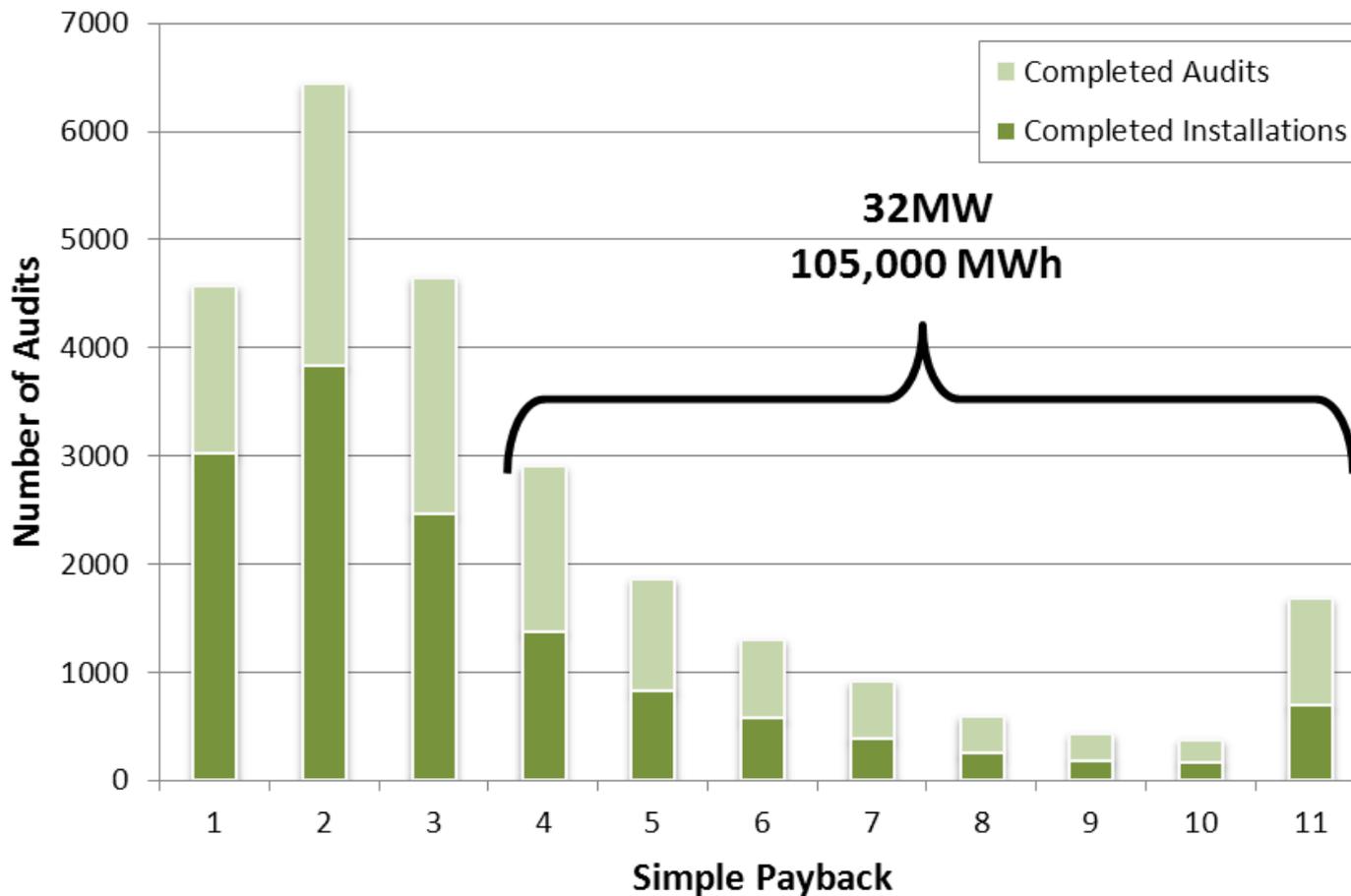


Energy efficiency is a product, it needs to be sold

- Full service is essential but not enough
- Audits do not equal implementation
- Our reasons are not their reasons
- Everyone has finite resources, including us



Information is not Completion





Energy efficiency is a product, it needs to be sold

- Information is not Sales
- Many reasons for participating
 - Good for environment
 - High maintenance costs
 - Want the latest technology
 - Tax write-off
 - Capital improvement
 - Inadequate equipment
- Consultant must be able to identify “hot buttons”

Relationships & Listening

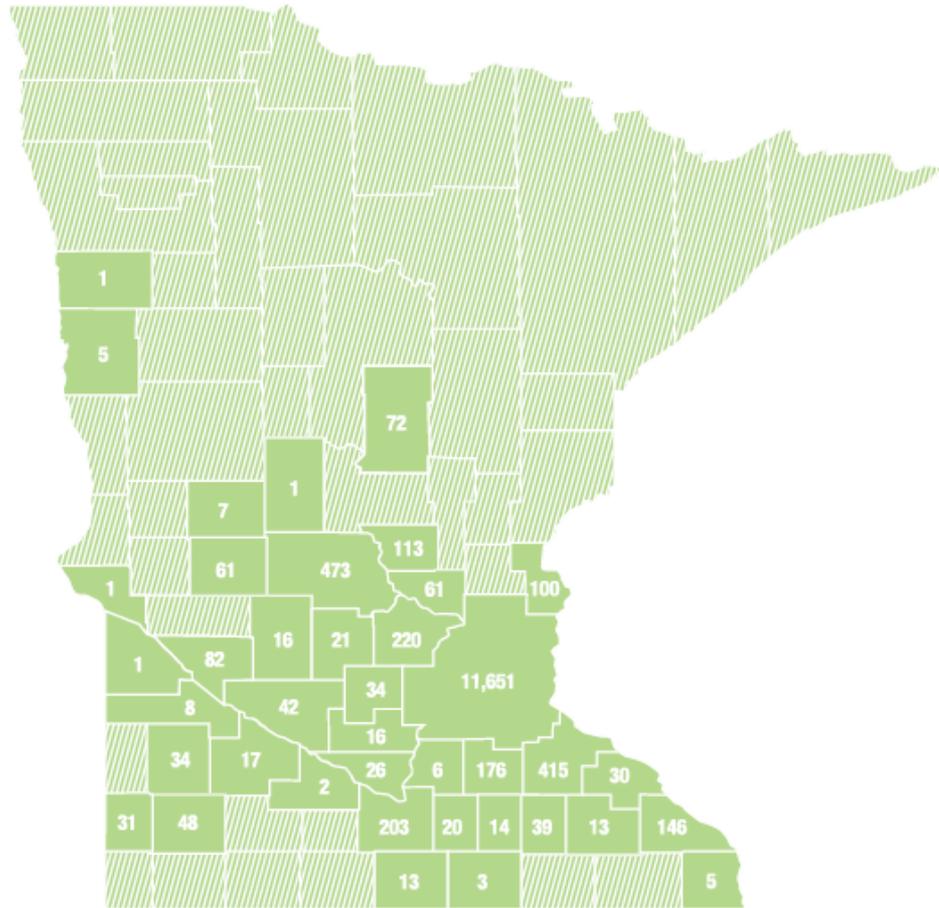
- Customers become participants when interest and opportunity intersect
- Defining a good opportunity
 - Type of lighting?
 - Business type?
 - Building characteristics?
 - Customer interest?



