

## **Small Business Direct Install Webpage Content**

- **Program Description / Explanatory Introduction**

Rocky Mountain Power has developed an enhanced offer to help eligible small business customers in selected areas, save energy, money, and time when upgrading existing lighting and non-lighting systems.

The offer covers some of the most common interior and exterior lighting upgrades, such as replacement of Screw-In incandescent, CFL Lamps, Wall Packs, T8, and T12 fluorescent lamps, with LED Lighting Technologies. The offer will provide enrolled customers with turn-key energy services, including an energy audit, project retrofit options and costs, scheduling and retrofit project installation and management.

On an annual basis, Rocky Mountain Power will provide a list of geo-targeted locations throughout its service territory where eligible customers may enroll in Small Business Direct Install services for a limited time. Only customers in the designated participation areas are eligible to participate. Those not in the selected areas may sign up to be informed of future small business offers in their areas.

The Offer is designed to provide commercial and industrial customers on schedules 6, 6A, 6B, and 23 with a monthly demand of less than 200 kW a month an enhanced incentive offer and the installation of energy efficient equipment in their facilities. To promote cost effective delivery to this traditionally under-participating market sector, the program will offer an intense targeting within selected communities for a limited duration of time. The majority of this offer's activity will be focused on rural communities of less than 20,000.

With 75% of the projects cost covered by available incentive, customers will have a co-pay of 25% for a maximum simple payback of less 18 months.

Program delivery and enrollment efforts will include:

- Community based awareness and engagement through:
  - ❖ Civic organizations
  - ❖ Trade associations
  - ❖ Community events
- Qualifying customer enrollment through:
  - ❖ Online application maintained on the program website.
  - ❖ In-person paper applications through events or program solicitations.
- Scheduled energy audits identifying qualifying energy saving measures.
  - ❖ Audits will quantify the project level energy savings and out of pocket cost for customers wishing to participate.
- Installation of the project is scheduled typically 1 to 2 weeks after the onsite audit is completed.
- Post installation inspection will be completed typically 24 to 48 hours after the project installation has been completed.

- **What are the benefits of the Small Business Direct Install Program?**

- Rocky Mountain Power will pay for 75% of the energy retrofit costs up to \$4,000 (customer pays only a 25% co-pay.)
- Typical projects will have no more than a 1.5-year simple payback.
- Reduce your operating costs to increase profitability.
- Increase customer comfort to improve sales.
- Enhance employee productivity.
- Improve workplace safety and reduce potential hazards.
- Raise the value of your business and its appearance.

- **Who can participate in the Small Business Direct Install Program?**

In selected participating areas, for a limited time, the following customers will be eligible:

- Non-residential facilities on Utah rate schedules 6, 6A, and 6B not in excess of 200 kW demand monthly in the last twelve months (Demand can be found on customer bills or call Small Business Direct Install program at 1-800-XXX-XXXX.)
- All Utah customers on rate Schedule 23.

- **How can I participate in the Small Business Direct Install Program?**

Call the Small Business Direct Install Program at 1-800-XXX-XXXX to see when/if the Program offer is coming to your area and if you qualify. You can also look at the scheduled list of locations on ([webpageaddress.com](#)) for the calendar year (these locations are subject to change.)

- **Is there a cost to participate?**

Yes, the Small Business Direct Install Program requires a 25% co-pay of the total costs. The cost of the co-pay will depend on the total amount of the eligible project costs. Below is an example of the economics of a typical Small Business Direct Install project.

Hours of Operation	Energy Savings / kWh	Total project cost	Incentive (75% of project costs)	25% Customer Co-Pay (applied on invoice)	Simple Payback (Years)
3,422 (Example: M-F 7am-8pm)	8,692	\$3,442	\$2,581	\$861	1.2

- **What if I can't afford participation costs?**

If you're unable to participate in the wattsmart program visit the [[wattsmart tips Webpage](#)] for low and no cost energy saving tips and ideas. You can also review and consider other wattsmart business offers that are available when you are able to participate. The audit performed by the Small Business Program contractor will be provided to you for potential future installation. Customers who may not have the funds at hand to participate in the Small Business Program may engage a wattsmart business vendor for standard lighting incentives at any time in the future.

- **How do I get an incentive?**

When participating in the Small Business Direct Install Program your project costs will receive an instant incentive based on the energy retrofit savings of the project on a cents per kilowatt (kWh) saved approach. Your incentive comes in the form of Rocky Mountain Power paying for 75% of the project materials and installation up to \$4,000. Customers do not receive any incentives in the form of monetary payouts through this program.

- **How will I know if incentives or costs I'm responsible for change?**

Incentives will range up to \$5,000 per facility, with a customer co-pay range of 10-25%. The current offered incentive per facility will be up to \$4,000 with a customer co-pay of 25% for project costs. If the current offered incentive or customer co-pay changes within their respective ranges, a 45-day notice will be posted to the program website indicating what the new offered incentive amount and customer co-pay will be at the end of the 45-day notice.

