

## EarthCents (DSM) Program Summary

### Renewable Energy EarthCents Programs

- **Solar Water Heating** – This program is available to residential customers for the installation of a qualifying solar thermal water heater. **Incentive: \$1,000 through a reservation process online. These are limited and must be approved before installation of system. On site Energy Check-Up required.**
- **Solar Electricity** – Gulf Power’s Solar Electricity Program is available for residential and small business customers for the installation of a qualifying solar photovoltaic (PV) system. **Incentive: \$2 per watt up to \$10,000 maximum through a reservation process online. These are limited and must be approved before installation of system. On site Energy Check-Up required.**
- **Solar Thermal Water Heating for Low-Income** – Under this program, Gulf Power will facilitate the installation of solar thermal water heating systems in select qualifying low-income housing. Field reps will be working with agencies and property owners who work with or own multi-family properties designated as Section 8 through HUD. **Customers CANNOT sign up for this program.**
- **Solar for Schools** – Gulf Power’s Solar for Schools program will provide capital funding to supplement deployment of photovoltaic (PV) systems up to 10 kW in select qualifying public schools served by the utility. The program also will offer educational benefits — the data collected from the installed systems can be used in the schools’ energy curriculum. **Gulf Power will work with school districts in its service territory to determine one eligible school per year (has to be designated as emergency shelter).**

### Residential EarthCents Programs

#### EDUCATION & AWARENESS PROGRAMS

- **Energy Education (Community and Schools)** – This program includes teacher, trade ally and partners workshops, school curriculum, hands-on kits and energy challenges. **Schools and community/civic groups may request free presentations, educational materials, and training through the program coordinator.**
- **Home Energy Check-Up** – This free program encourages energy conservation and efficiency in the home by showing customers how they can use energy more wisely. Customer can complete a Home Energy Check-Up online at [www.gulfpower.com](http://www.gulfpower.com), or call 1-877-655-4001 to schedule a free in-home appointment. **This is available now.**
- **Home Energy Report** – Administered by OPOWER, this free customized bi-monthly newsletter will be sent to 45,000 randomly selected customers beginning in June. Each report compares the customer’s energy usage to customers with similar demographics, and offers energy-saving advice and referral to our EarthCents programs. **Customers cannot sign up for this at any time; we will put them on a waiting list for the next group of reports but there is no guarantee for service.**

## LOW-INCOME & CUSTOM INCENTIVE PROGRAMS

- **Landlord-Renter Custom Program** – Gulf Power reps will work with rental property owners (residential or commercial) to develop a plan to increase energy efficiency in those properties. Plans may include weatherization items as well as upgrades or retrofits on any of the following: HVAC, water heating, windows, insulation, A/C window units and appliances. **Customers will be referred to the program coordinator and/or District reps.**
- **Community Energy Saver Program** – assists 2,500 low-income families each year with escalating energy costs through free educational audit onsite and direct installation of energy saving items such as compact fluorescent light bulbs, weatherization, pipe insulation, low-flow aerators and shower heads, and refrigerator coil brush at no cost to the customer. There will be kick-off public events in each neighborhood targeted. **Customers cannot sign up for this at any time; target areas are selected in conjunction with local and community agencies.**

## HOME EFFICIENCY PROGRAMS

These programs encourage the installation of high-efficiency equipment in residential homes (except where noted these are available for new and existing homes), and the retirement of inefficient equipment.

These programs include:

- **Reflective Roof** – light-colored shingles, metal roofs, or reflective coatings that are ENERGY STAR compliant. **Incentive up to \$400.**
- **Heat Pump Water Heater** – “air source” or “water source” with an Energy Factor greater than or equal to 2.0. **Incentive of \$700.**
- **High Performance Windows and film** – must meet ENERGY STAR requirements for Southern climate. **Incentive of \$1.00 per square foot of glass area.**
- **Insulation** – not available for new home construction; must increase existing insulation level by at least R-19 (with maximum below R-30). **Incentive of \$0.15 per square foot.**
- **Variable Speed Pool Pump** – high efficiency pumps for pool circulation system only. **Incentive of \$600.**
- **Heating Ventilation and Cooling (HVAC) Efficiency** – This program encourages the evaluation, optimization or early retirement / replacement of HVAC equipment and related components. **Incentives will be paid only to certified contractors to reduce upfront costs for customers. Customers are encouraged to have a check up on their HVAC system to determine if they qualify for incentives as much as \$200 on maintenance, \$300 to seal leaky ducts, and from \$100 to \$1,500 to replace their system.**
  - **HVAC maintenance** – encourages the evaluation and optimization of existing HVAC systems through diagnostic service and basic repair. **Discounts include: \$75 for repair (refrigerant charge adjustment), non-ductwork airflow adjustment, and filter clean/replace); \$40 for indoor coil clean; \$25 for outdoor coil clean; \$75 for strip cut-out install; \$25 for strip cut-out reset**
  - **High efficiency retirement** – encourages early retirement of existing, very inefficient, *working* HVAC equipment and upgrade to a high efficiency heat pump or geothermal heating and

cooling system. **\$600 for minimum 14 SEER; \$1,000 for minimum 16 SEER, \$500/ton for minimum 14 EER geothermal, \$300/ton for minimum 14**

