



Small Commercial Direct Install Program

Tom Brooks, Georgia Power
E Source Forum
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Program Description



An energy efficiency rebate program designed to help small commercial customers manage energy costs and maintain a competitive edge. Customers work with Georgia Power's approved vendor/contractor, to assess and implement their energy-efficiency opportunities.

- Available to commercial customers with peak of 60kW or less.
- Georgia Power pays up to 70% of energy-efficiency upgrades for participating customers.
- Worry free, “one stop shop” installation
- LED lighting, programmable thermostats, smart plug-in strips and more



Program Background

2014-16: Small Commercial Program

- Eligibility based on customer rate
- Downstream / Open Market approach
- Limited direct marketing to small business customers

2017-19: Small Commercial Direct Install

- 60 kW or less
- Program pays up to 70% of project cost
- 1 contractor covers entire state

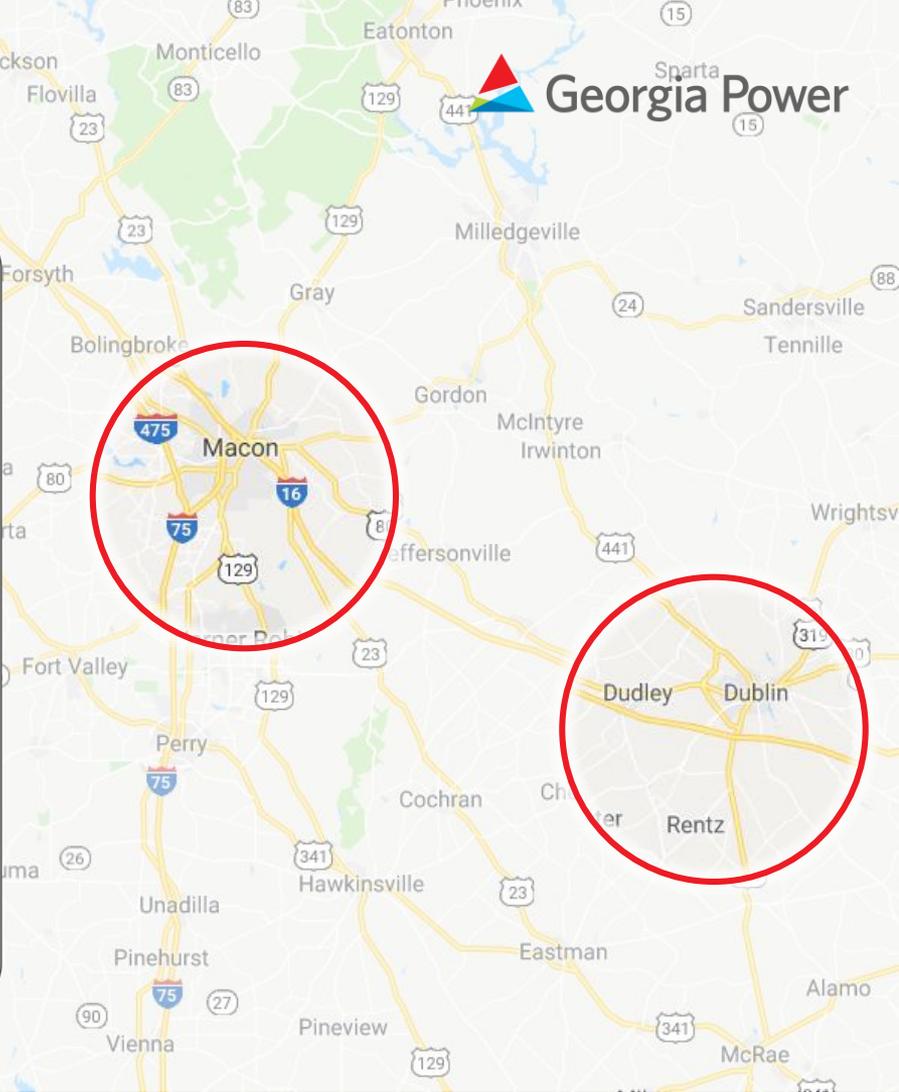
Overview:

- Lighting measures are all LED
- Most common: linear retrofit, screw-in lamps, smart strips and Wi-Fi thermostats
- Over 500 projects in 2018
- Average energy savings per project ~25,000 kWh

