

28 February 2014

Mr. Steve Garl  
Florida Public Service Commission  
2540 Shumard Oak Blvd  
Tallahassee, Florida 32399-0688

Subject: 2014 Orlando Utilities Commission Annual Conservation Report

Dear Mr. Garl:

Attached please find an electronic version (in PDF format) of the 2014 Orlando Utilities Commission (OUC) Annual Conservation Report. The 2014 OUC Annual Conservation Report was prepared by Black & Veatch and is being submitted by Black & Veatch on behalf of OUC. In addition to this electronic version, five hardcopies of this report are being sent to your attention via FedEx.

If you have any questions about this report, please do not hesitate to contact me.

Very truly yours,  
BLACK & VEATCH CORPORATION



Bradley Kushner  
Principal Consultant, Management Consulting Division



**Orlando Utilities Commission  
2014 Annual Conservation Report**

**March 2014**

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## 1.0 Introduction

In accordance with Rule 25-17.0021, Florida Administrative Code, the Florida Public Service Commission (FPSC) must establish numeric conservation goals for the Orlando Utilities Commission (OUC) at least once every five years. In addition, OUC must file an annual report showing the status of its numeric conservation goals.

### *1.1 Background of OUC's Current Numeric Conservation Goals*

OUC's residential and commercial/industrial numeric conservation goals for the 2010 through 2019 period were established by the FPSC in the *Final Order Approving Numeric Conservation Goals* (Order No. PSC-09-0855-FOF-EG, issued December 30, 2009). On March 30, 2010, OUC filed a petition requesting FPSC approval of OUC's DSM Plan, which was subsequently approved pursuant to the FPSC Order issued September 3, 2010 (Order No. PSC-10-0554-PAA-EG), with Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG). OUC's DSM Plan sets forth the programs that OUC anticipated offering to achieve the numeric conservation goals established by the FPSC. The approved numeric conservation goals are summarized in Section 2.0 of this report.

### *1.2 OUC's Conservation and DSM Programs*

OUC has been increasingly emphasizing its DSM and conservation programs to increase customer awareness of such programs. Not only do these programs help customers save money by saving energy, the programs help OUC reduce emissions of greenhouse gases and better position OUC to meet possible future greenhouse gas regulations. It should be noted that government mandates have forced manufacturers to increase their efficiency standards, thereby decreasing the incremental amount of energy savings achievable. In addition, the efficiency of new generation has increased. These appliance and generating unit efficiency improvements have mitigated to some degree the effectiveness of DSM and conservation programs, as the incremental benefit of such programs is partially offset by overall efficiency increases in the marketplace as a whole.

The following two sections of this report provide more specific details concerning the DSM and conservation programs offered by OUC in calendar year 2013, (Section 2.0), and present the participation levels and associated numeric savings for each of OUC's quantifiable conservation programs which were offered in 2013 (Section 3.0) and were consistent with OUC's submitted DSM Plan. The quantifiable DSM Plan's conservation programs offered to OUC's customers in 2013 included the following:

- Residential Energy Survey Program (Walk-Through, DVD, and Online)
- Residential Duct Repair Rebate Program

- Residential Ceiling Insulation Rebate Program
- Residential Window Film/Solar Screen Rebate Program
- Residential High Performance Window Rebate Program
- Residential Caulking and Weather Stripping Rebate Program
- Residential Wall Insulation Rebate Program
- Residential Cool/Reflective Roof Rebate Program
- Residential Heat Pump Rebate Program
- Residential Efficiency Delivered Program
- Residential Billed Solution Insulation Program
- Residential New Home Rebate Program
- Residential Compact Fluorescent Lighting Program
- Residential AC Proper Sizing with R-30 Attic Insulation Rebate Program
- Commercial Energy Audit Program
- Commercial Indoor Lighting Retrofit Billed Solution Program
- Commercial Indoor Lighting Retrofit Rebate Program
- Commercial Heat Pump Rebate Program
- Commercial Duct Repair Rebate Program
- Commercial Window Film/Solar Screen Program
- Commercial Ceiling Insulation Program
- Commercial Cool/Reflective Roof Program<sup>1</sup>

During calendar year 2013, OUC continued to offer the following measures that have not been quantified, but aid OUC's customers in reliability, energy conservation, and education:

- Residential Energy Conservation Rate Structure
- Commercial OUCconsumption Online
- Commercial OUCconvenient Lighting
- OUCooling
- Small Business Efficiency Pilot
- Residential Floor Insulation
- Energy Star Washing Machine
- Solar Water Heating

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<sup>1</sup> As stated in OUC's DSM Plan, the annual energy and demand reductions associated with the Commercial Cool/Reflective Roof Program were not included in OUC's projected energy and demand reductions. In order to be consistent with the DSM Plan, this Conservation Report includes information on the Commercial Cool/Reflective Roof Program, but does not include the energy and peak demand reductions realized when summarizing total energy and demand reductions.

- Heat Pump Water Heating
- Commercial Custom Incentive Program
- Community Solar Farm

### ***1.3 OUC's Renewable Energy and Sustainability Initiatives and Community Involvement***

The remainder of this section discusses OUC's recent renewable energy and sustainability initiatives, as well as OUC's recent activities in the community.

#### ***1.3.1 OUC Renewable Energy – Solar***

In addition to continuing to promote DSM and conservation, OUC is actively working to promote customer awareness of opportunities to increase the role of renewable energy. One such initiative is OUC's Green Pricing Program. Participation in this program helps add renewable energy to OUC's generation portfolio, improves regional air and water quality, and assists OUC in developing additional renewable energy resources. Program participants may pay an additional \$5.00 on their monthly utility bills for each 200 kWh block blend of local bio-energy (75 percent), local solar energy (20 percent) and purchased wind power (5 percent); or \$10.00 for each 200 kWh block of 100 percent solar energy. There is no limit to the number of 200 kWh blocks that a participant may acquire to support funding of additional renewable energy to OUC's portfolio. Participation helps OUC develop cleaner alternative energy resources, such as solar, wind, and biomass. The annual per customer participation of 2,400 kWh is equivalent to the environmental benefit of planting 3 acres of forest, taking three cars off the road, preventing the use of 27 barrels of oil, or bicycling more than 30,575 miles instead of driving.