Relationships & Listening

- Customer
 - Multiple sites, word of mouth, evolving technology
 - 3rd party, independent consultant is very important
- Contractors & Vendors
 - View as customers
 - What do they need to be successful?
 - Varies greatly from contractor to contractor
 - Educate beyond program process
 - Customer service
 - Technology
 - Resource
 - Confidentiality
- Utility
 - Xcel Energy's Energy Efficiency Specialists
 - Additional rebate programs





MAP 1 | PARTICIPATION IN GREATER MINNESOTA BY COUNTY 2000-2015

2000-2015	2,543	18%	20,697	68,860,110	\$21,695,774	\$5,489,318	\$8,895,939
2015	307	16%	1,353	5,812,321	\$2,296,121	\$594,626	\$758,126
	TOTAL	% OF PROGRAM TOTAL	CUSTOMER KW SAVINGS	KWH SAVINGS	INSTALLED COST	ANNUAL SAVINGS	REBATES

Nimble & Knowledge in lighting technology

- (R)Evolution in LEDs
- Flexibility
 - Technology
 - Rebates
- Only constant is change





• Software for longevity

- Features
 - Platform to enter recommendations
 - Completes savings, rebate and financing calculations
 - Generates all necessary reporting
 - Customer, contractor, bid documents
 - Utility and State filings
 - Retains all audits from beginning of program

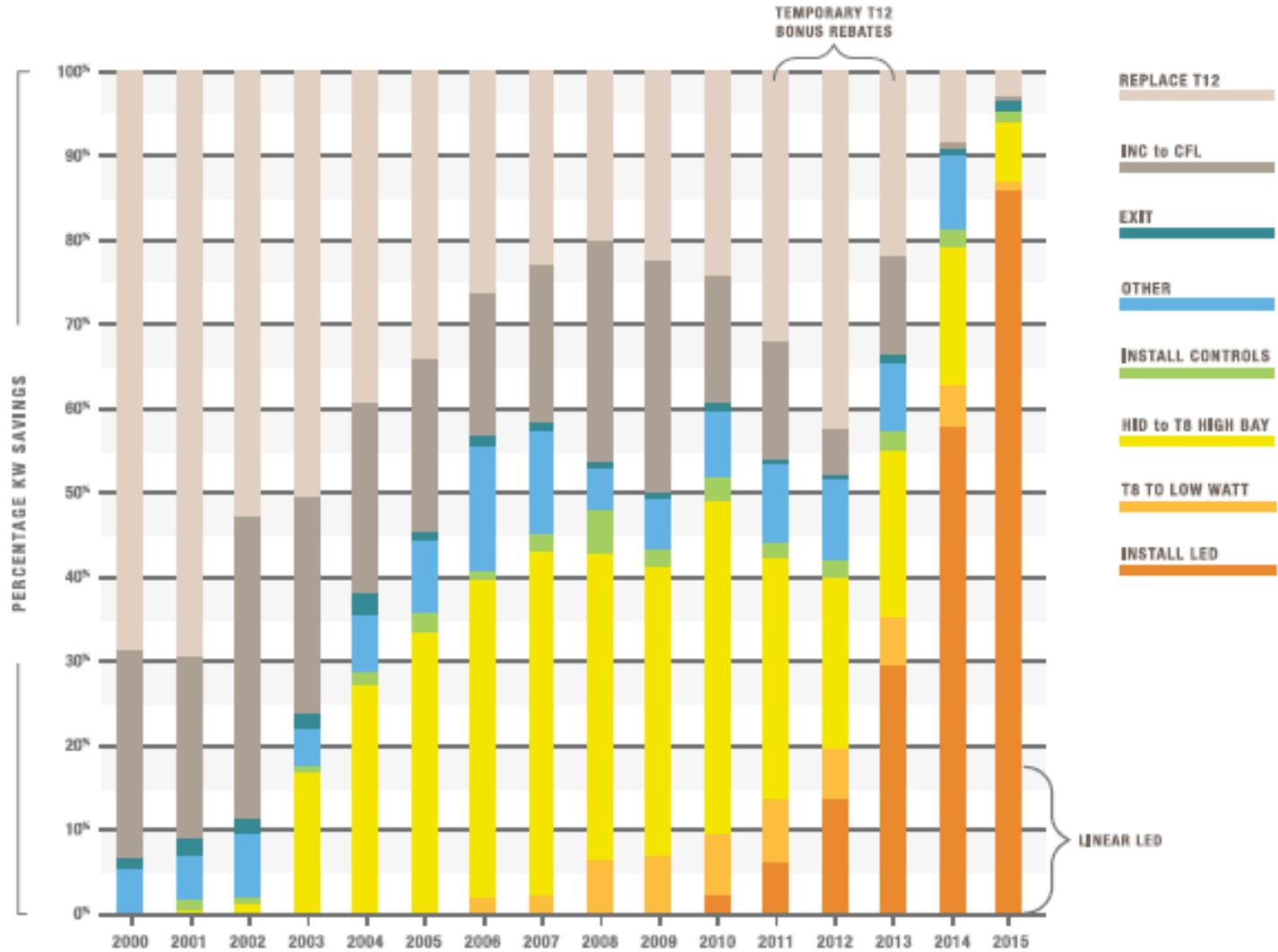


Software for longevity & more...

- Benefits

- Customization of individual recommendations
- Easily create multiple versions
 - We'd like a report for: LED tubes, retrokits, & new fixtures please
- Entering the age of repeat customers
- Track technology trends, sales opportunities and market penetration
- Aggregate data by city, district, & 'specific zone' to tell our story of energy efficiency impact

FIGURE 5 | PERCENT SAVINGS CONTRIBUTION BY TECHNOLOGY





Conclusions

- Be self aware
 - Hire knowledgeable staff motivated to **sell** energy efficiency
 - **Listen** and provide tools for customer implementation
 - Build strong **relationships** with vendors & customers
 - Utilize a robust support **software**
- 



THANK
you!

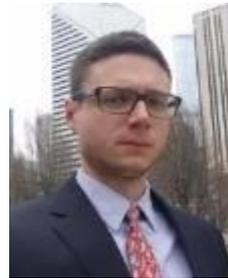
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ComEd Small Business Energy Savings

