



Jose Maldonado  
Energy Efficiency Expert

Milagros Rolle  
Energy Efficiency Expert

Kyle Martin  
Energy Efficiency Expert

Ray Rynning  
Energy Efficiency Expert



# Energy Planning

White paper for Large Commercial Businesses

## Contents

### Follow the signs:

Why develop an Energy Roadmap? . . . . . 1

**Milestones:** Eight steps to developing a sustainable Energy Roadmap . . . . . 2

**FPL can guide you:** Start with a free Business Energy Evaluation . . . . . 4

**Navigational tools:** FPL programs . . . . . 4

**Available resources:** Help is right around the corner . . . . . 5



## Energy Planning White Paper

# Understanding the Energy Roadmap

**An Energy Roadmap is a planning tool to help you get better control over your energy resources.**

### An Energy Roadmap

- » Involves goal-setting, assessment, and continual improvement. It's a cyclical process
- » Engages your entire organization in making important decisions affecting energy consumption, such as equipment purchases, operational procedures, and policy-setting
- » Requires integration with other management systems such as quality, safety and environmental

A successful Energy Roadmap will not only help you save energy in the short term, but can become a valuable part of your overall business strategy.

### Follow the signs. Why develop an Energy Roadmap?

Developing and implementing a successful Energy Roadmap requires dedicated time and effort. Is it worth it? FPL customers who have taken advantage of programs such as Direct Expansion Air Conditioning (DX HVAC), Energy Recovery Ventilation (ERV), Business Lighting, and Business Envelope think so.

“ At our Delray location, we had an immediate 23 percent drop in kilowatt-hour usage. That has a significant impact on our energy bills. ”

– Ken Infante, Autonation, Inc.  
FPL Business Lighting program in action

“ ...our energy cost savings are about \$2,910.00 per year. ”

Gavin Davis, Driftwood Hospitality Management  
FPL Building Envelope program in action

If these customers realized such great savings by implementing just one program, just think about what an ongoing plan could do for you.

In addition to saving on energy costs, developing and implementing a sustained energy management program has been proven to provide organizations with numerous additional benefits, including:

- » **Operations and Maintenance** – reduced maintenance and labor costs, lower water consumption, decreased cooling loads, less need for treatment chemicals, and reduced equipment and materials purchases
- » **Production** – increased production levels and reduced waste, better production reliability and lower product defects, and shorter process or cycle times
- » **Environment** – lower air emissions, reduced hazardous waste, lower levels of wastewater and associated cost reductions in wastewater treatment, and improved corporate image
- » **Workplace** – improved workplace safety, reduced noise levels, better indoor air quality, and improved employee commitment and “sense of participation”

# Energy Planning White Paper

## Milestones

# Eight steps to developing a successful Energy Roadmap

To simplify the process, FPL has developed the following eight milestones based on guidelines set by the U.S. Environmental Protection Agency. The process is based on best practices of leading environmental performers, so you are basing your business decisions on tried and true practices.

After your company has developed its Roadmap, your energy management program will include the following elements:

- » A system for monitoring energy usage over time and processes for assessing energy performance
- » An action plan with a continuous improvement methodology that includes periodic performance evaluation against set targets
- » A policy for evaluating and investing in energy efficient technology, along with the resources and staffing to implement the technology

Here are the milestones that will take your company where it needs to go:

### Milestone one

#### Make a commitment

No matter the size or type of your organization, the common element of successful energy management is commitment. Organizations make a commitment to allocate staff and funding to achieve continual improvement. To establish an energy program, leading organizations form a dedicated energy team and institute an energy policy. For example:

- » Have the CEO or head of the organization officially issue the policy
- » Involve key people in policy development to ensure buy-in
- » Tailor the policy to the organization's culture
- » Make the policy understandable to employees and public alike
- » Consider the skills and abilities of management and employees
- » Include detail that covers day-to-day operations
- » Communicate the policy to all staff and employees, and encourage them to get involved
- » Consider partnering with ENERGY STAR as a basis for your energy policy

Food Lion is an example of a company that has committed to its energy policy and has reaped the rewards. Energy efficiency is a key focus for upper management. The company has a dedicated Energy Department with an EPA coordinator to provide energy analysis and ensure that Food Lion monitors its direct and indirect environmental impacts. Food Lion's upper management encourages the energy team to pursue such projects as load control, peak-shaving generators and innovative procurement strategies. As a result of the aggressive efforts to reduce energy consumption, the company has saved nearly \$104.8 million.





# Energy Planning White Paper

## Milestone two

### Assess performance

Many organizations identify opportunities to improve energy performance and gain financial benefits. Assessing performance is the periodic process of evaluating energy use for all major facilities and functions in the organization and establishing a baseline for measuring future results of efficiency efforts. Key aspects include data collection and management, baselining and benchmarking, and analysis and evaluation.

## Milestone three

### Set goals

Performance goals drive energy management activities and promote continual improvement. Setting clear and measurable goals is critical for understanding intended results, developing effective strategies, and reaping financial gains. Well-stated goals guide daily decision-making and are the basis for tracking and measuring progress. Communicating and posting goals can motivate staff to support energy management efforts throughout the organization. The Energy Director in conjunction with the Energy Team typically develops goals.

## Milestone four

### Create an action plan

With goals in place, your organization is now poised to develop a Roadmap to improve energy performance. Successful organizations use a detailed action plan to ensure a systematic process to implement energy performance measures. Unlike the energy policy, the action plan is updated regularly, most often on an annual basis, to reflect achievements, changes in performance, and shifting priorities. While the scope and scale of the action plan is often dependent on the organization, a good place to start is by determining the technical steps and targets, and by defining individual roles and resources.