Further examples of OUC's commitment to renewable energy are OUC's environmentally friendly solar programs, which are available to both residential and commercial customers. These programs include the Solar Photovoltaic (PV) Net Metering Program and the Solar PV Credit Program, and the Solar Thermal program, which generates heat for domestic water heating systems. Participating customers in the PV Credit program can install a solar PV system on their homes or business and sign an agreement allowing OUC to retain the rights to the environmental benefits or attributes. For the Net Metering Program, participating customers receive a monthly production credit on their utility bills for energy produced in excess of what the home or business can use. Any excess electricity generated and delivered by the solar PV systems back to OUC's electric grid is credited at the customer's retail electric rate. Customers participating in the Solar PV Credit program receive a monthly credit of \$0.05 for each kWh produced from their system. Commercial Solar Thermal Program participants receive a monthly credit of \$0.03 for each kWh equivalent produced by their solar hot water system. Customers participating in the Residential Solar Thermal Program receive a rebate of up to \$1,000 for installing a solar hot water system. Residential customers may also benefit from OUC's

partnership with the Orlando Federal Credit Union to provide low interest loan options for solar thermal and PV installations, helping to keep the net monthly cost low, all of which can be included on the OUC bill. Additional federal tax credits may also be available to help minimize costs. To date, a total of 557 customers participate in OUC's solar incentive programs adding 10.9 MW of distributed capacity to OUC's energy portfolio.

To further facilitate development of solar energy, OUC supported Orange County in its efforts to obtain a \$2.5 million grant from the Florida Department of Environmental Protection to install a 1 MW solar array on the Orange County Convention Center. The project "went live" in May 2009 and is currently producing clean, green power. In 2008, Orlando was designated a "Solar American City" by the U.S. Department of Energy (DOE). The ongoing partnership between OUC, City of Orlando and Orange County received \$450,000 in funding and technical expertise to help develop solar projects in OUC's service area that can be replicated across the country.

In September 2009, OUC and clean energy company Petra Solar teamed up to launch the first utility pole-mounted solar photovoltaic system in Florida. Ten of Petra Solar's SunWave™ intelligent photovoltaic solar systems have been installed on OUC utility poles along Curry Ford Road. Together the panels can generate up to 2 KW, about enough to power a small home. The innovative solar panel demonstration project is expected to help enhance the Smart Grid capabilities and reliability of the electric distribution grid. Petra Solar worked in collaboration with the University of Central Florida in developing the pole-mounted approach to clean energy generation. The SunWave systems not only turn street light and utility poles into solar generators, they also communicate with the electric grid and can offer smart grid capabilities. The systems can improve grid reliability through real-time communications between solar generators in the field and the utility control center. In addition, the systems enhance electric distribution grid reliability through a host of capabilities such as voltage and frequency monitoring and reactive power compensation.

During 2010, OUC invested \$100,000 in an educational partnership with the Orlando Science Center to build a 31.5 kW PV array atop the Science Center's observatory. The system provides about 42,660 kWh of electricity per year, or enough power to serve about four homes. The PV installation not only provides green power to the Science Center but also an educational experience on the science of solar energy for the thousands of children who visit the center each year.

OUC has added solar to its fleet of natural gas, coal, and landfill gas generation already on site at Stanton Energy Center. Duke Energy owns and maintains the Stanton Solar Farm, which produces about 6 MW, or enough power for about 600 homes. Brought on-line in late 2011, the Stanton Solar Farm consists of more than 25,000 modules featuring solar panels with a patented single-axis tracking system design that can withstand Category 4 hurricane winds while



increasing electricity output by 30 percent. OUC plans to purchase the output of this installation, which is the first solar farm in Orange County, for 20 years.

In 2013 OUC built the first Community Solar Farm in Central Florida. This innovative project allowed customers to “buy a piece of the sun” and receive the benefits of solar without having to install it on their own roof. The 400 KW system sold out in six days and had a total of 39 customers sign up.

### ***1.3.2 OUC Renewable Energy – Landfill Gas(LFG)***

The gas produced by the biological breakdown of organic matter in landfill is known as methane or landfill gas. It is created by the decomposition of wet organic waste under anaerobic, or oxygen-less, conditions in a landfill. This gas is considered a renewable energy source because the anaerobic digestion process continues as waste materials are constantly added to the landfill. In partnership with Orange County, OUC captures methane gas emissions from county landfill cells, and pipes it to the Stanton Energy center where it is co-fired with coal. In addition to helping to reduce greenhouse gas emissions, this project has the potential to displace more than 3 percent of the coal burned at the Stanton Energy Center. It will be capable of producing in excess of 100,000 MWh of reduced-emissions power and up to a total of 27 MW by 2018.

OUC has signed a 20-year renewable energy purchase power agreement for approximately 16,000 MWh of energy generated from landfill gas in Port Charlotte, and a 20-year renewable energy purchase power agreement for approximately 39,000 MWh of energy generated from landfill gas (the Shaw project).

### ***1.3.3 OUC Carbon Reduction***

With more than 775 vehicles – ranging from plug-in hybrids to bucket trucks – OUC’s fleet logs more than 4.7 million miles annually. OUC reduces their carbon footprint by using alternative fuels, purchasing more hybrids and recycling automotive products to help our environment. As part of an overall plan to reduce emissions in fleet, OUC uses “B20” – a blend of 80 percent petroleum diesel and 20 percent biodiesel – a clean-burning alternative fuel made from new or used vegetable oils and animal fats, including recycled cooking grease. Compared to petroleum diesel, biodiesel produces lower emissions, so it is better for the environment. B20 has been integrated seamlessly into the fueling system without any changes to vehicles or fuel storage and distribution equipment. Since 2006, nearly 829,331 gallons of B20 have been purchased, and the reduction in diesel fuel has reduced OUC’s carbon footprint by 2,111 metric tonnes of CO<sub>2</sub>e (carbon dioxide equivalent). OUC uses biodiesel at the Pershing Fleet Center and the Gardenia site.