ComEd



Edward Musz

Senior Energy Efficiency Program Manager

ComEd Small Business Energy Savings

MEEA – Small Business
Webinar

Presented by: Edward Musz



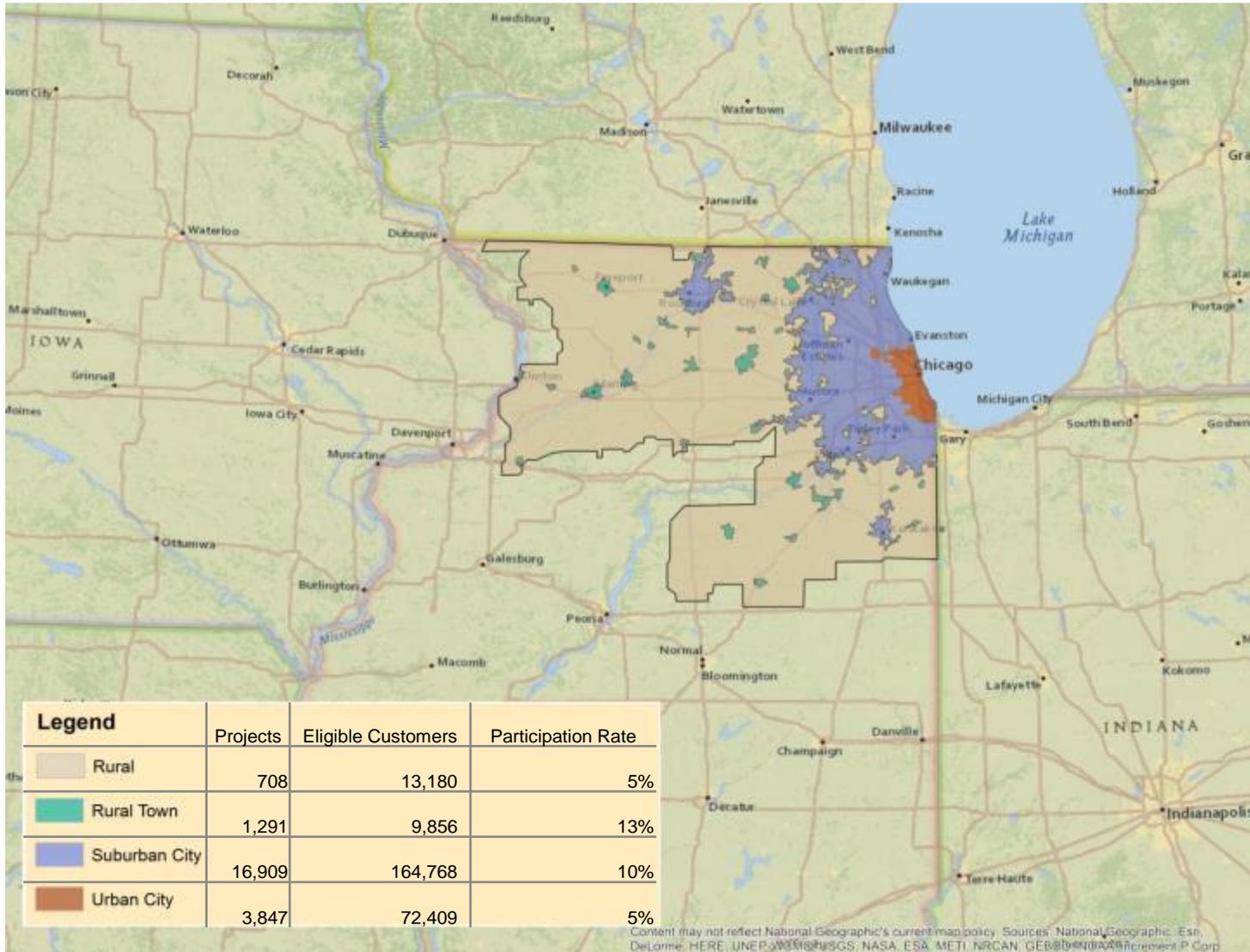
An Exelon Company

Origin of Energy Efficiency Programs

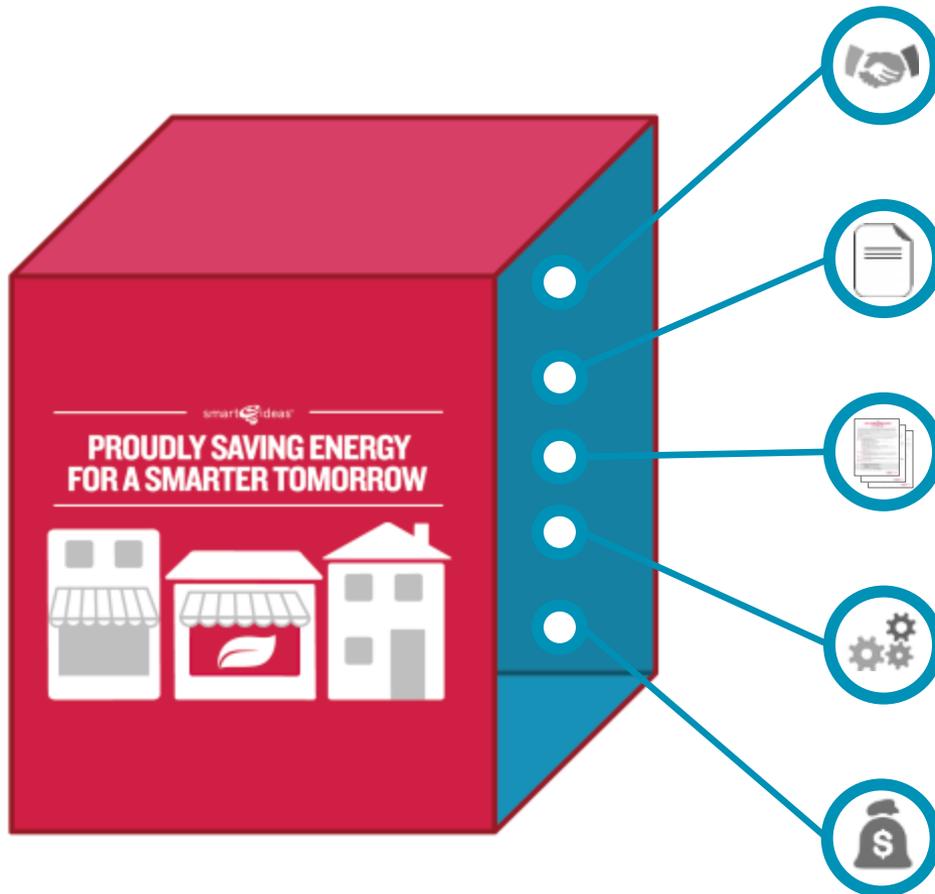
- ✓ Part of Illinois energy legislation passed in 2007
- ✓ Investor-owned electric companies required to reduce end-user energy consumption
 - **ComEd**
 - **Ameren Illinois**
- ✓ Illinois Power Agency (IPA) for Small Business customers (<100 kW)



ComEd Customer Demographics



SBES Customer Experience



Choose an Energy Expert

Select SBES Trade Ally

Free Energy Assessment

Trade Ally will complete free assessment and provide a recommendations report.

Program Application

Select energy efficiency improvements and sign the application.