- **High efficiency upgrade** – encourages upgrades of new or existing HVAC equipment to a high efficiency heat pump or geothermal heating and cooling system. **\$100 for minimum 14 SEER; \$300 for minimum 16 SEER, \$500/ton for minimum 14 EER geothermal, \$300/ton for minimum 14**
- **Duct repair** – duct systems are tested and repaired to a level of leakage  $\leq$  15% or 10% of system air flow. **\$200 for 14% airflow reduction, \$300 for 50% airflow reduction; \$150 for new duct**
- **ECM fan** – encourages the retrofit of residential central HVAC cooling systems with high efficiency, variable speed, climate optimized, Brushless Permanent Magnet (BPM) fan motors. **\$150**
- **ENERGY STAR Lighting** – encourages the installation of ENERGY STAR certified compact fluorescent light bulbs (CFL), light-emitting diode lights (LED), and new lighting technologies at discounted prices. **Incentives include several options: 1) Gulf will “buy down” prices at retail locations; 2) free bulbs in conjunction with other EarthCents programs; 3) school or community group fund-raisers.**
- **Energy Efficient Appliances** – This program encourages customers to purchase appliances that meet ENERGY STAR requirements; one of each type allowed per household.
  - Refrigerator -**\$50**
  - Freezer - **\$25**
  - Window AC unit - **\$75**
  - Clothes Washer - **\$75**
- **Earth Cents Home Certification** – This home certification program includes prescriptive requirements from measures above PLUS a performance testing requirements in order to ensure maximum energy savings potential is realized. **Incentives for individual measures apply toward total.**
- **Energy Select** – This residential program is an interactive energy management system that allows customers to program their central heating and cooling system, electric water heater and pool pump, if they have one, to automatically respond to varying prices of electricity depending upon the time of day, day of week and season. **This program is currently available. A “Lite” version of this program that uses customers’ broadband internet connection will be introduced in mid-2011, and will not be limited to single family 200 amp service.**
- **Residential Fridge/Freezer Recycle** – A third-party contractor (Jaco) will administer this program to encourage customers to eliminate older, inefficient refrigerators and freezers used as secondary appliances. **The fridge/freezer has to be working and must be the second one in the home. Incentive of \$35 will be paid to customer in addition to free pick-up and recycling.**

## RESEARCH PROGRAMS

- **Electric Vehicle (pilot program)**- encourages customer who purchases a plug-in electric vehicle to take advantage of lower cost off-peak charging with Energy Select. **Incentive \$1,000.**

## Commercial / Industrial EarthCents Programs

### EDUCATION & AWARENESS PROGRAMS

- **Commercial/Industrial Audit** – This program offers free, in-depth energy analysis of a commercial building or an industrial facility and its associated energy systems to determine its energy efficiency and identify energy efficiency improvements. **Available online or in person with customer account interface.**

### BUILDING EFFICIENCY PROGRAMS

These programs encourage the installation of high-efficiency equipment in new and existing commercial or industrial facilities and the retirement of inefficient equipment. These measures include:

- **HVAC maintenance** (retrocommissioning) – This program will be offered at a reduced price in order to improve the performance of existing HVAC units including geothermal. **A third-party will administer this program, as well as train and certify HVAC contractors. Only those certified contractors will receive the incentives to pass on to the customers.**
- **HVAC and Geothermal Upgrades** – encourages upgrades or new installation of HVAC equipment to a high efficiency heat pump or geothermal heating and cooling system. **Incentives between \$150 and \$500 per ton of cooling capacity.**
- **Heat Pump Water Heater** – encourages installation of “air source” or “water source” heat pump water heaters with an Energy Factor greater than or equal to 3.0. **Incentive of \$1,500 per ton of water heating capacity.**
- **Ceiling Insulation** – designed for existing buildings only; encourages customers to increase insulation by at least R-11 with specifications for various facility and/or ceiling types. **Incentive of \$0.15 per square foot.**
- **Window film** – encourages installation of film or tinting to meet ENERGY STAR requirements for non-residential buildings in the Southern climate zone. **Incentive of \$1.00 per square foot of glass area.**
- **Reflective roof** – light-colored metal roofs, rubber-like or thermoplastic reflective membranes or reflective coatings that are ENERGY STAR compliant for non-residential buildings. **Incentive of \$0.50 per square foot of roof area. (min.73% reflective)**
- **Interior lighting & occupancy sensors** – encourages the installation of high efficiency permanently installed modular lighting systems, display lighting, exit lighting and lighting sensors. **Incentives between \$15 and \$30 per KW reduction.**
- **HVAC Occupancy Sensor** – helps hotel owners manage energy consumption and reduce energy waste in hotel rooms by automatic control of temperature settings in hotel rooms when the rooms are unoccupied. **Incentive of \$75 per sensor.**
- **High Efficiency Motors** – encourages commercial and industrial customers to install premium-efficiency motors in new or existing facilities. **Incentives between \$3 and \$25 per horsepower.**

### FOOD SERVICE PROGRAM

This measure encourages the installation of electric ENERGY STAR rated – or the equivalent – commercial kitchen equipment. Qualifying equipment is below. **Customer submits incentive application and proof of purchase/equipment installation.**

- **Convection Oven** -\$350
- **Fryer** -\$200
- **Griddle** -\$300
- **Steamer** -\$750
- **Holding Cabinet** -\$300
- **Ice Machine** -\$100

### CUSTOM INCENTIVE & TIME OF USE PROGRAMS

- **Custom Incentive** – offers advanced energy services and energy efficient end-use equipment to Commercial/Industrial customers. These energy services include comprehensive audits, design, and construction of energy conservation projects.
- **Real Time Pricing** – encourages customers to reduce demand on Gulf’s system during peak times when the marginal cost of generating or purchasing electricity is at its highest. Large Commercial and Industrial customers are given a rate schedule that provides hourly prices of electricity on a day-ahead basis.