



Energy Planning

White paper for
Small and Medium
Sized Businesses

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Understanding the Energy Roadmap

An Energy Roadmap is a planning tool to help you get better control over your energy resources. It will help you identify ways to reduce energy consumption, lowering your bills and decreasing your overhead. Lower overhead means increased profit. And lower overhead gives you the ability to offer more competitive pricing in today's sensitive market. Using less energy is good for the environment, too.

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”

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Milestones

Eight steps to developing a successful Energy Roadmap

You've decided to develop an Energy Roadmap for 2010. You've solicited cooperation from your associates and employees. You've set time aside to begin the planning process. You're ready to reap the rewards. So where do you begin?

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

Milestone two

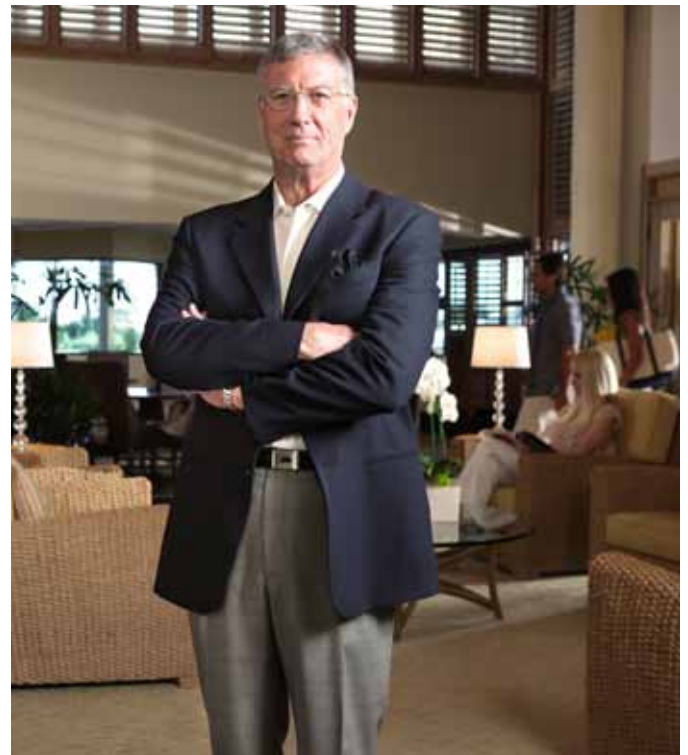
Assess performance

Many organizations identify opportunities to improve energy performance and gain financial benefits by understanding current and past energy use. 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 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. Information gathered during the formal review process is 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.

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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 (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 facility's electricity usage to that of similar businesses
- » Information about how weather can affect your facility's energy efficiency

If your business is on a General Service Non-Demand Rate 68 (this is indicated on your bill), you may take the Online Business Energy Evaluation. Save time by logging on to get personalized, cost-saving recommendations specific to your business. Just visit www.FPL.com/OBEE.

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)
Business On Call®	Average monthly energy usage: 1,300 kWh (less than 20 kwd)	Monthly bill credit for agreeing to let FPL occasionally turn off your air conditioning system for short periods of time, only when necessary
Direct Expansion Air Conditioning (DX HVAC)	All businesses	Rebate on qualifying high-efficiency split/package DX unit » Replacements » Units installed during new construction
Energy Recovery Ventilation (ERV)	All businesses	Rebates on a qualifying ERV unit on a new or existing HVAC system
Water Heating	All businesses	Rebates based on equipment size and type
Business Lighting	All businesses	» Discounts on better quality lighting » Rebates of up to \$2 per qualifying lamp
Building Envelope	All businesses	Rebates on qualifying: » Roof and ceiling insulation » Reflective window film » Reflective roof treatments
Kitchen Demand-Controlled Ventilation	All businesses	Reduce fan energy costs by up to 50 percent a year
Demand Control Ventilation (DCV)	Average monthly energy usage: 20,000 kWh (20-499 kwd)	Rebates on a qualifying DCV system
Chillers	Average monthly energy usage: 20,000 kWh (20-499 kwd)	Rebates on qualifying high-efficiency chillers » Replacements » Units installed during new construction
Thermal Energy Storage (TES)	Average monthly energy usage: 20,000 kWh (20-499 kwd)	» Feasibility study funding » Rebates for system installation » Equipment-commissioning funding

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 *Energy-Saving Ideas* e-mails and e-Newsletters. 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 us 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

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, including www.FPL.com/OBEE
- » Choose billing and payment options
- » Billing history, account balances or open/close accounts

Phone – Automated system
24 hours, 7 days a week

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

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