Embracing fuel-efficient technology as a commitment to green initiatives, OUC was the first municipal utility in Florida to acquire a plug-in hybrid that gets up to 99 miles per gallon. In

addition to the three plug-ins, OUC has 21 other traditional hybrids in the fleet. OUC also moved forward with an agreement to develop the charging infrastructure, test, and lease 6 all-electric vehicles with a 100 mile range (the Nissan “Leaf”), and has also leased two Chevy Volts, which can run on gasoline or electricity.

OUC now has five hybrid bucket trucks and one auxiliary battery system to operate the aerial tower hydraulics. Bucket trucks are a promising application for hybrid technology since much of the vehicle’s work is done when stationary. The hybrid diesel-electric system allows the main engine to be turned off while crews operate entirely off the battery.

OUC’s Fleet Division has incorporated a number of eco-conscious policies, including the use of earth-friendly products and special care taken to dispose contaminated fuels according to environmental standards. Tires, batteries and oil filters are recycled through vendors, while freon, antifreeze and motor oil are handled on site. OUC also has a vehicle idling policy that requires the engine to be turned off after five minutes. Diesel engines use about one gallon of fuel per hour when idling, so this policy saves about \$4 per hour per vehicle.

As part of OUC’s commitment to alternative fuels and efficient transportation, three of the nine electric-vehicle charging stations at Reliable Plaza are powered by the sun. Located in the parking garage, the 16-panel solar array provides a total of 2.8 kW of power to charge the vehicles. At night or on a cloudy day when the sun is not shining, the power is drawn from Reliable Plaza. When the sun is shining but no car is charging, the power is fed back into the building. OUC can access a special website to track real time info and total system usage for its charging stations. A full charge takes about four hours for a Nissan Leaf. Users have a key fob for the charging station and supply their own power cord. Plug-in drivers can go to [mychargepoint.net](http://mychargepoint.net) to locate available charging stations nationwide. Users register with Chargepoint to set up an account that links to their credit card. The power is billed by Nova Charge.

To help prepare Central Florida to support plug-ins, OUC partnered with the City of Orlando, Orange County, and others as part of a national non-profit initiative called Project Get Ready. OUC and the City of Orlando also hosted the national kickoff of the U.S. Department of Energy ChargePoint America Grant, which has provided nearly 300 public charging stations to Central Florida; 135 of these stations are located in OUC’s service territory. OUC is developing an electric vehicle infrastructure solution for Greater Orlando, and as part of this effort is offering businesses the opportunity to participate by allocating space for charging stations. Participating businesses were given the option of owning the equipment or hosting the equipment. Customers that choose to own the equipment were reimbursed for installation costs. Customers that opted to host the equipment had no out of pocket expense. OUC installs, owns, and operates the equipment at hosted sites. OUC offers a rebate of \$1,000 to commercial customers who install additional charging stations within its service territory.

### ***1.3.4 OUC Energy Efficiency and Sustainability***

OUC's commitment to efficiency and sustainability is further demonstrated by Reliable Plaza, OUC's energy and water efficient center in south downtown that opened in 2008 and replaced OUC's 40-year-old Administration Building on South Orange Avenue. Reliable Plaza earned Gold Leadership in Energy and Environmental Design (LEED) certification in 2009, officially cementing the 10-story administration and customer service center as the "Greenest Building in downtown Orlando." The non-profit U.S. Green Building Council awarded the Gold level certification after completing a review of the building's design and construction. Reliable Plaza also holds a Florida Water Star certification, a voluntary program for new and existing construction that encourages water efficiency in appliances plumbing fixtures, irrigation systems and landscapes. Reliable Plaza showcases a number of environmentally friendly features designed to use 28 percent less energy and 40 percent less water than a similarly sized facility. One of the more innovative offerings at Reliable Plaza is the interactive conservation education center. With a live link to the building's conservation systems, the center's touch screen gives customers real time data on how Reliable Plaza uses – and saves – energy and water. The center provides information on green building ideas and conservation tips customers can use at home.

### ***1.3.5 OUC's Green Team***

With the philosophy that changing an organization's culture requires both corporate and individual accountability, OUC has established the Green Team – a dedicated group of employee volunteers who are working to implement practical, sustainable operations in their respective work areas.

In addition to setting benchmarks and establishing metrics, the Green Team identifies ways to improve energy and water efficiency in OUC buildings, reduce waste, use product inventories more efficiently, lower emissions from operations, and create a healthier, happier environment for employees and customers.

With the Gold LEED-certified Reliable Plaza setting the standard, other OUC facilities have followed suit, implementing a number of environmental efforts, including:

- Retrofitting and upgrading light bulbs and ballasts
- Installing light sensors
- Turning up thermostats
- Cutting back on landscape and exterior building lighting
- Purchasing Energy Star-rated appliances when replacements are needed
- Using environmentally friendly cleaning products
- Upgrading HVAC systems
- Installing rain sensors on irrigation systems

- Cutting grass less frequently at water plants, substations and areas not highly visible to the public

Going forward, OUC is planning a number of new green initiatives. OUC currently has single stream recycling at all of its facilities and also recycles industrial materials such as wood pallets, utility meters, wire reels and copper. It has also developed internal policies such as electronic document storage, online document review, double-sided printing and specifies the use of recycled paper and office products whenever practicable. In the coming months, OUC will be focused on reducing its energy and water usage with efficiency upgrades at its Pershing and Gardenia facilities.

### *1.3.6 OUC Community Activities*

OUC participated in more than 100 community events, including the Ride for Ronald, to promote new programs, services and payment options, as well as conservation and safety tips. The events ranged from an Earth Day celebration at Lake Eola and Fourth of July festivities in St. Cloud to the 16th Annual National Solar Tour and the Hispanic Business and Consumer Expo.

In addition, employees volunteered more than 7,700 hours and gave more than \$160,900 to non-profits organizations through our annual giving campaign, OUCares. Since 1994, OUC's Project Care fund has helped more than 18,000 households and provided nearly \$3 million in utility assistance. The annual OUC Charity Golf Tournament raised \$35,000 for local non-profits.

