

DISPATCH

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Going Green and Saving Green

Utilities Teach Households About Energy Conservation

Statewide Resources Power Local Educational Programs

Today's utility managers may feel pulled in two directions. On one side are customers who are struggling to make ends meet, so they need lower power bills. On the other side are customers concerned about the effects of global climate change and urging their local electric utility to spend more to reduce its carbon footprint. Fortunately, there is at least one solution that satisfies both needs. That solution is energy efficiency and conservation.

Using less electricity is one way any household or business can reduce its power bills in the short term.

"Educating customers about energy conservation is important because it empowers them to make responsible choices about energy use," said FMPA General Manager and CEO Nicholas Guarriello. "When customers know how energy usage impacts their bill, they can play an active role in reducing their household's utility expense."

Conservation also helps lower utilities'

greenhouse gas emissions, because a kilowatt that is never generated creates no emissions. Additionally, reducing demand during peak usage hours can help utilities save emissions and costs by avoiding turning on less-efficient peaking generators or even potentially delaying the need to construct new generating units. When individuals reduce their peak usage throughout the community, it creates savings for everyone.

Local Programs, Statewide Resources

Florida's municipal electric utilities have long understood the benefits of working together on common challenges. Since customer education typically happens at the local

level, though, each utility historically implemented its own programs independent of one another. Energy conservation has increased in these cost-conscious and environmentally sensitive times, so FMPA members recognized the need to work together for economies of scale and to leverage the knowledge and creativity of the membership.

First, FMPA's Member Services Department introduced two conservation-related services. FMPA became an ENERGY STAR partner, authorized to distribute

free campaign materials from the federal government's energy conservation program.

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"Educating customers ... empowers them to make responsible choices about energy use."

Nicholas P. Guarriello
General Manager and CEO
Florida Municipal Power Agency

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Responsibly*

by Lynne Tejeda

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Going Green Responsibly

By Lynne Tejeda
General Manager & CEO, Keys Energy Services



Lynne Tejeda

In many ways, energy conservation is a two-edged sword for utilities. On the one hand conservation is undoubtedly and simply the right thing to do. It reduces greenhouse gas emissions; it may defer the need and thus the expense of future generation; and it decreases kilowatt hour consumption, which translates into a reduction on our customers' bills. But on the other hand, energy conservation may reduce kilowatt hour sales creating revenue deficits for utilities.

In the Florida Keys, the Utility Board has made a conscious decision to embrace energy conservation when the Board adopted the following priority in its Strategic Plan: develop a plan to reduce atmospheric concentrations of greenhouse gases while considering the rate impact on KEYS' customers. The decision was made based upon the growing national belief that reducing greenhouse gases is necessary for our future and the fact that Keys Energy serves customers in one of the most environmentally sensitive areas of our nation. The Utility Board carefully crafted the priority recognizing that we must balance what is good and right with how much it will cost.

While our business strategy is relatively new, our dedication to conservation has been

around for quite some time. The cornerstones of our program include:

- KEYS' nationally recognized annual Tree Giveaway program,
- Free on-site or online Home Energy Surveys,
- KEYS' award-winning Energy Conservation Calendar,
- Go Green Renewable Energy program, and
- General education provided in pamphlets, ads and on our Web site.

With the adoption of this new strategy, we have expanded our efforts by:

- Rolling out a rebate program, which was made possible by FMPA,
- Developing a renewable, net-metering program,
- Installing Light Emitting Diode (LED) bulbs on all traffic signals within KEYS service area. Electrical load requirements of the LED lights are 90% less than that of traditional incandescent traffic lights. Prior to the LED conversion, traffic signals within KEYS' service area consumed over 160,000 kilowatt hours (kWh) of

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All-Requirements Members Produce Educational DVD With Energy-Saving How-Tos

MEMBERS of FMPA's All-Requirements Project recently released a series of 15 brief educational videos to show residential customers how to conserve electricity and save money on their utility bills.

The short videos provide quick tips and how-to demonstrations on 15 energy efficiency topics, including:

- Buying a new air conditioning unit
- Reading an electric meter
- Using ceiling fans efficiently

- ENERGY STAR® qualified appliances
- Conserving water
- Using a programmable thermostat
- Understanding insulation

"The videos show customers how to manage their utility bills in ways that are good for them and good for the environment," said General Manager and CEO Nicholas Guarriello. "Especially in this difficult economy, we want to help people save money."

Anyone can view the clips now by visiting FMPA's Green Web site, <http://green.fmpa.com>, and clicking on "Energy Conservation." The videos will also soon be available to customers throughout the state in DVD format and via All-Requirements member utilities' Web sites. The project was funded by the All-Requirements Project Conservation Fund. ♦

Customers Learn to Conserve Going Green *continued from page 1*

The Agency also assisted members in jointly implementing an online home energy audit program called Energy Depot.

In May 2008, All-Requirements Project members created a member task force to study additional opportunities for FMPA to help its members take their conservation programs to the next level. The resulting program was a \$1 million energy conservation fund that was established by and for All-Requirements Project members in fiscal 2009. The program helps members fund local energy conservation programs of their choice and also funds select joint projects.

