

➤ Commercial Refrigeration Efficiency

A. Description

The Commercial Refrigeration Efficiency product offers refrigeration maintenance and upgrades to commercial customers with significant refrigeration loads, notably restaurants, and grocery, convenience, and liquor stores. Refrigeration systems in these targeted facility types typically account for over 50% of the building's energy use and run 24 hours per day, year-round.

This product consists of five major components:

1. *Free Onsite Energy Assessment* – Each customer will be offered a free onsite facility energy assessment and walk-through to identify and explain key energy efficiency opportunities. The assessment will be performed by a third-party implementer. A copy of the assessment report will be provided to the customer, and will include a prioritization of identified opportunities.

2. *Direct Install for Immediate Savings* – While onsite for the energy assessment, the third-party implementer will perform free installation of the following energy savings measures, where applicable:

- a. Screw-in LEDs for walk-in coolers/freezers;
- b. Pre-rinse sprayers for restaurant and commercial kitchens;
- c. Aerators in public restrooms and kitchen sinks; and
- d. Additional installed measures may be added in the future if deemed cost-effective to the product

3. *Full Coil Cleaning* – As part of the onsite visit, the third-party implementer will ~~perform a free coil cleaning service, including provide materials and training for self-contained equipment. Since coil cleaning should be performed annually, customers will be provided customers~~ with a coil cleaning brush, an instructional “How-To” sheet, and an onsite tutorial, to equip them with the tools and knowledge to complete this task on an annual regular basis using in-house staff. ~~The Company will claim energy savings for the initial cleaning performed onsite by the third party implementer.~~

4. *Rebated Refrigeration Measures* – These measures are the core of the product offering. In order to qualify for the rebate, the equipment must be professionally installed. These measures include:

- Enclosed Reach-in Cases: Rebates will be available for reach-in cases with doors when the customer installs new reach-in cases with doors where there weren't any existing, replaces existing open multi-deck cases that are either broken or past their equipment lifetime with equivalent storage (cubic feet or linear feet), or adds doors to existing open multi-deck cases.

- Walk-in Electronically Commutated Motors (ECM): Rebates will be available for the replacement of evaporator fan motors with new, more efficient motors, (typically ECM) in walk-in coolers and freezers where none previously existed.
- LED Case Lighting: Rebates will be available for the installation of LED case lighting, including horizontal and vertical solutions, to replace existing mixed populations of older lighting technologies.
- Anti-Sweat Heater Controls: Rebates will be available for efficient anti-sweat heater controls installed on existing commercial cooler and freezer doors to prevent the door from fogging or having condensation buildup on the glass.
- ~~Floating Head Pressure Controls: Rebates will be available for floating head pressure controls. The floating head pressure control will control the compressor pressure based on outside temperature.~~
- Demand Controlled Ventilation: Rebates will be available for kitchen only, if hoods are located elsewhere they may be eligible through the custom product. These are available for electric only, gas only and combo customers.
- Dishwashers: Rebates are available for new equipment only, refurbished equipment will not be rebates. Both undercounter and doors qualify.

5. *Turn-Key Services* – The customer will be provided with proactive project management, by the third-party implementer, to assist with the implementation of prescriptive projects, including coordination between the customer, Public Service, and the installation contractors/trade allies to complete the improvements and submit rebate applications.

B. Targets, Participants & Budgets

Targets and Participants

The energy savings targets for this product were derived from the process evaluation completed in 2017, as well as historical data, market data, and equipment deemed savings values.

Based upon the evaluation both customers and trade partners will be targeted more aggressively to educate and create awareness around the Commercial Refrigeration Efficiency product as well as its offerings.

Budgets

Public Service plans to work with a third-party implementer to provide this product. The forecasted expenditures in 2019 and 2020 are based on projected participation levels, promotion, and administration expenses. The majority of the product costs are for administration, vendor marketing/training, and customer rebates.

C. Application Process

The Company plans to promote the product through the outreach efforts of a third-party implementer. Secondary outreach is likely to occur through the Company's Account Managers, Business Solution Center's (BSC) Energy Efficiency Specialists, contracted trade allies, and/or other marketing efforts such as mailings, newsletters, and the Company website.

The application process will include:

1. *Customer Intake:* The Company will work with the third-party implementer to establish and follow a set protocol for receiving and qualifying customers who are interested in this product. Interested customers will be contacted to schedule an installation/assessment.
2. *Identify Opportunities:* After completion of direct installation measures, the third-party implementer will use the assessment results to work with the customer and Public Service to identify deeper prescriptive savings opportunities.
3. *Turn-Key Support:* The third-party implementer will offer proactive project management to assist with implementation of the prescriptive rebate projects, including coordination between the customer, the Company, and the installation contractors/trade allies to complete projects and submit rebate applications.

D. Marketing Objectives & Strategies

The marketing strategy for Commercial Refrigeration Efficiency is built upon the Company's and the third-party implementer's experience working in the Colorado market. The strategy incorporates best practices learned from similar refrigeration programs offered across the United States, and is integrated within the Company's larger marketing efforts. The Company and third-party implementer will develop targeted marketing collateral that may include sell-sheets, direct mail, email communications, case studies, and leave-behinds.

The third-party implementer will use education and training to market the product while building trade ally and customer knowledge about energy efficiency technologies and encouraging better energy decisions.

Marketing Channels: The third-party implementer will use several marketing channels for the product, including:

- Product Field Staff: Field staff will be the on-the-ground marketing team, conducting targeted outreach to relevant customer groups and industry associations in addition to working directly with customers.
- Account Management and BSC Staff: The third-party implementer will build relationships with Public Service's Account Managers and BSC staff to drive customer participation. The product will also be promoted to select Lighting–Small Business product participants to offer more comprehensive savings opportunities, where applicable.

- Trade Partners: The third-party implementer will engage trade partners as early as possible through training to increase their ability to reach customers at an appropriate time so that the product can influence a buying decision.
- Direct Marketing: Public Service will work with the third-party implementer to incorporate marketing materials into product training sessions, direct mailings to target customer segments (grocers, restaurants, convenience and liquor stores), and distribute at targeted locations.
- Industry Associations: The Company will work with the third-party implementer to develop relationships and marketing strategies with food service, sales associations and liquor store associations to target the major players within the commercial and industrial refrigeration customer segment.

E. Product-Specific Policies

Commercial Refrigeration Efficiency has the following product-specific policies:

- All rebated equipment must be new and meet all product rules and requirements. The rebate application must be submitted within 12 months of the invoice date.
- Rebates assume a one-for-one replacement of retrofit fixtures that will result in energy savings.
- The product is available to retail business customers with electricity and natural gas service, or electricity service only. Natural gas-only customers are not eligible.

F. Stakeholder Involvement

There are relatively few trade allies who specialize in refrigeration, but Public Service will target this network, and use other marketing outreach as described in *Section D* above, to ensure that all qualified organizations have the opportunity to participate.

G. Rebates & Incentives

Customers may apply for prescriptive and custom rebates for qualifying equipment. Third-party implementer services and direct installations will be performed at no additional cost to the customer.