In 2013, Conservation specialists conducted presentations, provided face-to face consultations, scheduled audits, and disseminated information on conservation programs. Below is a list of events OUC has participated in:

- Rollins College Renewable Incentives and EE for your Business Presentation
- City of Orlando Mayor's Neighborhood & Community Summit Event
- St. Cloud Life Expo
- Azalea Park HOA Presentation
- St. Cloud Spring Fling Event
- Valencia College Earth Day Event
- 2013 Hispanic Business Expo
- Lake Eola Earth Day
- OUC Service Center Earth Day Event
- Orlando Health Earth Day Event
- CNL Green Earth Day Fair
- City of Orlando National Night Out Event
- Orlando Housing Authority Community Energy Workshop

- St. James Cathedral School Earth Day Presentation
- Black Men’s Health Summit & Wellness Expo
- Central Florida Hotel & Lodging HEAT Tradeshow
- Orlando Home & Garden Show
- Orange County Environmental Education Expo

Specific examples of community activities in which OUC was involved during 2013 are outlined below.

**1.3.6.1 Lowe’s Utility Partnership.** OUC partnered with Lowe’s in an effort to increase awareness of energy and water efficiency for our customers. We co-developed signage that sits in front of qualifying products in the retail stores in OUC’s service territory. Specific messaging was put together to print on the Lowe’s purchase receipts (only in stores within the OUC service territory) for qualifying products sold in their stores. The message suggests, if you are an OUC customer you may qualify for a rebate and then directs them to visit [www.ouc.com/rebates](http://www.ouc.com/rebates) for more details.

**1.3.6.2 Water Color Project.** For the seventh year in a row, OUC hosted the Water Color Project, a conservation-themed art program that encourages students to showcase the importance of saving water through their artwork. More than 2,700 students from 29 schools competed to have their artwork featured in an annual calendar, while middle and high school students decorate rain barrels that become a traveling exhibit that is displayed throughout the community.

**1.3.6.3 Project AWESOME.** OUC and the Orlando Science Center delivered energy and water conservation workshops to fifth grade classrooms throughout OUC’s service territory via Project AWESOME (Alternative Water & Energy Supply; Observation, Methods & Education). It was the fourth year of the educational program that promotes both water and energy conservation through a hands-on curriculum using content approved by OUC and meeting Sunshine State Standards. Projects included allowing students to make an aquifer, build a solar-powered car, and test low flow showerheads and compact fluorescent light bulbs (CFLs) against traditional fixtures as part of an electric and water conservation and alternative sources educational program. Project A.W.E.S.O.M.E., which launched in 2009, delivers two 90-minute classroom workshops—energy in the fall and water in the spring—to students in support of their Science FCAT preparation. A total of 368 classes with 7,300 students went through the curriculum.

### ***1.3.7 Customer Education Initiatives***

From providing better online access to their consumption history to designing convenient and effective conservation programs, OUC is arming customers with the information and tools they need to optimize the efficiency of their homes and businesses. While the tools and technologies we use might have changed, OUC’s commitment to conservation has not.

**1.3.7.1 Preferred Contractor Network.** OUC’s revamped its Preferred Contractor Network (PCN) in order to take the hassle out of home improvement by eliminating the guesswork and the paperwork. With the PCN, customers seeking to improve the efficiency of their home don’t have to worry about finding a qualified contractor or submitting rebate forms and receipts. Instead they simply select an OUC-approved contractor who completes the work and provides the qualifying rebate at the point of sale. Customers can start saving energy, water and money right away. For the contractors who earn OUC’s stamp of approval, they benefit by growing their business and promoting OUC’s rebates.

**1.3.7.2 Mobile Site.** OUC continued to offer a mobile version of its website for handheld devices. The mobile site lets customers interact with OUC on the go. They can pay their bill, check their account, find a rebate or get conservation tips right from their cell phone. Customers have the same online access to OUC.com but in an easy-to-use mobile format.

**1.3.7.3 Home Energy Reports Program.** The Home Energy Reports Program, OUC’s largest conservation effort to date serving 78,000 customers, encourages customers to conserve by comparing their consumption to their efficient neighbors. Participants receive regular emails or printed reports showing how they rank along with tips and suggestions on how they can improve. To administer the Home Energy Reports, OUC is working with Opower, a software company that helps utilities meet their efficiency goals through effective customer engagement.

**1.3.7.4 Energy & Water Conservation DVD.** OUC continued to offer a conservation video in an interactive DVD format in English or Spanish that walks customers through a “do-it-yourself” energy and water audit for their home that can help lower their utility bill. It is also available online at <http://www.ouc.com/waystosave>.

**1.3.7.5 Media Overview.** To reach the desired audience, OUC implemented a comprehensive media campaign that utilized print, online, television, radio, outdoor media and community partnerships. By diversifying their media, OUC is able to reach a broader range of customers and reinforce their commitment to showing customers how to reduce their energy and water use and ultimately their utility bills. See Appendix A for samples of marketing efforts.

**1.3.7.6 Orlando Magic Partnership.** After assisting with the energy and water efficiency features in the design phase of the Orlando Magic’s new LEED certified home, OUC has continued its green partnership with the Orlando Magic since the Amway Center opened in October 2010:

- The promotion of the facility’s LEED certification and its energy and water efficiency features
- Sponsorship of the NBA Green Week (April 2013)
- An interactive educational booth at home game Fan Fest events
- A public information campaign on [www.orlandomagic.com](http://www.orlandomagic.com).

With this partnership, OUC reaches many of its customers who attend Magic games or follow them on TV. In addition to the approximately 7,000 season ticket holders who reside in the OUC service territory, 87 corporations hold suites, loge boxes or legends suites at the arena. These include many large and mid-size commercial businesses that can benefit from OUC's commercial products and services.

**1.3.7.7 Connections.** Connections is a monthly newsletter sent to all OUC customers whether they receive a paper statement or e-bill. The Connections newsletters also are posted on <http://www.OUC.com> and feature information on OUC's programs, events and energy and water saving tips. A sample Connections newsletter is included in Appendix A of this report.