Customer Participation



Segment	% kWh
Retail	54%
Office	14%
Warehouse	10%
Health Facility	9%
Lodging	4%
Grocery	3%
Restaurant	3%
Religious Facility	2%



Marketing Activities



YEAR 1 Program launch

- Employee awareness campaign
- Developed program collateral to share with key markets and potential customers
- Provide program contractors with materials to back up affiliation (branded flyers and utility badges)
- Direct mail and customer calls to targeted communities
- Issue customer surveys to identify motivations and interests

Big savings for small businesses

Small businesses need to make every dollar count. Our Small Commercial Direct Install Program can help you reduce energy use and lower your energy costs.

Our Program Contractor, Facility Solutions Group (FSG), will come to your workplace and complete a free, customized energy assessment and identify opportunities for energy-efficient projects and upgrades for your business. Georgia Power will pay up to 70 percent of the initial installation cost of available energy efficiency upgrades for eligible customers who participate in this program.

You can look forward to:

- ▶ New LED lighting
- ▶ Programmable thermostats
- ▶ Smart plug-in strips
- ▶ Incentives that cover up to 70 percent of the initial installation cost of available energy efficiency upgrades
- ▶ And more!



Georgia Power
BIN 10212
241 Ralph McGill Boulevard
Atlanta GA 30308

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Get started today by calling FSG
at **1-888-975-GPDI (4734)**
or emailing GeorgiaPowerDI@fsg.com.



Outreach Tactics

What's working now:

- Segment and geographic targeting by DI contractor sales team – “Cold Knock”
- Referrals from utility and program staff

Initiatives with limited impact:

- Direct mail and cold calling
- Email blasts to customers with open proposals/past assessments

Small Business Surveys

Key findings:

- Energy was often secondary to quality of new lighting (reliability, durability, aesthetics)
- Ease of participation (cost, time commitment/convenience)
- Referrals from peers help seal the deal
 - Customer testimonials
 - Highly visible projects done in targeted areas can increase awareness

**“It Wasn’t So Much
The Cost
Savings, It Was
More The Light.**

But then they said, ‘Okay, it’ll save you money.’ I was like, ‘Okay, that’s fine.’ But, it was more so to lighten up the warehouse.”

*Xavier,
Gym Owner*

Marketing Activities

YEAR 2 Increase participation and customer engagement

- Continue to support contractor with materials and data
 - Primary participation path continues to be the “cold-knock” approach
- Apply insights from surveys and marketing to improve outreach tactics, collateral and contractor assets
 - Develop customer testimonials to amplify program benefits
- Leverage Georgia Power’s Business Electric Assessment pilot for general awareness



Georgia Power

BUSINESS ELECTRIC ASSESSMENT

Your Three Month Summary

You used **15%** less electricity during the same quarter this year compared to last year.*

Period	2018 kWh	2017* (ADJUSTED) kWh
JAN-MAR 2018	10,656	12,958

*Last year's usage is adjusted to account for weather differences between the two years.

Service Location: 1234 Street Address Drive, Line 2 of Street Address City, State, 00000, Account Number: 123456789

Here's your complimentary Business Electric Assessment.

For the next year, we will send you these personalized reports every other month to help you understand your electricity use. They also include best practices for reducing your energy spending.

Your Use Compared to Last Year

This chart shows your electricity usage trends so far in 2018 compared to 2017. You've used about 3,500 kWh less than last year. Use the tips in this report to save energy!

Month	2018 kWh	2017 kWh
JAN	764	764
FEB	764	764
MAR	413	413
APR	284	284
MAY	-	-
JUN	-	-

Restaurant Adds Energy Savings to Its Menu

- ▶ A restaurant in Augusta, Georgia qualified for incentives from Georgia Power for high-efficiency indoor lighting. Now, long-lasting LEDs brighten up the dining area while reducing the restaurant's energy and maintenance costs.
- ▶ In addition to using at least 75 percent less energy than incandescent lighting, LEDs provide optimal light color for any environment, from dining areas to parking lots.

