

Conserving is Saving: It's Your Business!



BY HELMUT KOHLER, JR.

Greetings to you once again, residents and businesses of Satellite Beach. In the last edition of the *Beachcaster*, we discussed ways to make your home more energy efficient and economical. In this installment of the "Energy Enlightenment" series, we will examine strategies to make your business more energy efficient and less costly to operate. Additionally, we will cover ways for your business to capitalize on your newfound efficiency and turn that into a competitive advantage and marketing tool to help set your business apart from your competition.

Before we delve into those topics, however, there is an important update that you should be made aware of. At a recent City Council meeting, it was unanimously approved for the City to pursue LEED (Leadership in Energy and Environmental Design) certification for the Schechter Center. This project is being carried out in conjunction with the energy grant that you were informed about in the introductory article of this series. The benefits of this project are multi-faceted; first, the Schechter Center will be optimized to run as efficiently and economically as possible, thus reducing consumption and operating costs. Second, it will serve as a showpiece for the benefits of sustainable building operations that all residents will be able to witness firsthand. And third, it is a way for the City to "LEED" by example and differentiate itself as a leader in sustainability. You will be provided with a detailed update on this important project in a future edition of the *Beachcaster*.

Now, let us examine some strategies and methods for you to make sure your company's buildings are being operated as efficiently and economically as possible. As with your home, the best first step is to conduct an energy audit of your business to identify the areas of greatest usage. Once you know that, it is possible to identify where the most possible savings are and work out an improvement plan to capture it. Florida Power and Light offers two options for a free "Business Energy Evaluation." The first is a self-conducted "Online Business Energy Evaluation (OBEE)," which provides instant online results. Their other program is the "On-site Business Energy Evaluation (BEE)," which is conducted by one of FPL's energy experts at your place of business. Contact FPL to see which of these options is right for you. Information on these programs can be found at:

http://www.fpl.com/business/energy_saving/programs/energy_evaluation.shtml

Once you have completed a comprehensive energy audit, your business will be able to enhance the way your facilities are operated and identify areas that can be improved significantly through upgrades or retrofits.

Once you are aware of these areas, even if you don't address them immediately, you will be able to plan ahead and maximize your savings for any capital upgrades. Florida Power and Light offers a host of incentive and rebate programs for energy efficiency upgrades. Here is a list of the main programs that are available to help your business save on efficiency upgrades:

The Building Interior category of incentives covers the following areas:

- Heating, Ventilation, and Air Conditioning (HVAC)
 - Direct Expansion
 - Chiller Program
 - Demand-Control Ventilation
 - Energy Recovery Ventilation
 - Thermal Energy Storage
- Lighting
 - T8, T5 or T5HO lamps with electronic ballasts
 - Premium T8 lamps with high-efficiency electronic ballasts
 - Pulse-start lamps and electronic ballasts in metal halide fixtures
 - Permanent screw-in (with locking device) compact fluorescents or ceramic metal halides in hardwired fixtures
 - New hardwired fixtures, such as fluorescent, ceramic metal halide or compact fluorescent lamps
 - Circuited current limiters with electronic ballasts and standard wattage lamps
 - Induction lighting
- Refrigeration
 - Electric strip heaters around display case doors that use automatic controls (with humidistats) to cycle off heaters when they're not needed.
 - Special glass doors for reach-in refrigerated cases that require minimum or no anti-sweat heating
 - Freezer doors that use hot gas reclaim
- Water Heating
 - Heat Recovery Unit (HRU)
 - Heat Pump Water Heater (HPWH)
- Demand Response Program
 - Commercial Demand Reduction (CDR)

The Building Envelope category of incentives covers the following areas:

- Window Treatments
 - Window treatment measures, such as solar film, solar screens, and high efficiency window replacements, qualify for all western exposures (west, northwest, and southwest).

- Roof Savings

- Reflective roof measures, such as reflective coatings and membranes with a solar reflectance of at least 73 percent and cool metal roofing with a solar reflectance of at least 65 percent

- Roof insulation of R19

- Ceiling Insulation

- A ceiling insulation of R19 is an eligible improvement. The existing R-value must be 7.0 or less.

Installations must be approved by FPL in advance in order to qualify for incentives. Contact FPL for details. See the following website for more information:

http://www.fpl.com/business/energy_saving/programs/index.shtml

After you have gone through your company's energy efficiency optimization, you will stand in an ideal position to pursue an Eco-label certification. Such a certification will turn your energy efficiency and savings accomplishments into a marketing tool for your business, which will offer you a distinct competitive advantage over your competition. Examples of Eco-labels for commercial building energy efficiency are ENERGY STAR®, LEED, FGBC (Florida Green Building Coalition), and Florida Water Star.

The ENERGY STAR® is a national rating system that compares your building's energy usage against a national baseline for similar buildings; if your facility scores a certain amount above the national average, you may qualify for the ENERGY STAR® rating for your building. See the following website for more information:

http://www.energystar.gov/index.cfm?c=business.bus_bldgs

LEED is the rating system from the U.S. Green Building Council. This certification is available for new construction for multiple types and existing building operations and maintenance. LEED for existing buildings takes into account your facility's energy efficiency and sustainability of operations on a tiered points scale, with levels of Certified, Silver, Gold, and Platinum. See the following website for more information:

<http://www.usgbc.org/DisplayPage.aspx?CMSPageID=1988>

Local certifications for energy and water savings are available from FGBC, a certification from the Florida Green Building Coalition, and Florida Water Star, a certification from the St. John's River Water Management District, respectively. See the following websites for more information:

<http://floridagreenbuilding.org/commercial>

<http://sjrwmd.com/floridawaterstar/index.html>

TOP 10 ENERGY SAVINGS TIPS FOR BUSINESSES

Listed below are FPL's Top 10 quickest and most effective ways to help you conserve energy, trim costs, and gain control over the energy usage in your business.

1. Install occupancy sensors on lights in conference rooms and break rooms to save 45 to 60 percent on lighting costs in those rooms.
2. Save \$30 or more in electricity with each replacement of a traditional incandescent light bulb for a Compact Fluorescent Lamp (CFL) [or light emitting diode (LED)] over its lifetime. CFLs [and LEDs] use 75 percent less energy and last up to 10 times longer.
3. Replace incandescent bulbs in exit signs with LEDs, and save about 90 percent on signage operating cost. If LEDs are not compatible with your current sign, a new sign is inexpensive and could pay for itself within a year.
4. Save up to 30 percent by using smart power strips to regulate energy use on equipment, such as computers, copiers, and printers.
5. Enable the sleep mode on office computers to achieve savings up to \$20 per year for each computer.
6. Use up to 30 percent less energy when you switch to a fluorescent lighting system that operates with energy-efficient electronic ballasts, rather than magnetic ones.
7. Save about 20 percent in lighting energy use by installing bi-level switching to control lighting.
8. Cut lighting energy use by as much as 70 percent using timers or setting up a scheduling system to control lights on a predictable schedule.
9. Replace printers, refrigerators, and other office equipment with products that have the ENERGY STAR® label.
10. Insulate your water heater tank to save up to 6 percent in water heating costs.

The information for these tips was obtained from Florida Power & Light.