- **How much will my incentive be?**

Total project incentive costs will be based on total eligible project energy savings. Total project incentive costs will total no more than 75% of the total project costs with a cap of \$4,000. The incentive value will be applied to the projects costs and the remaining balance will be the co-pay participants will be responsible for.

**Example of Average Small Business Direct Install Project Economics:**

Hours of Operation	Energy Savings / kWh	Total project cost	Incentive (75% of project costs)	25% Customer Co-Pay (applied on invoice)	Simple Payback (Years)
3,422 (Example: M-F 7am-8pm)	8,692	\$3,442	\$2,581	\$861	1.2

- **Can incentives go up or down if I delayed my project/participation?**

Incentives are available for projects that are completed by the wattsmart Small Business Direct Install Program contractor. All projects must be completed during the time period that the offer is available in the participating location. Customers can choose whether or not they participate during the designated enrollment time period. Customers who may not have the funds at hand to participate in the Small Business Program may engage a wattsmart business vendor for standard lighting incentives at any time in the future.

- **When will I receive my incentive?**

When a customer enrolls and schedules their energy retrofit project, the incentive is instantly calculated into the costs of the project. The customer only has to pay for the project co-pay of 25%. Your incentive comes in the form of Rocky Mountain Power paying for 75% of the project materials and installation up to \$4,000. Customers do not receive any incentives in the form of monetary payouts through this program.

- **When do I apply?**

Rocky Mountain Power will be reaching out to you and your community if you are on the location schedule. You can apply online or request an enrollment form to be emailed or mailed to your location. For more information, please visit [webpageaddress.com](http://webpageaddress.com) or contact the program via phone at 1-800-XXX-XXXX.

- **What types of projects are available?**

Small Business Direct Install Program projects will be limited to the primary energy using devices within small businesses including lighting, plug-load, and HVAC retrofit projects.

- **What equipment may be installed as part of my project?**

Eligible project equipment will be limited to the qualified equipment list below:

Measure Type	Efficient Equipment	Wattage
<b>Lighting</b>	BR30 LED	≤ 9.5 watt
	PLC/V LED	≤ 10.5 watt
	A19 LED	≤ 8.5 watt
	MR 16 LED	≤ 7 watt
	TLED 2ft lamp	≤ 14.5 watt
	TLED 4ft lamp	≤ 29 watt
	4L 4 ft. LED Retro Kit	≤ 84 watt
	2L 4 ft. LED Retro Kit	≤ 43 watt
	LED HID Replacement	≤ 95 watt
	LED Exterior Wall Pack	≤ 26 watt
	LED Exterior Wall Pack	≤ 18 watt
<b>Plug-Load</b>	Advanced Power Strip	Varies
<b>Motor Controls</b>	Electrically commutated motors (ECM) - cooler	Varies
	ECM – Freezer	Varies
<b>Refrigerated Case Controls</b>	TBD	TBD

All lighting equipment in the qualified equipment list is also certified by organizations including ENERGY STAR and Consortium for Energy Efficiency. Non-lighting equipment on the qualified equipment list is assessed and certified by the wattsmart Business program.

Eligible project equipment will change over time as market prices for materials change and new technologies become available. For the most current list of qualifying equipment be sure to frequently check this FAQ and the program website at [webpageaddress.com](http://webpageaddress.com).

- **Who has oversight of my project?**

Rocky Mountain Power's wattsmart Small Business Direct Install Program Administrator, Willdan Energy Solutions will provide program management services for Small Business Direct Install project services. Willdan has been contracted to work in partnership with small businesses across the state to provide valuable outcomes to customers that save energy and money.

- **Is the Small Business Direct Install Program available in my area?**

View the *[list of locations]* scheduled to be visited for the calendar year or call the Small Business Direct Install Program 1-800 number for more information.

- **Who is Willdan Energy Solutions?**

Willdan Energy Solutions is the *wattsmart* Small Business Direct Install Program administrator working on behalf of Rocky Mountain Power to provide Small Business outreach and project management services.

- **What if I have a question or encounter a problem?**

Please call the wattsmart 1-800 number or email the wattsmart program at (email address here)

- **What commitments are required?**

In order to participate in the program, eligible customers must schedule their energy audit and retrofit project within the timeline of the participating offer in a given location. *wattsmart* Small Business Direct Install customer support will contact you to schedule. Call the 1-800 number or email the Program for more information.

- **What if I can't meet my commitments?**

If you are unable to meet the timeline requirements, you will be unenrolled from the program and placed on a callback list for the next time the program is in your community, or you may participate in other *wattsmart* business offers that are available. Wattsmart Business vendors are always available to assist all customers and are trained on current program offerings. A list of wattsmart business vendors can be found by using the location search on our webpage [webpageaddress.com](http://webpageaddress.com).

- **What documentation is needed to participate?**

Participating customers are required fill out an enrollment form (online or printable) to schedule an energy audit and complete a project agreement form to schedule their energy retrofit project.

- **What's required for participation?**

- Meet customer eligibility requirements (see who is eligible FAQ)
- Complete enrollment form for audit and allow audit to occur during audit period
- Complete the project agreement form and agree to a time within the install period