**1.3.7.8 Social Media.** Facebook and Twitter allow OUC to spotlight special events and programs in the community and provide a conservation tip of the day, consisting of 365 daily tips on how to save energy, water and money. OUC also utilizes OUC TV via YouTube to promote conservation and renewable initiatives.

## 2.0 Conservation Goals and Demand-Side Management Plan

### 2.1 Approved Numeric Conservation Goals

The FPSC-established annual goals for both annual peak demand and energy reductions are presented in Table 2-1.

<b>Table 2-1 OUC Approved Numeric Conservation Goals</b>						
<b>Year</b>	<b>Residential Reduction</b>			<b>Commercial/Industrial Reduction</b>		
	<b>Summer MW</b>	<b>Winter MW</b>	<b>GWh</b>	<b>Summer MW</b>	<b>Winter MW</b>	<b>GWh</b>
<b>2010</b>	0.50	0.2	1.8	0.7	0.7	1.8
<b>2011</b>	0.50	0.2	1.8	0.7	0.7	1.8
<b>2012</b>	0.50	0.2	1.8	0.7	0.7	1.8
<b>2013</b>	0.50	0.2	1.8	0.7	0.7	1.8
<b>2014</b>	0.50	0.2	1.8	0.7	0.7	1.8
<b>2015</b>	0.50	0.2	1.8	0.7	0.7	1.8
<b>2016</b>	0.50	0.2	1.8	0.7	0.7	1.8
<b>2017</b>	0.50	0.2	1.8	0.7	0.7	1.8
<b>2018</b>	0.50	0.2	1.8	0.7	0.7	1.8
<b>2019</b>	0.50	0.2	1.8	0.7	0.7	1.8
<b>Total</b>	5.00	2.0	18.0	7.0	7.0	18.0

### 2.2 OUC Demand-Side Management Programs

As shown in Table 2-1, the FPSC has established residential and commercial/industrial conservation goals for OUC for the 2010 through 2019 period. In response to this requirement, OUC offered various programs during calendar year 2013 including programs that result in demand and/or energy reductions that were quantifiable, as well as programs that were not quantifiable but aided OUC’s customers in reliability, energy conservation, and education. Each of these programs is described further in the remainder of this section.

#### 2.2.1 Quantifiable Conservation Programs

**2.2.1.1 Residential Energy Survey Program.** OUC has been offering home energy surveys dating back to the late 1970’s. The home energy walk-through surveys were designed to provide residential customers with recommended energy efficiency measures and practices customers can implement. The Residential Energy Survey Program consists of three measures:



the Residential Energy Walk-Through Survey, the Residential Energy Survey DVD, and an interactive Online Energy Survey. These measures are available to both single family and multi-family residential customers.

The Residential Energy Walk-Through Survey includes a complete examination of the attic; heating, ventilation, and air conditioning (HVAC) system; air duct and air returns; window caulking; weather stripping around doors; faucets and toilets; and lawn sprinkler systems. OUC provides participating customers specific tips on conserving electricity and water as well as details on customer rebate programs. OUC Conservation Specialists are using this walk-through type audit as a means of motivating OUC customers to participate in other conservation programs and qualify for appropriate rebates.

A Residential Energy Survey Video was first offered in 2000 by OUC and is now available to OUC customers in an interactive DVD format. The DVD is free and is distributed in English and Spanish to OUC customers by request. The DVD was developed to further assist OUC customers in surveying their homes for potential energy saving opportunities. The DVD walks the customer through a complete visual assessment of energy and water efficiency in his or her home. A checklist brochure to guide the customer through the audit accompanies the DVD. The DVD has several benefits over the walk-through survey, including the convenience of viewing the DVD at any time without a scheduled appointment and the ability to watch the DVD numerous times. In addition to the Energy Walk-Through and the DVD Surveys, OUC offers customers an interactive Online Home Energy Audit. The interactive Online Home Energy Audit is available on OUC's web sites, <http://www.OUC.com> and <http://www.ReliantlyGreen.com>.

One of the primary benefits of the Residential Energy Survey Program is the education it provides to customers on energy conservation measures and ways their lifestyle can directly affect their energy use. Customers participating in the Energy Survey Program are informed about conservation measures that they can implement. Customers will benefit from the increased efficiency in their homes, and decreased electric and water bills.

Participation in the Walk-Through Energy Survey has been consistently strong over the past several years and interest in the Energy Survey DVD, as well as the interactive Online Home Energy Audit, has been high since the measures were first introduced. Feedback from customers who have taken advantage of the surveys has been very positive.

OUC customers can participate in this program by requesting an appointment for a Walk-Through Energy Survey by calling the OUC Customer Service Call Center or requesting an Energy Survey DVD. OUC customers can also use the Online Home Energy Audit at their convenience by visiting OUC's websites. Participation is tracked through service orders that are produced when appointments are scheduled and completed or the DVD is mailed. Online Surveys are tracked through the service provider (Apogee), who produces monthly activity reports.

**2.2.1.2 Residential Duct Repair Rebate Program.** The Duct Repair Rebate Program originated in 2000 and is designed to encourage customers to repair leaking ducts on existing systems. Qualifying customers must have an existing central air conditioning system of 5.5 tons or less and ducts must be sealed with mastic and fabric tape or Underwriters Laboratory (UL) approved duct tape. Participating customers receive a rebate for 100 percent of the cost of duct repairs on their homes, up to \$160.

Customers can participate by submitting a rebate application form available through OUC's Customer Service Centers or on line at <http://www.OUC.com> or <http://www.ReliantlyGreen.com>. Proofs of purchase or receipts are required to be attached to the application and repairs can be performed by a contractor or the customer. Participation is tracked based on the number of rebates processed. Typically these rebates are credited on the customer's bill, or a check can be processed and sent to the property owner who may have paid for the improvement.

**2.2.1.3 Residential Ceiling Insulation Rebate Program.** The attic is the easiest place to add insulation and lower total energy costs throughout the seasons. The ceiling insulation rebate program has been offered for several years and is designed to encourage customers to upgrade their attic insulation. Participating customers receive \$0.05 per square foot for upgrading their attic insulation up to R-30. If the customer arranges an OUC pre-inspection and it is verified the existing insulation is R-11 or less, OUC will pay a rebate of \$0.14 per square foot.