"The trick is finding a common ground where you can make it a better place for your employees to work. And to save money!" — Chris Cunningham, Restaurant Owner

Contact us to learn more or consult with an Energy Advisor. You can also request to stop receiving this assessment. Call 1-877-310-5607 (select option 2 for Commercial) or email bizelectricassessment@southernco.com

Marketing Activities (continued)



YEAR **2&3** Increase participation and customer engagement

- Continue work with marketing research partner to conduct multi-cultural research study and use findings to develop a multicultural marketing strategy to support the growing diverse population in Georgia – Korean, Vietnamese, Hispanic
- Increase referrals through implementation team, Georgia Power sales, and small business networks
- Investigate use of social media, customer newsletters and publications, internal and external email communications to advance marketing communications



Contact Information



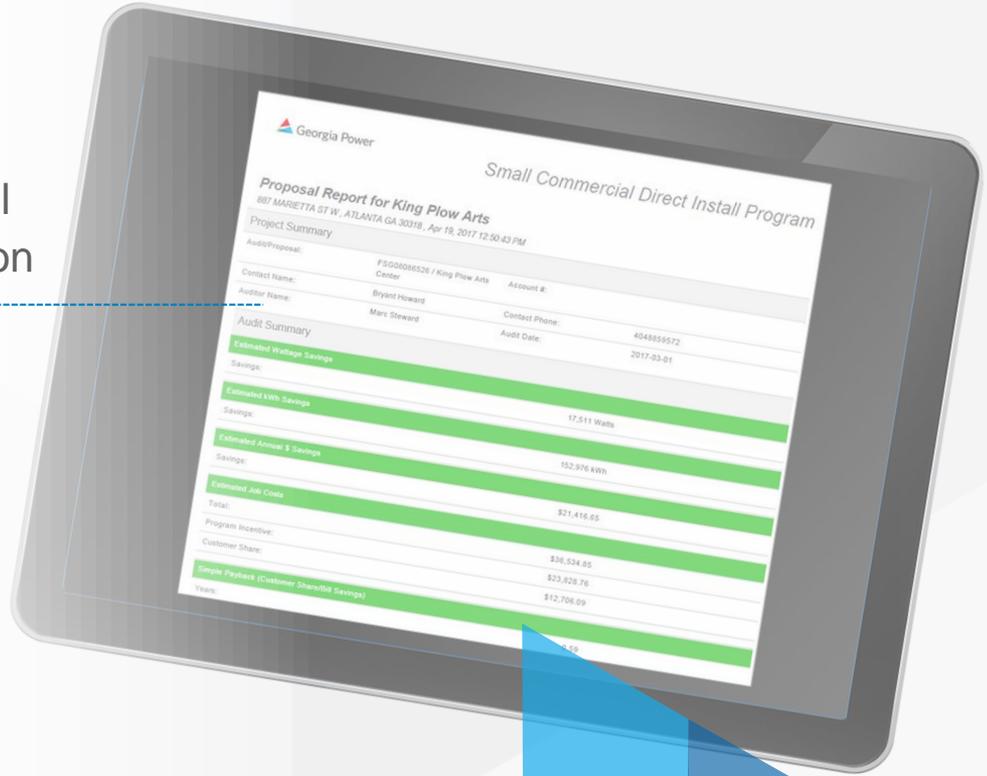
- **Georgia Power Commercial Energy Efficiency Program Manager:**
Tom Brooks 404.506.4681 / tjbrooks@southernco.com
- **Program Website:** georgiapower.com/smallcommercial

Appendix



Participation Process

- Contractor offers free assessment to qualifying customers
- Assessment leads to a program proposal with cost and savings/payback information



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Small Commercial Direct Install Program

Proposal Report for King Plow Arts
887 MARIETTA ST W, ATLANTA GA 30319, Apr 19, 2017 12:50:43 PM

Project Summary

Audit/Proposal: FS00000526 / King Plow Arts Center Account #:
Contact Name: Bryant Howard
Auditor Name: Marc Stewart Contact Phone: 4048859572
Audit Date: 2017-03-01

Audit Summary

Estimated Watts Savings	
Savings:	
Estimated kWh Savings	
Savings:	17,511 Watts
Estimated Annual \$ Savings	
Savings:	152,976 kWh
Estimated Job Costs	
Total:	\$21,416.65
Program Incentive:	\$36,524.85
Customer Share:	\$23,828.76
Simple Payback (Customer Share/Job Savings)	\$12,706.09
Years:	1.50