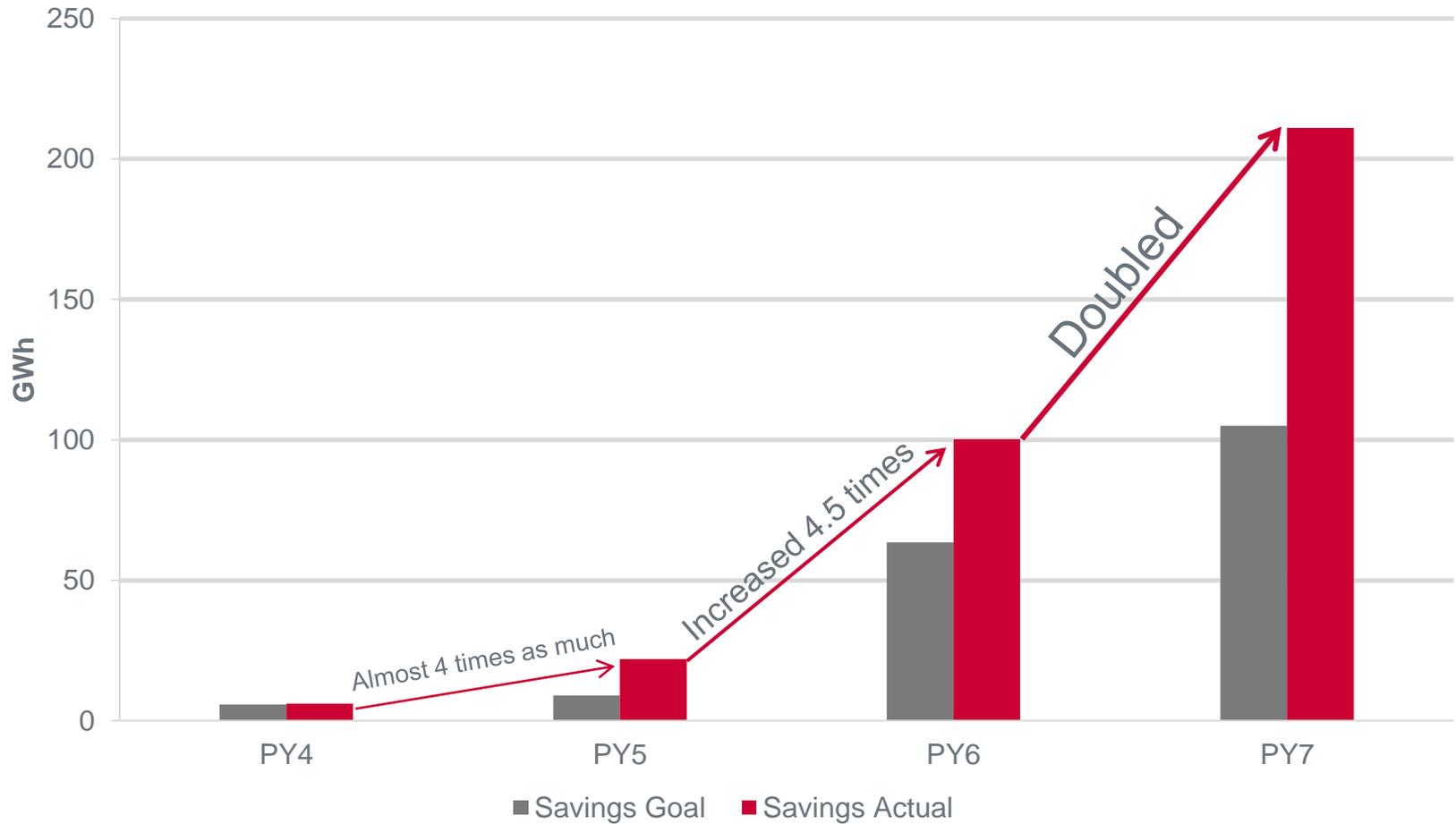
Install Equipment

Trade Ally makes process hassle-free by completing incentive paperwork.

Instant Incentives Applied

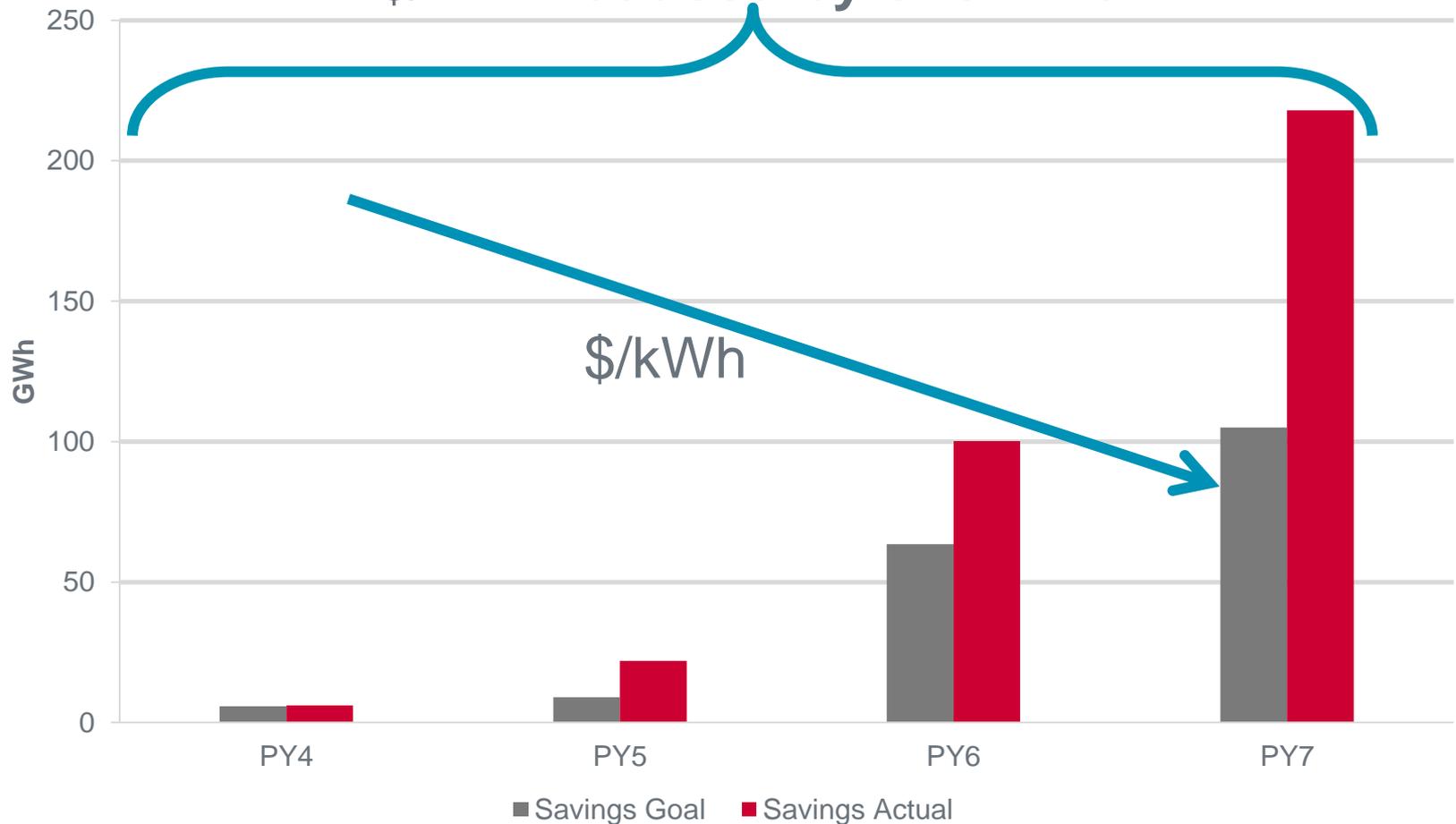
Small business only pays the balance after the incentives are applied.