Customers can participate by submitting a rebate application form available through OUC's Customer Service Centers or on line at <http://www.OUC.com> and <http://www.ReliantlyGreen.com>. Proofs of purchase or receipts are required to be attached to the application and repairs can be performed by a contractor or the customer. Participation is tracked based on the number of rebates processed. Typically these rebates are credited on the customer's bill, or a check can be processed and sent to the property owner who may have paid for the improvement.

**2.2.1.4 Residential Window Film/Solar Screen Rebate Program.** Installing solar window film on pre-existing homes can help reflect the heat during hot summer days and help the efficiency of home cooling units. The window film/solar screen rebate program has been offered for several years and is designed to encourage customers to install solar shading on their windows. Participating customers will receive a rebate in the amount of \$1 per square foot for installation of solar shading film with a shading coefficient of 0.5 or less on east-, west-, and south-facing windows.

Customers can participate by submitting a rebate application form available through OUC's Customer Service Centers or on line at <http://www.OUC.com> or <http://www.ReliantlyGreen.com>. Proofs of purchase or receipts are required to be attached to the application and repairs can be performed by a contractor or the customer. Participation is

tracked based on the number of rebates processed. Typically these rebates are credited on the customer's bill, or a check can be processed and sent to the property owner who may have paid for the improvement.

**2.2.1.5 Residential High Performance Window Rebate Program.** Energy-efficient windows can help minimize heating, cooling, and lighting costs. The high performance windows rebate program has been offered for several years and is designed to encourage customers to install windows that improve energy efficiency in their homes. Customers will receive a \$2 rebate per square foot for the purchase of ENERGY STAR® rated energy efficient windows.

Customers can participate by submitting a rebate application form available through OUC's Customer Service Centers or on line at <http://www.OUC.com> or <http://www.ReliantlyGreen.com>. Proofs of purchase or receipts are required to be attached to the application and repairs can be performed by a contractor or the customer. Participation is tracked based on the number of rebates processed. Typically these rebates are credited on the customer's bill, or a check can be processed and sent to the property owner who may have paid for the improvement.

**2.2.1.6 Residential Caulking and Weather Stripping Rebate Program.** OUC discontinued this program due to minimal participation, low savings achievement and higher administrative cost compared to other programs that achieved energy savings more cost effectively for the greater body of OUC ratepayers.

**2.2.1.7 Residential Wall Insulation Rebate Program.** Air leakage and improperly installed insulation can waste 20 percent or more of the energy used to heat and cool a house. The wall insulation rebate program is designed to encourage customers to insulate the walls of their homes. Customers will receive a rebate of \$0.66 per square foot of insulation added, with the requirement that the initial insulation R-value must be increased by a minimum of R-10.

Customers can participate by submitting a rebate application form available through OUC's Customer Service Centers or on line at <http://www.OUC.com> or <http://www.ReliantlyGreen.com>. Proofs of purchase or receipts are required to be attached to the application and repairs can be performed by a contractor or the customer. Participation is tracked based on the number of rebates processed. Typically these rebates are credited on the customer's bill, or a check can be processed and sent to the property owner who may have paid for the improvement.

**2.2.1.8 Residential Cool/Reflective Roof Rebate Program.** A cool/reflective roof reflects the sun's rays to help lower roof surface temperature and increase roof life. It helps lower energy bills during the summer by preventing heat absorption. The cool/reflective roof rebate program, which has been offered in the past couple of years, is designed to encourage customers to install new roofing to help insulate their homes. Customers will receive a rebate of

\$0.14 per square foot for ENERGY STAR® cool/reflective roofing that has an initial solar reflectance greater than or equal to 0.70.

Customers can participate by submitting a rebate application form available through OUC’s Customer Service Centers or on line at <http://www.OUC.com> or <http://www.ReliantlyGreen.com>. Proofs of purchase or receipts are required to be attached to the application and repairs can be performed by a contractor or the customer. Participation is tracked based on the number of rebates processed. Typically these rebates are credited on the customer’s bill, or a check can be processed and sent to property owner who may have paid for the improvement.

**2.2.1.9 Residential Heat Pump Rebate Program.** The residential heat pump rebate program provides rebates to qualifying customers in existing homes who install heat pumps having a seasonal energy efficiency ratio (SEER) of 14.0 or higher. Customers will obtain a rebate in the form of a credit on their bill ranging from \$20 to \$1,275, depending upon the SEER rating and capacity (tons) of the new heat pump. The following table illustrates the incentives available depending on the size and efficiency of the Heat Pump installed.

		Heat Pump SEER				
		14	15	16	17	18
Heat Pump Size (Tons)	1	\$ 20	\$ 80	\$ 130	\$ 175	\$ 215
	1 1/2	55	145	220	290	350
	2	90	205	310	400	480
	2 1/2	120	270	400	515	615
	3	155	335	490	625	745
	3 1/2	190	395	580	735	880
	4	225	460	670	850	1,010
	4 1/2	260	525	755	960	1,145
	5	295	590	845	1,075	1,275

Customers can participate by submitting a rebate application form available through OUC’s Customer Service Centers or on line at <http://www.OUC.com> or <http://www.ReliantlyGreen.com>. Proofs of purchase or receipts are required to be attached to the application, and work must be performed by a contractor. Participation is tracked based on the number of rebates processed. Typically these rebates are credited on the customer’s bill or a check can be processed and sent to the property owner who may have paid for the improvement.