For example, the fund's first project is an educational DVD that members can give to their customers, post on their Web sites and play in customer service centers or on local cable TV. A team of members participated in the writing and production of the videos to meet the needs of municipal utilities and their customers. (For more information on this project, see page two of this newsletter).

Bringing joint action to energy conservation offered a number of benefits. For example, the economies of scale achieved by working in a large group enabled members to capture savings when ordering give-away items like compact fluorescent light bulbs and educational materials. Working as a group also facilitated coordination and idea-sharing. Finally, and perhaps, most importantly,

working together enables FMPA and its members to track every city's program in a uniform way to better monitor the results of the cities' efforts. This data will be valuable in the future as cities refine their conservation programs and as FMPA makes future power supply decisions.

Crafting Unique Solutions, Sharing Ideas

In its first year of existence, the program had excellent participation from members, including several utilities that did not previously offer any conservation programs.

The individualized nature of the program allowed each city to create and fund the programs that best suit its community. The results were as unique as the communities.

For example, Fort Pierce Utilities Authority hosted a home energy makeover giveaway, rewarding lucky customers with an energy efficient retrofit of their home.

Green Cove Springs used the program to create a home energy audit program, and they formed a partnership to promote the service at local Home Depot stores.

Kissimmee Utility Authority already had an active energy audit program, so they used the fund to purchase thermal imaging devices to detect heating and cooling leaks and add value to their energy audits.

Rebates were implemented by many cities, but each city customized its rebate program to meet local needs. For example, Keys Energy Services expanded its rebate offerings to include window air conditioning units, while Newberry is planning an upcoming rebate program that will provide additional incentives for customers that buy their energy efficient equipment locally.

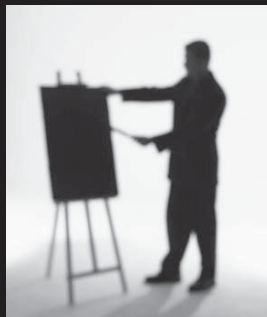
"The All-Requirements Project's conservation program shows how FMPA members are leveraging the Agency's statewide resources to meet their community's unique needs with a personal touch," said FMPA Green Energy and Regulatory Specialist Sharon Smeenk, who manages the program.

Small Changes, Big Results

In its first year of existence, the All-Requirements Project conservation fund supported \$453,000 of energy saving programs. Combined, the programs have the potential to reduce customers' energy consumption by more than 1.3 million kWh per year or more than 14.3 million kWh over the lifetime of the items purchased. That's enough electricity to power more than 14,000 average households for a month.

"While the actions we're asking customers to take seem small, like changing a light bulb or using a programmable thermostat, they add up to big results statewide," said Guarriello. "This is joint action at its best, helping consumers and the environment to make our communities stronger." ♦

Host a Conservation Workshop in Your City



Municipal utilities can help customers reduce electric bills by hosting an energy conservation workshop. FMPA can supply members with materials to present the workshop or FMPA staff can present the program. Contact Mark McCain to organize a workshop in your community.

Greener Communities, Greener World

FMPA's strategic initiative—Greener Communities, Greener World—was introduced in March 2008 to renew and reinvigorate the Agency's commitment to finding solutions for environmental challenges, including global climate change.

The initiative demonstrates FMPA's commitment to developing a clean, secure and sustainable energy future while continuing to provide reliable, affordable electricity and educating energy consumers in Florida.

A special Web site was created to showcase the initiative. The site, located at <http://green.fmpa.com>, describes the Agency's commitment to clean power, energy conservation and green practices in the work environment.



Going Green Responsibly

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Save a Tree: Go Paperless

The FMPA Dispatch is available electronically. Sign up to receive an Adobe PDF version of the newsletter by sending an e-mail to diane.nelson@fmpa.com

energy per month. Those same traffic signals now consume just over 27,000 kWh per month,

- Replacing incandescent bulbs in KEYS' service building with compact fluorescent bulbs. The new bulbs will save the utility nearly \$4,000 in energy costs over the seven year life expectancy of the bulbs and will conserve approximately 15,750 pounds of greenhouse gases,
- Testing LED area and street lights in the hopes that KEYS will be able to retrofit existing lights cost effectively, and
- Lobbying FMPA to establish renewable goals for all of its member utilities.

KEYS continues to grow green programs, and more items will soon be added to the list of accomplishments; however, as KEYS pursues new green initiatives, the Utility Board and KEYS' staff will not lose sight of the bottom-line rate impact on its customers. ♦

A Newsletter of the Florida Municipal Power Agency THE FMPA DISPATCH

The FMPA Dispatch is published by the Florida Municipal Power Agency. FMPA is a wholesale power company owned by municipal electric utilities. FMPA provides economies of scale in power generation and related services to support community-owned electric utilities.

FMPA's members include Alachua, Bartow, Blountstown, Bushnell, Chattahoochee, Clewiston, Fort Meade, Fort Pierce, Gainesville, Green Cove Springs, Havana, Homestead, Jacksonville Beach, Key West, Kissimmee, Lake Worth, Lakeland, Leesburg, Moore Haven, Mount Dora, New Smyrna Beach, Newberry, Ocala, Orlando, Quincy, St. Cloud, Starke, Vero Beach, Wauchula and Williston.

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