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Presentation to City of Orlando Commissioners

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## *Reliably Green*

is our promise to keep an eye on our environmental impact and to weave sustainability through everything we do while providing reliable and affordable energy and water. We continue to seek and evaluate new projects, programs and services to help customers become more efficient and save on their utility bills.

## PSC Compliance Goals

- New peak demand and energy conservation requirements that all electric utilities in the state must meet
- OUC must reduce customer energy consumption by 3,600,000 kWh each year, about enough to power nearly 300 homes

### To meet these goals, OUC will need to:

- Educate customers about how to conserve and the programs OUC offers to help.
  - Need to change behaviors.
- Enhance existing customer programs (Energy surveys, home fix-up, insulation and solar screen rebates, etc.)
- Add new customer programs

# ReliablyGreen.OUC.com

Launched February 5, 2010



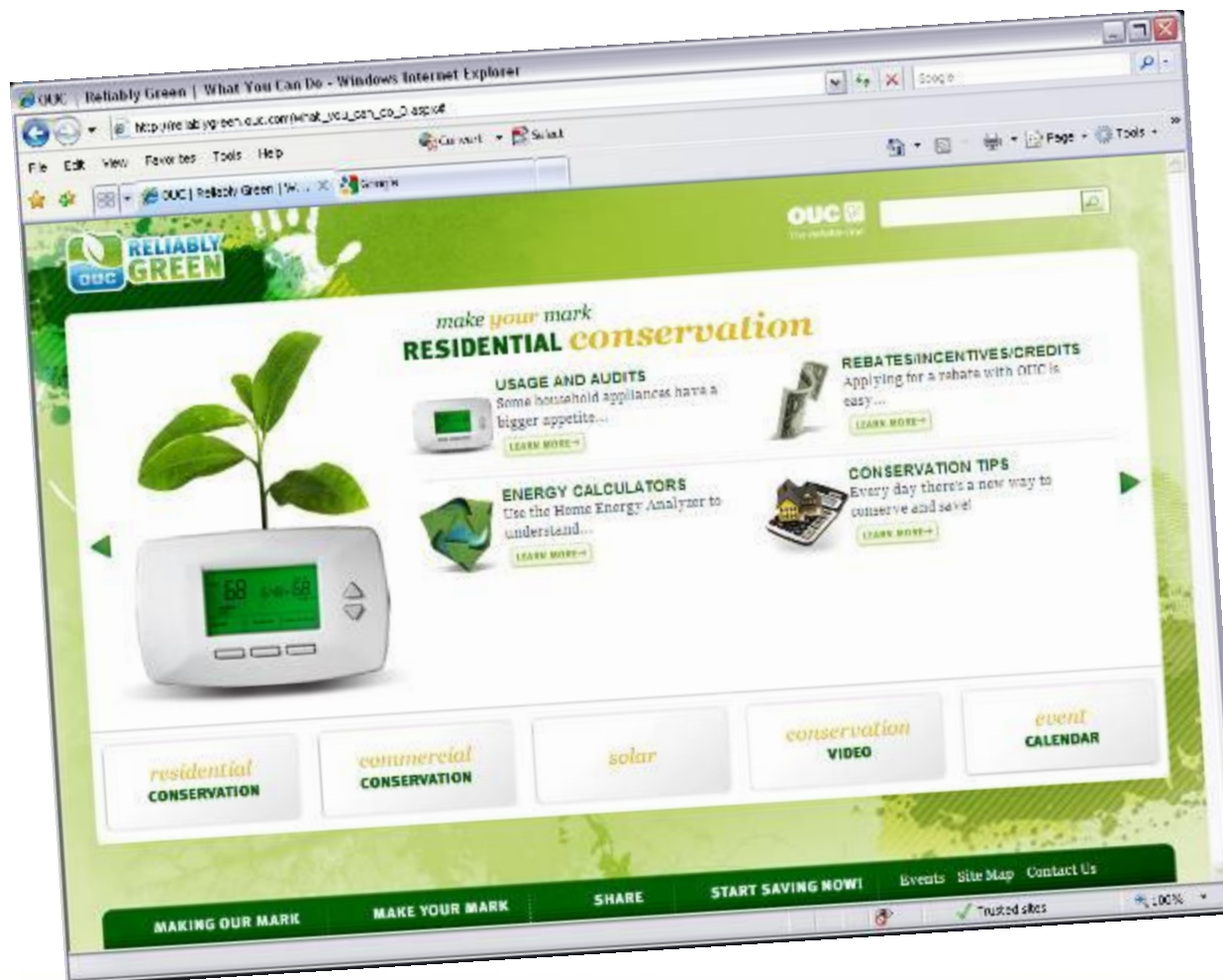
# Features: OUC Sustainable Programs



# Features: OUCommunity



# Features: Rebate Information and Applications

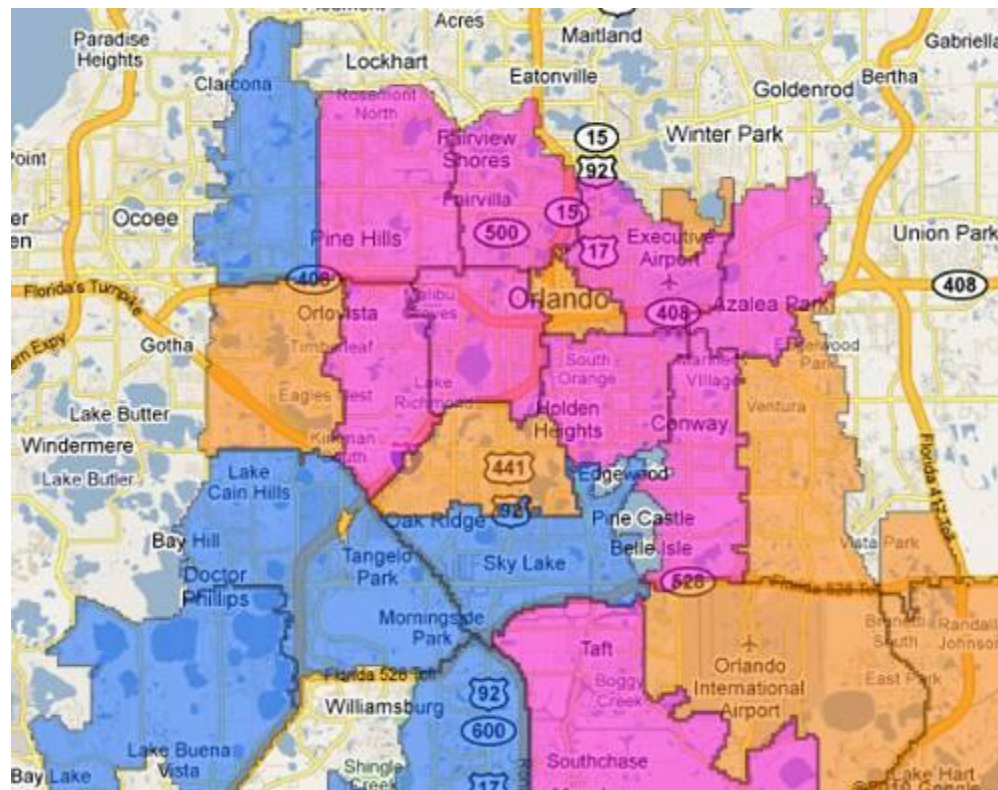


# Features: Event Calendar



# Right Rebate to the Right Customer

- Geo-targeted by zip code
  - Blue – majority water only customers
  - Pink – high-energy consumption
  - Orange – low-energy consumption
  - Not pictured - St. Cloud



# OUC Current Rebate Programs

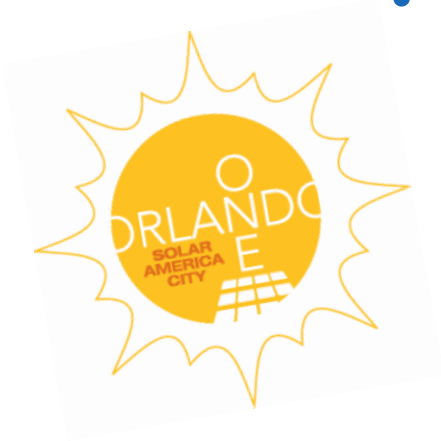