**2.2.1.10 Residential Efficiency Delivered Program.** What was once referred to as the home energy fix-up program has now been revamped and expanded to allow for any OUC customer both Energy and Water to participate and renamed as the Efficiency Delivered program. The program is available to residential customers (single family homes) and provides up to \$2,000 of energy and water efficiency upgrades based on the needs of the customer’s

home. A Conservation Specialist from OUC performs a survey at the home and determines which home improvements have the potential of saving the customer the most money. The program is an income based program which is the basis for how much OUC will help contribute toward the cost of improvements and consists of three household income tiers: 1) \$40,000 or less OUC will contribute 85 percent of the total cost, 2) \$40,001 to \$60,000 OUC will contribute 50 percent of the total cost, and 3) greater than \$60,000 OUC will contribute the rebate incentives that apply toward the total cost. Each customer must request and complete a free Residential Energy Survey. Ordinarily, Energy Survey recommendations require a customer to spend money replacing or adding energy conservation measures: however, customers may not have the discretionary income to implement these measures especially those in the lower income tier. Under this program, OUC will arrange for a licensed, approved contractor to perform the necessary repairs based on a negotiated and contracted rate. The remaining portion of the cost the customer is responsible for, can be paid directly to OUC or over an interest-free 12-month period on the participant's monthly electric bill. To be eligible for this program, the customer's account must be in good credit standing with the exception of our low-income customers who are only required to have a current balance. Some of the improvements covered under this program include ceiling insulation, duct system repair, pipe insulation, window film, window caulk, door caulk, door weather stripping, door sweep, threshold plate, air filter replacement, toilet replacement, irrigation repairs, water flow restrictors and minor plumbing repairs.

The purpose of the program is to reduce the energy and water costs especially for low-income households, particularly those households with elderly persons, disabled persons and children. Through this program, OUC helps to lower the bills of customers who may have difficulty paying their bills, thereby decreasing the potential for costly service disconnect fees and late charges. OUC believes that this program will help customers afford other essential living expenses. For others, this program offers a one-stop-shop to facilitate the implementation of a whole suite of conservation measures at reasonable costs and pre-screened qualified contractors.

Efficiency Delivered contractor(s) are selected through a Request For Proposal (RFP) process on a routine basis. Eligible customers are referred to the participating contractor after the OUC Conservation Specialist inspection is complete. The Efficiency Delivered contractor then inspects the home and creates a proposal to install eligible measures. Once the customer accepts the proposal and signs the agreement the contractor calls the customer and schedules the work. Typically the work is completed within 45 days. Upon receipt of notice of completion and customer acceptance, payment to the contractor is processed and the customer's share of the conservation improvements is billed. Participation is tracked based on completed installations.

**2.2.1.11 Residential Billed Solution Insulation Program.** The billed solution insulation program was merged into the newly expanded Efficiency Delivered program in 2011

as described above. OUC is still providing interest free financing over 12 months through the OUC bill for any remaining costs that exist not covered by OUC’s incentives, up to \$2,000.

**2.2.1.12 Residential New Home Rebate Program.** Previously named The Residential Gold Ring Home Program has been transformed into a more flexible “a la carte” program offering a variety of choices for the Builder or Home buyer. This transformation was based on feedback OUC received from the residential building community in order to increase the level of participation in OUC’s program. The chart below reflects an example of the incentives available.

Rebate	Rate of Rebate	Square Footage	Total
Cool/Reflective Roof	\$0.04 per sq. ft	2,000	\$80
Block Wall Insulation	\$0.16 per sq. ft	1,100	\$176
Ceiling Insulation Upgrade to R-38	\$0.04 per sq. ft	2,000	\$80
Heat Pump	up to \$1,275	2,000	*\$460
Energy Star® Washing Machine	\$100	N/A	\$100
Energy Star® Heat Pump Water Heater	\$650	N/A	\$650
Solar Water Heater	\$1000	N/A	\$1,000

\*Based on a typical HVAC Heat Pump size for a 2000 square foot home of 4 tons with a 15 SEER efficiency. Refer to Heat Pump rebate chart for other details.

Due to the downturn in homebuilding in the past few years the demand for this program has significantly diminished.

**2.2.1.13 Residential Compact Fluorescent Lighting Program.** OUC will give away at least one compact fluorescent lamp to customers who participate in OUC’s in-home energy audit program. OUC will encourage their installation in fixtures that they use the most or at least operate four hours per day. This practice may be eliminated as incandescent lamps are curtailed from the market place due to legislation over the next few years. The loss of the energy savings will be made up through increases from other OUC programs.

**2.2.1.14 Residential AC Proper Sizing with R-30 Attic Insulation Program.** OUC offers this program to assist its customers in properly sizing their air conditioning (AC) units. The program combines proper sizing of AC systems along with installation of R-30 insulation. OUC will provide the customer with a \$40 rebate when provided with certified sizing documentation; the rebate increases to \$85 when combined with participation in another OUC program such as the Heat Pump, Block Wall Insulation, Ceiling Insulation Upgrade, Floor Insulation Upgrade, or Duct Repair/Replacement programs.

**2.2.1.15 Commercial Energy Audit Program.** The commercial/industrial energy audit program has been offered for several years and is focused on increasing the energy efficiency and energy conservation of commercial buildings and includes a free survey comprised of a physical walk-through inspection of the commercial facility performed by highly trained and experienced energy experts. The survey will examine heating and air conditioning systems including duct work, refrigeration equipment, lighting, water heating, motors, process equipment, and the thermal characteristics of the building including insulation. Following the inspection the customer receives a written report detailing cost-effective recommendations to make the facility more energy and water efficient. Participating customers are encouraged to participate in other OUC commercial programs and directly benefit from energy conservation, which decreases their electric and water bills.

OUC customers can participate by calling the OUC Customer Service Call Center and requesting an appointment for a Walk-Through Energy. Participation is tracked through service orders that are produced when appointments are scheduled and completed.

**2.2.1.16 Commercial Indoor Lighting Retrofit Program.** The indoor lighting retrofit program has been offered for several years and reduces energy consumption for the commercial customer through the replacement of older fluorescent and incandescent lighting with newer, more efficient lighting technologies. A special alliance between OUC and the lighting contractor enables OUC to offer the customer a discounted project cost. An additional feature of the program is a “cash-flow neutral billing solution” that allows the customer to pay for the retrofit through the monthly savings that the project generates. This removes the major participation barrier of lacking the upfront capital funding normally required to implement an impactful conservation measure. The project payment appears on the participating customer’s utility bill as a line-item and is typically offset by the energy savings. The Term is set to be equal to the pay-back period of the project. After the project has been completely paid for, the participating customer’s utility bill will decrease by the energy cost savings.