Program Growth

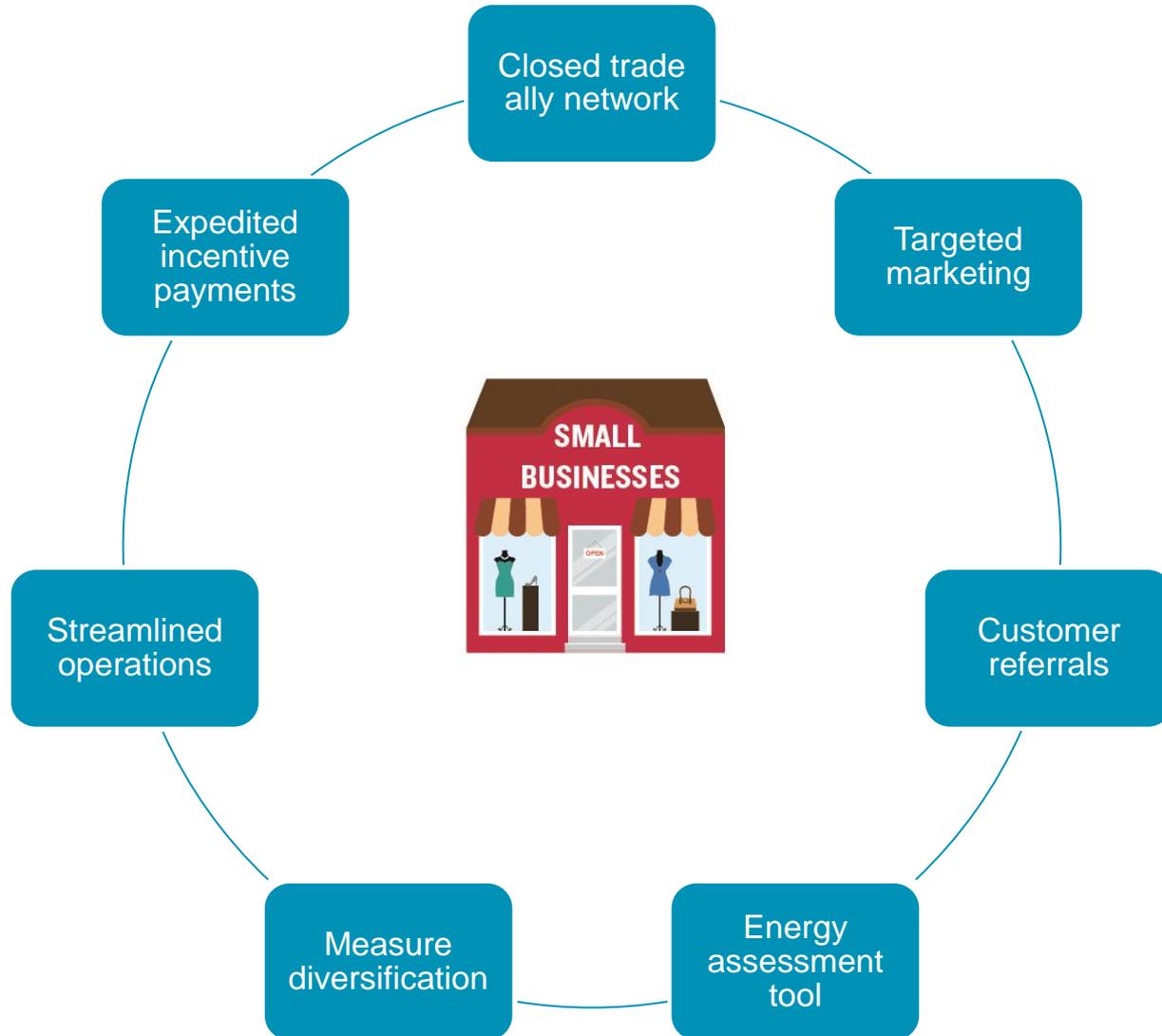


Program Growth

36 times as much savings
\$/kWh reduced by one third



Key Strategies



Energy Assessment Report

smart ideas

SMALL BUSINESS ENERGY SAVINGS ASSESSMENT REPORT

John Smith • ABC Incorporated
123 Chicago Boulevard Chicago, IL 60661

Financial Benefit

Project costs can be difficult to cover. That is why ComEd Small Business Energy Savings (SBES) provides instant incentives to reduce the cost of your project upfront. The table below shows your project cost before and after your instant incentives.

Full Cost of All Improvements	\$2,772
Total Instant Incentives	\$1,822
Total Customer Cost	\$950

Your total project discount is:

66% off

Your payback is cut down to:

1.6 years



Your yearly electric savings could be:



\$593.81

Annual Energy Benefit

The figure below shows your electricity use over the last year and your estimated electricity use after installing all recommended improvements.

Before

19,700 kWh/yr

After

11,700 kWh/yr

Annual Environmental Benefit



1.0

Less cars driven per year



560

Gallons of gasoline saved



0.2

Tree seedlings grown for 10 years

Prepared by: Bob Green • Green Co. • 455-884-5495 • Bob@GreenCo.com

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ENERGY SAVINGS STEPS

ComEd Small Business Energy Savings (SBES) is helping you invest in energy-saving improvements that are designed with your small business in mind. ComEd SBES. Your free energy assessment and instant incentives save energy and money.

Use your SBES Trade Incentives as a cost tool as you plan your project and enjoy energy savings.



For more information, refer to your application. This letter is not a contract. All of the opportunities are recommended prior to your project. This letter is not a contract. ComEd, our key person selling on their behalf, is not responsible for the accuracy of the information, appearance, method, or content of this letter or that such use may not be intended. If it is intended to be used for any other purpose, it is prohibited and at the discretion of ComEd.

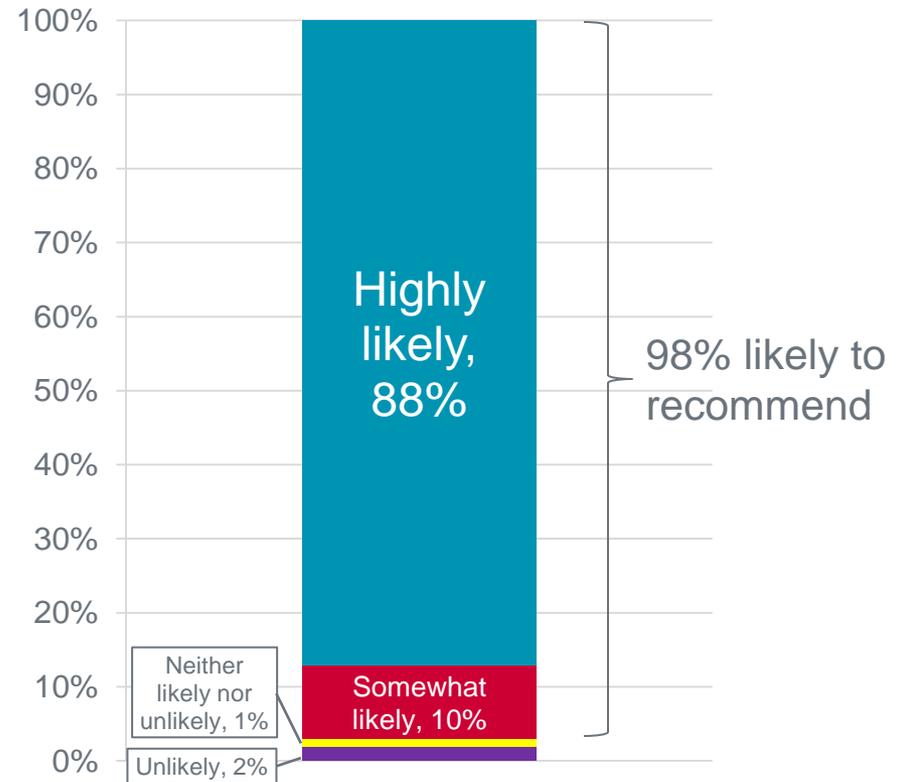
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Customer Referrals