## Milestone five

### Implement the action plan

Reaching your goals frequently depends on the awareness, commitment and capability of the people who will implement the projects defined in your action plan. In addition to implementing the technical aspects of your action plan, consider these elements:

- » **Create a communication plan** – Develop targeted information for key audiences about your energy management program
- » **Raise awareness** – Build support at all levels of your organization for energy management initiatives and goals
- » **Build capacity** – Expand the capacity of your staff through training, access to information, and transfer of successful practices, procedures, and technologies
- » **Motivate** – Create incentives that encourage staff to improve energy performance to achieve goals
- » **Track and monitor** – Use the tracking system developed as part of the action plan to track and monitor progress regularly



## Milestone six

### Evaluate progress

Evaluating progress includes formal review of both energy use data and the activities carried out as part of the action plan as compared to your performance goals. Evaluation results and information gathered during the formal review process are used by many organizations to create new action plans, identify best practices, and set new performance goals.

## Milestone seven

### Communicate results

Periodically informing your organization about progress is critical. Updates allow the team to stay on track when considerable progress has been made and to evolve when improvement is required. Regular communications also keep the momentum going, especially during busy seasons when the organization's focus may be elsewhere.

## Milestone eight

### Recognize achievements

Providing and seeking recognition for energy management achievements is a proven step for sustaining support for your program. Recognizing those who helped the organization achieve these results motivates staff and employees and brings positive exposure to the energy management program. Receiving recognition from outside sources validates the importance of the energy management program to both internal and external stakeholders, and provides positive exposure for the organization as a whole.

# Energy Planning White Paper

## FPL can guide you. Start with a FREE Business Energy Evaluation (BEE).

A good way to get started with the Performance Assessment milestone is to schedule a FREE Business Energy Evaluation (BEE). A BEE is a comprehensive review of your facility's energy usage conducted by an FPL energy expert on-site at your business. The results will help you make informed decisions on focus areas for cost-cutting efforts.

Our energy expert will examine your company's:

- » Heating, ventilating and air conditioning systems (HVAC)
- » Rate schedule and power usage patterns
- » Building envelope where your building is exposed to the elements (areas such as roof, windows and insulation)
- » Lighting and water heating

- » Processing equipment such as motors, air compressor systems, elevators, conveyors, food preparation equipment, refrigeration equipment, etc.

You'll receive:

- » Specific recommendations on how your business can reduce energy costs
- » Suggestions about which of FPL's energy-saving programs are right for you, and which rebates may apply to your business
- » Comparisons of your usage to that of similar businesses
- » Information about how weather can affect your facility's energy efficiency.

## FPL programs – Navigational tools

FPL offers programs and resources that work in conjunction with your Energy Roadmap. Increased energy efficiency is our common goal, and most of these programs offer rebates to offset the cost of upgrading technology. Most improvements pay for themselves in reduced electric bills.

PROGRAM	ELIGIBILITY	INCENTIVE (BE SURE TO CHECK FULL PROGRAM DESCRIPTION AND ELIGIBILITY CRITERIA FOR MORE DETAILED INFORMATION)
<b>Direct Expansion Air Conditioning (DX HVAC)</b>	All businesses	Rebate on qualifying high-efficiency split/package DX unit » Replacements » Units installed during new construction
<b>Energy Recovery Ventilation (ERV)</b>	All businesses	Rebates on a qualifying ERV unit on a new or existing HVAC system
<b>Refrigeration</b>	All businesses	Rebates of up to \$75 per kw reduction when you upgrade to qualifying technologies
<b>Water Heating</b>	All businesses	Rebates based on equipment size and type
<b>Business Lighting</b>	All businesses	» Discounts on better quality lighting » Rebates of up to \$2 per qualifying lamp
<b>Building Envelope</b>	All businesses	Rebates on qualifying: » Roof and ceiling insulation » Reflective window film » Reflective roof treatments
<b>Kitchen Demand-Controlled Ventilation</b>	All businesses	Reduce fan energy costs by up to 50 percent a year
<b>Custom Business Solutions</b>	Average monthly energy usage: 270,000 kWh (500+ kwd)	Custom-designed solutions for large-scale energy needs » Performance contracting » Design services and construction management

# Help is right around the corner – Available resources

FPL is prepared to provide action plans to help you get started, incentives to help you pay for your plan, and new ideas to help you sustain your success. Be sure to watch for quarterly e-Newsletters from your Account Manager. In 2011, you'll receive invitations to webinars that will be packed with the latest information and ideas to sustain a successful energy plan. Together we can accomplish your mission. Please contact your account manager if we can be of assistance.

### Phone – Speak to a business specialist

#### Business Care Center

**Monday – Friday 7 a.m. to 8 p.m.**

**Saturday 7 a.m. to 6 p.m.**

These FPL professionals are dedicated solely to our business customers. They are here to answer your questions about energy usage and conservation, billing payment options and rate information, energy efficiency upgrades, FPL Business Programs and Services and power quality issues.

### Online

**www.FPL.com | Available 24/7 days a week**

FPL's Web site has a wealth of services and information for businesses, such as:

- » Detailed information on FPL's Business Programs to increase energy efficiency
- » Choose billing and payment options

Access account information to check billing history, account balances or open/close accounts

### Phone – Automated system

**24 hours, 7 days a week**

The fastest way to get information or complete transactions. To get answers, call your local Business Care Center (numbers are below) and follow the voice prompts. You can use the phone system for:

- » Billing questions, due dates and balances
- » Update account information
- » Make a payment
- » Reporting an outage

<b>Miami-Dade</b> . . . . .	<b>305-442-0388</b>
<b>Palm Beach</b> . . . . .	<b>561-478-6399</b>
<b>Broward</b> . . . . .	<b>954-581-5668</b>
<b>Other counties</b> . . . . .	<b>1-800-375-2434</b>