	RESIDENTIAL	COMMERCIAL
<b>BUILDING ENVELOPE IMPROVEMENTS</b>		
• Window Film or Solar Screen	✓	✓
• High Performance Windows	✓	n/a
• Injected Wall Foam	✓	n/a
• Caulk/Weather-stripping	✓	n/a
• Ceiling Insulation Upgrade	✓	✓
• Cool/Reflective Roof	✓	✓
<b>HEATING &amp; COOLING</b>		
• Duct Repair/Replacement	✓	✓
• Heat Pump	✓	✓
<b>BILLED SOLUTIONS</b>		
• Financed Insulation	✓	n/a
• Home Fix-Up Program	✓	n/a
• Indoor Lighting	n/a	✓

# OUC Current Rebate Programs Cont.

	RESIDENTIAL	COMMERCIAL
<b>NEW CONSTRUCTION</b>		
• Gold Ring Program	✓	✓
• Florida Water Star	✓	✓
<b>SMALL BUSINESS</b>		
• Small Business Efficiency Program	n/a	✓
<b>WATER</b>		
• Water Cistern for Irrigation	✓	✓
<b>SOLAR</b>		
• Solar Thermal Water Heater	✓	✓
• Solar Photovoltaic	✓	✓

## Partnering with the City

- Community Energy Efficiency Block Grant
- Central Florida Energy Efficiency Alliance
- City of Orlando Housing Rehabilitation Program (P.O.W.E.R. Program)
- Solar America City



# Communicating to Customers

- 13 community meetings
- Internet/billboard/radio/TV/direct mail/print
- Business expos, working with community organizations



Northlake Park Community School (Lake Nona) and St. Cloud Civic Center not pictured.

## Upcoming Projects

- New Conservation Video
- Intensity Map and Interactive Simulator (Energy & Rebate Savings Calculator)
- Handheld In-Home Audit App
- “Green” Challenge

# Outdoor Customer Education

- Two digital boards
  - I-4 “Domination”
- Four static boards
- Vinyl to be recycled into tote bags, cell phone covers, notebook covers, etc.



# TV Spots



Questions?  
Thank you.