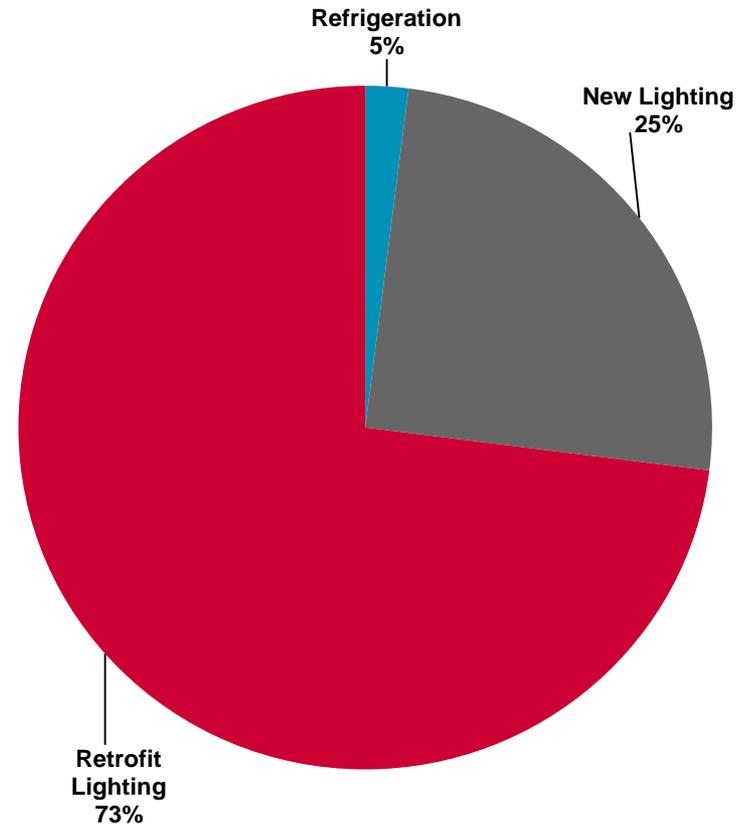
Likelihood to Recommend SBES



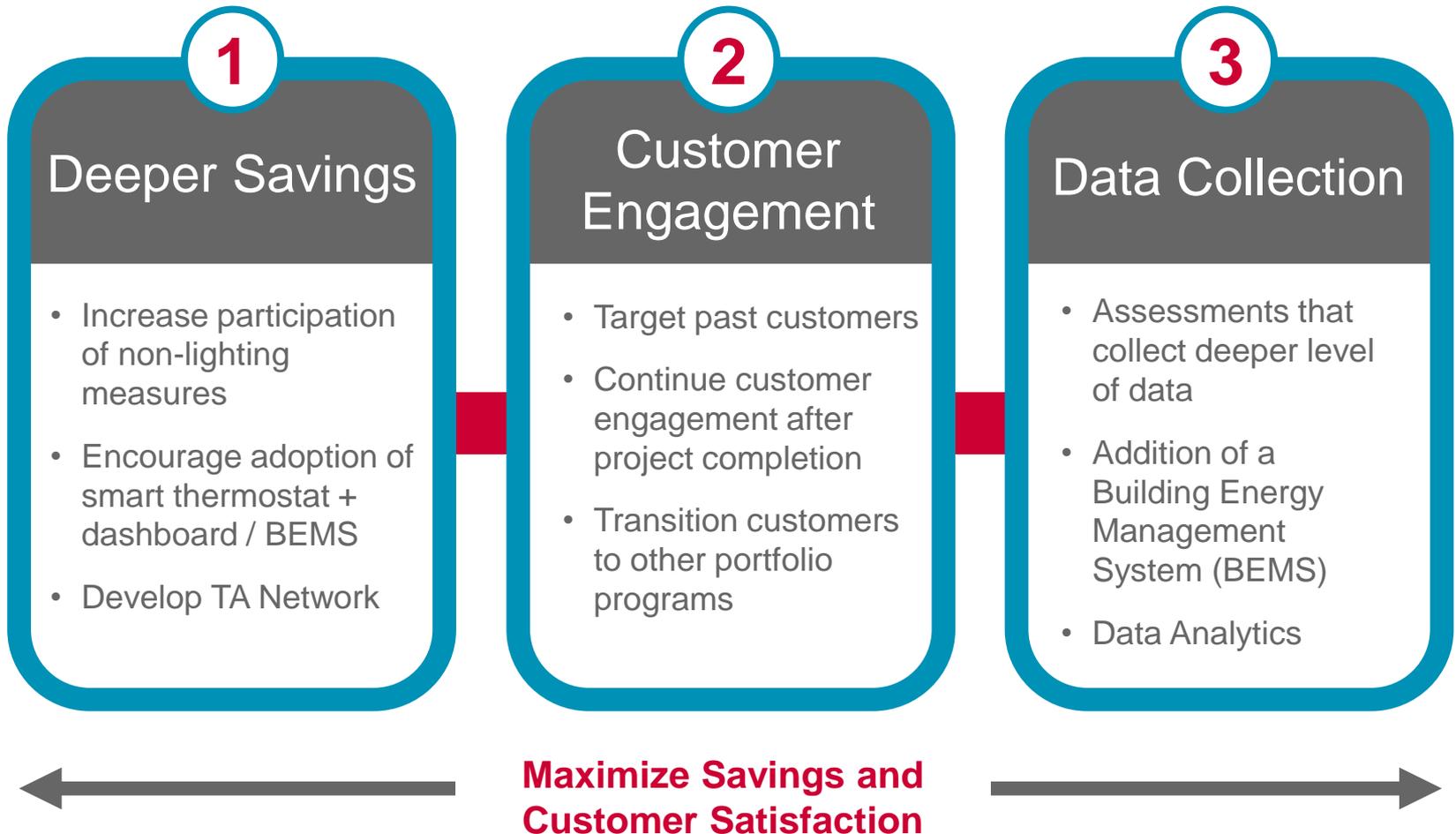
Driving a Comprehensive Approach

- ✓ Higher Cost
- ✓ Not as Visible
- ✓ Contractor Training
- ✓ New Marketing

2014 SBES Savings by Measure Category



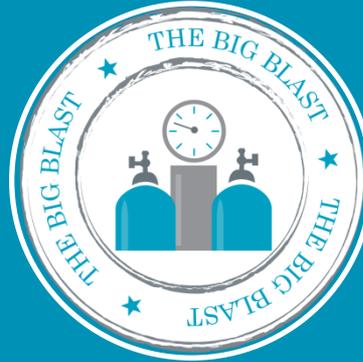
Comprehensive Solutions



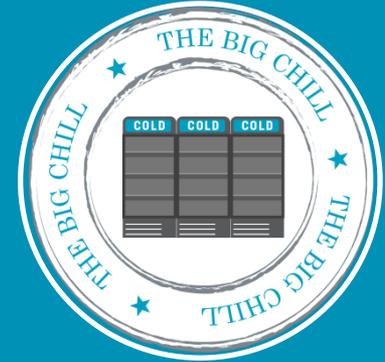
Campaign Offerings



The Works



The Big Blast



The Big Chill

Maximize Savings and Customer Satisfaction

Closed Trade Ally Network

Contractors interested in becoming a Trade Ally must:

**Have high
customer
satisfaction**

**Demonstrate
capabilities with
campaign measures**

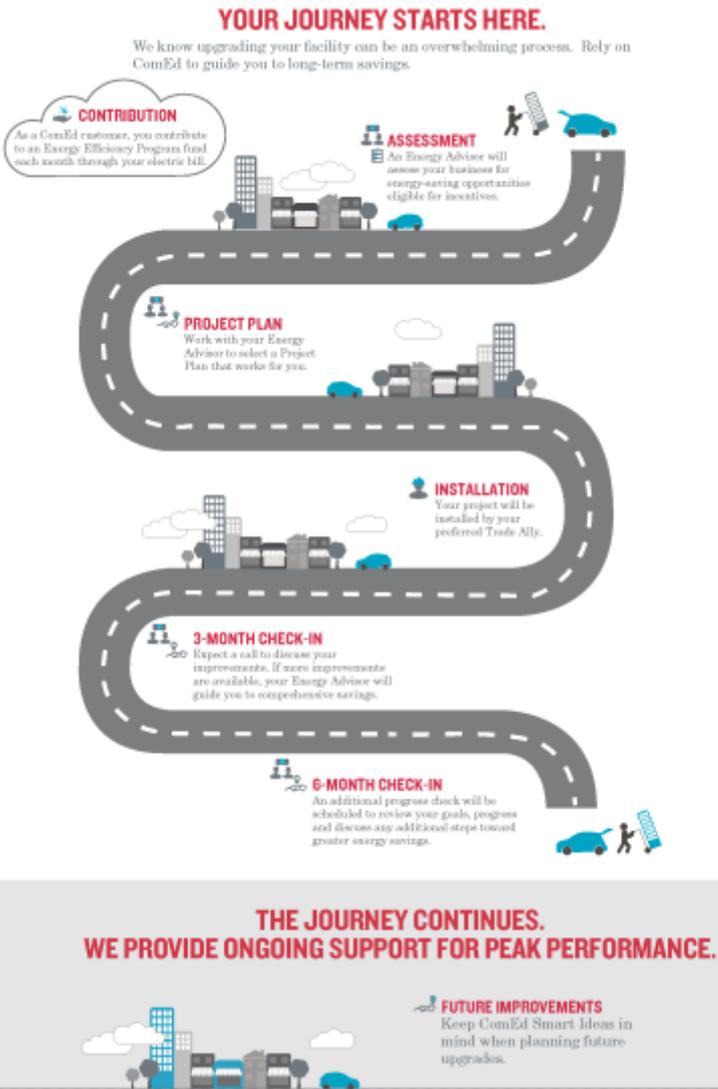
**Demonstrate
quality work**

**Submit
quality
paperwork**

Complete the
Application process

SBES Trade Ally

Campaign Process

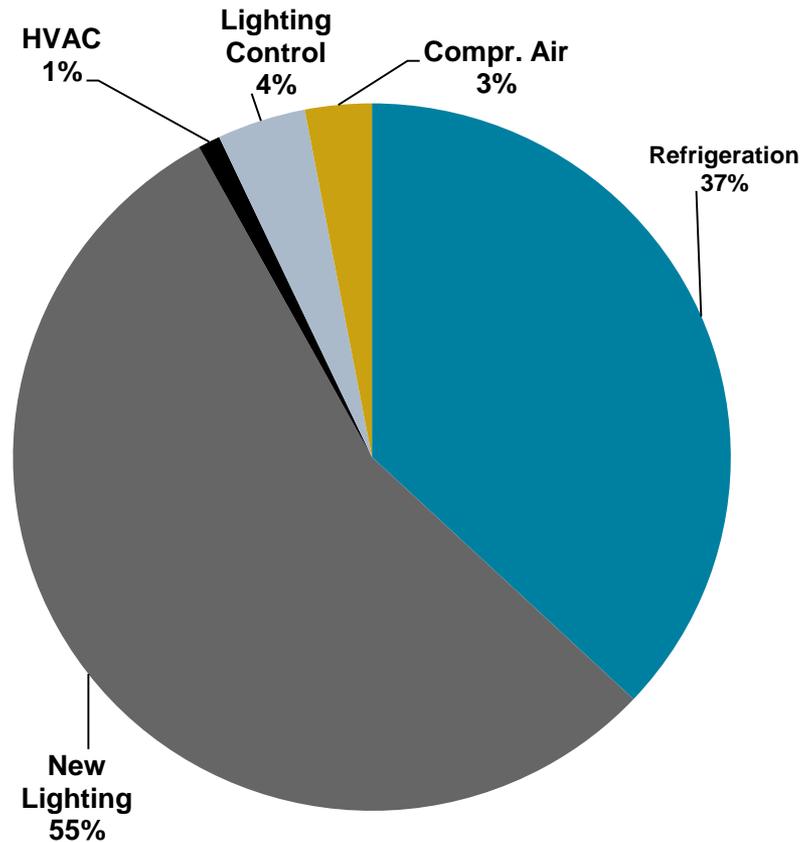


ENERGY ROADMAP

- ✓ Comprehensive Assessment
- ✓ SBES reviews assessment w/ customer
- ✓ Project Roadmap
 - Smart Ideas Offerings
 - Facility Assessment
 - Installation
- ✓ 3-6 Month Check-in
 - BEA Tool for SBES

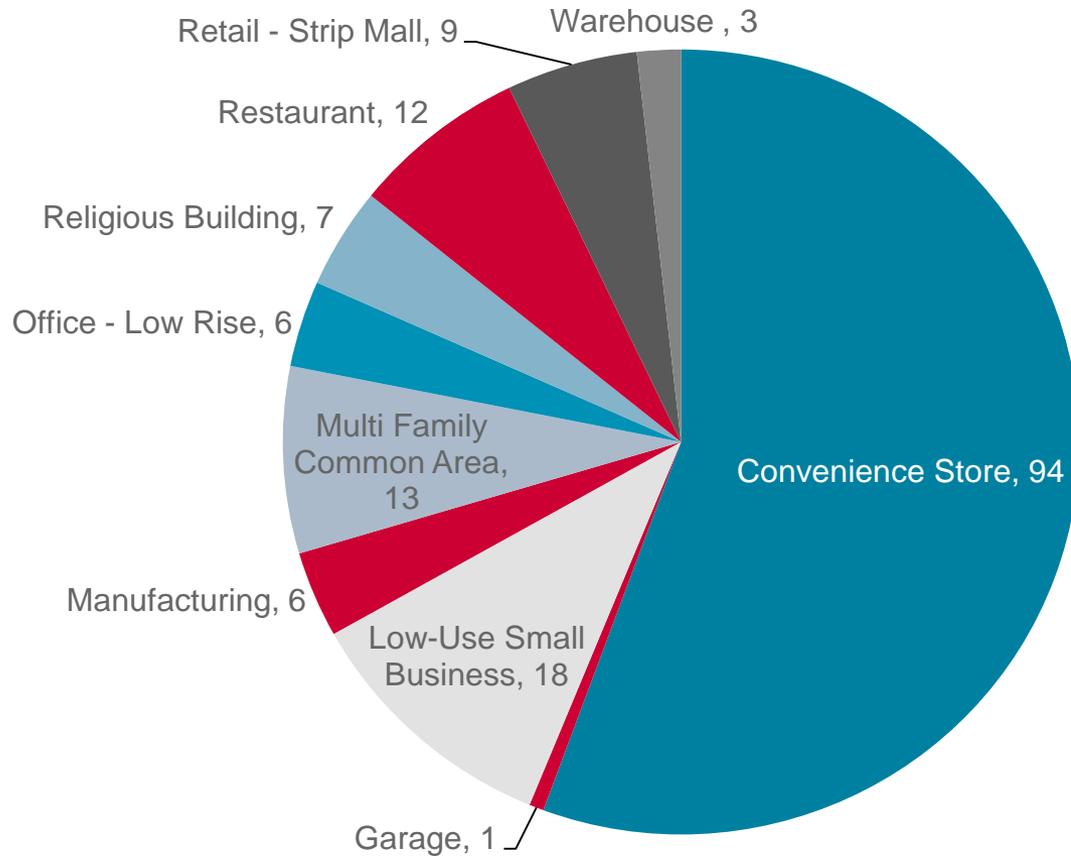
Diversifying Energy Savings

2016 Campaign Savings by Measure Category



169 Smart Thermostats Reserved

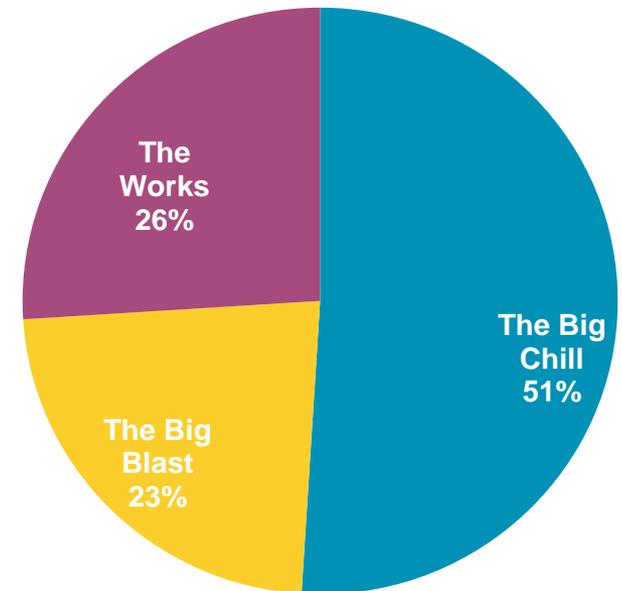
Smart Thermostats Reserved by Customer Segment



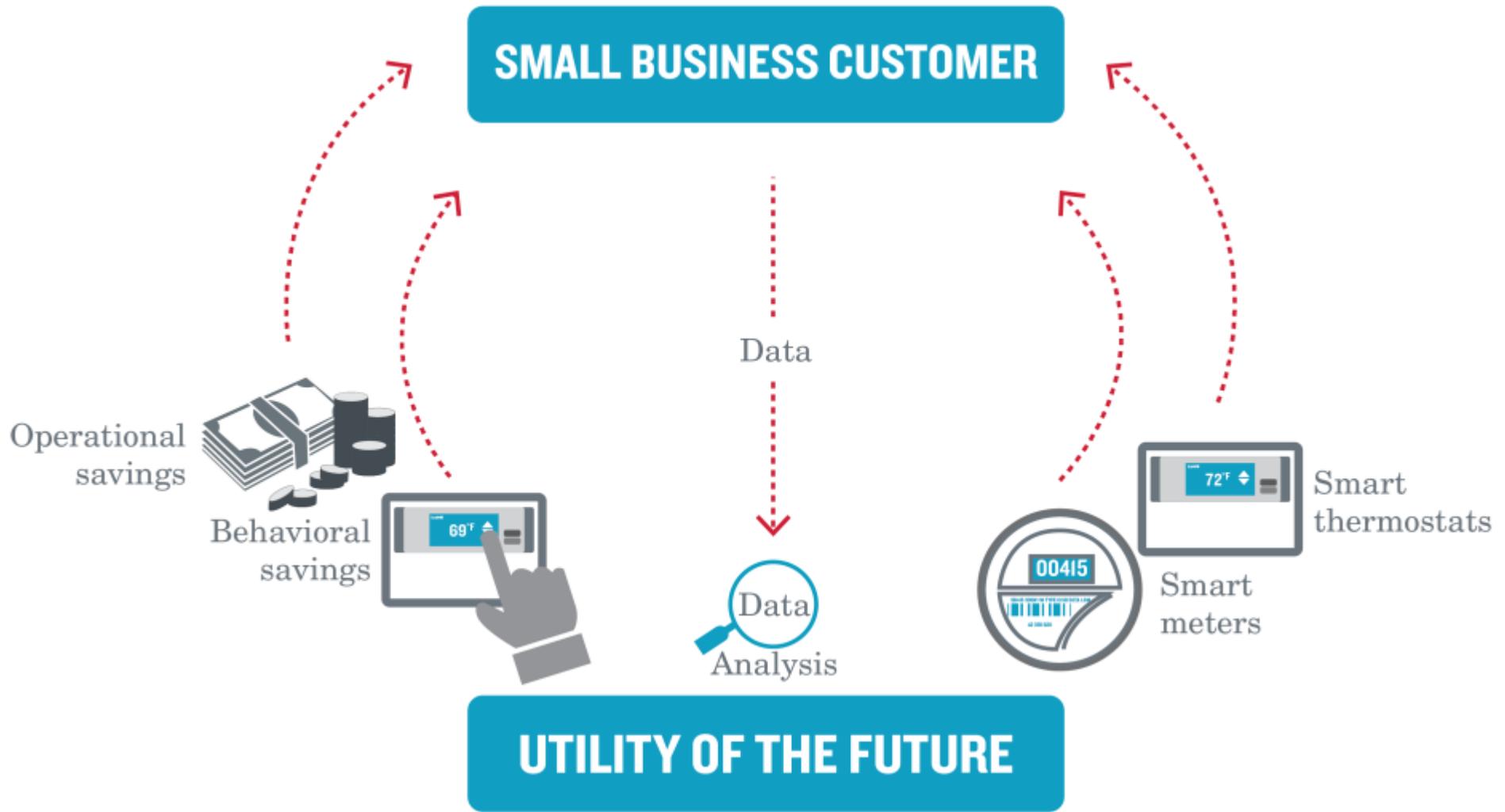
Results: 108% of kWh Savings Goal

Explore Energy for Comprehensive Savings Campaign Offering	<i>Estimated</i> Total Savings (kWh)
The Works: Checking All Systems	3,300,000
The Big Blast: Compressed Air	6,500,000
The Big Chill: Refrigeration	8,700,000
Total	18,500,000

Campaign Savings Distribution



The Future of Energy Efficiency



Thank You

Questions or comments?



An Exelon Company

Thank you!

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Midwest Energy Efficiency Alliance
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