Lighting contractor(s) are selected through an RFP process. Eligible customers are referred to the lighting contractor typically after an energy survey or through other contacts generated by OUC’s Account Representatives. The Lighting contractor inspects the facility and creates a proposal to install eligible measures. Once the customer accepts the proposal and signs the payment agreement, the work is scheduled and completed. Upon receipt of notice of completion, customer acceptance and an OUC inspection, payment to the contractor is processed, and the customer is billed through their OUC bill based on the terms of the payment agreement. Participation is tracked based on completed installations.

As contemplated in OUC’s FPSC-approved DSM Plan, OUC has expanded its Indoor Lighting retrofit program by offering the option of receiving a \$150/kW rebate instead of the

billed solution mentioned above. This expansion provides more options to encourage participation.

**2.2.1.17 Commercial Heat Pump Rebate Program.** The commercial heat pump rebate program provides rebates to qualifying customers in existing buildings who install heat pumps having a seasonal energy efficiency ratio (SEER) of 14.0 or higher. Customers will obtain a rebate in the form of a credit on their bill ranging from \$20 to \$1,275, depending upon the SEER rating and capacity (tons) of the new heat pump. The following table illustrates the incentives available depending on the size and efficiency of the Heat Pump installed.

		Heat Pump SEER				
		14	15	16	17	18
Heat Pump Size (Tons)	1	\$ 20	\$ 80	\$ 130	\$ 175	\$ 215
	1 1/2	55	145	220	290	350
	2	90	205	310	400	480
	2 1/2	120	270	400	515	615
	3	155	335	490	625	745
	3 1/2	190	395	580	735	880
	4	225	460	670	850	1,010
	4 1/2	260	525	755	960	1,145
	5	295	590	845	1,075	1,275

Customers can participate by submitting a rebate application form available through OUC’s Customer Service Centers or on line at <http://www.OUC.com> or <http://www.ReliantlyGreen.com>. Proofs of purchase or receipts are required to be attached to the application and repairs can be performed by a contractor. Participation is tracked based on the number of rebates processed. Typically these rebates are credited on the customer’s bill, or a check can be processed and sent to the property owner who may have paid for the improvement.

**2.2.1.18 Commercial Duct Repair Rebate Program.** The duct repair rebate program started in 2009. OUC will rebate 100 percent of cost, up to \$160. Qualifying customers must have an existing central air conditioning system of 5.5 tons or less and ducts must be sealed with mastic and fabric tape or Underwriters Laboratory (UL) approved duct tape.

Customers can participate by submitting a rebate application form available through OUC’s Customer Service Centers or on line at <http://www.OUC.com> or <http://www.ReliantlyGreen.com>. Proofs of purchase or receipts are required to be attached to the application and repairs can be performed by a contractor. Participation is tracked based on the number of rebates processed. Typically these rebates are credited on the customer’s bill, or a check can be processed and sent to the property owner who may have paid for the improvement.

**2.2.1.19 Commercial Window Film/Solar Screen Rebate Program.** The window film/solar screen rebate program started in 2009 and is designed to help reflect the heat during



hot summer days and retain heat on cool winter days. OUC will rebate customers \$1 per square foot for window tinting and solar screening with a shading coefficient of 0.5 or less.

Customers can participate by submitting a rebate application form available through OUC's Customer Service Centers or on line at <http://www.OUC.com> or <http://www.ReliantlyGreen.com>. Proofs of purchase or receipts are required to be attached to the application and repairs can be performed by a contractor. Participation is tracked based on the number of rebates processed. Typically these rebates are credited on the customer's bill, or a check can be processed and sent to the property owner who may have paid for the improvement.

**2.2.1.20 Commercial Ceiling Insulation Rebate Program.** The ceiling insulation rebate program started in 2009 and was designed to increase a building's resistance to heat loss and gain. Participating customers receive \$0.05 per square foot, for upgrading their attic insulation up to R-30. If the customer arranges an OUC pre-inspection and it is verified the existing insulation is R-11 or less, OUC will pay a rebate of \$0.14 per square foot.

Customers can participate by submitting a rebate application form available through OUC's Customer Service Centers or on line at <http://www.OUC.com> or <http://www.ReliantlyGreen.com>. Proofs of purchase or receipts are required to be attached to the application and repairs can be performed by a contractor. Participation is tracked based on the number of rebates processed. Typically these rebates are credited on the customer's bill, or a check can be processed and sent to the property owner who may have paid for the improvement.

**2.2.1.21 Commercial Cool/Reflective Roof Rebate Program.** The cool/reflective roofs rebate program started in 2009 and was designed to reflect the sun's rays and lower roof surface temperature while increasing the lifespan of the roof. OUC will rebate customers at \$0.14 per square foot for ENERGY STAR® cool/reflective roofing that has an initial solar reflectance greater than or equal to 0.70.

Customers can participate by submitting a rebate application form available through OUC's Customer Service Centers or on line at <http://www.OUC.com> or <http://www.ReliantlyGreen.com>. Proofs of purchase or receipts are required to be attached to the application and repairs can be performed by a contractor. Participation is tracked based on the number of rebates processed. Typically these rebates are credited on the customer's bill, or a check can be processed and sent to the property owner who may have paid for the improvement.

### **2.2.2 Additional Conservation Measures**

The following measures are offered by OUC to its customers, resulting in energy savings and increased reliability. Although the measures were not included in OUC's DSM Plan, they are initiatives OUC's local board of Commissioners have elected to offer that provide additional benefits to OUC's customers.

**2.2.2.1 Residential Energy Conservation Rate Structure.** Beginning in October 2002, OUC modified its residential rate structure to a two-tiered block structure to encourage energy conservation. Residential customers using more than 1,000 kWh per month pay a higher rate for the additional energy usage. The purpose of this rate structure is to make OUC customers more energy-conscientious and to encourage conservation of energy resources.

**2.2.2.2 Commercial OUConsumption Online.** OUConsumption enables businesses to check their energy usage and demand from a desktop computer and manage their energy load. Customers are able to analyze the metered interval load data for multiple locations, compare energy usage among facilities, and measure the effectiveness of various energy efficiency efforts. The data can also be downloaded for further analysis. Participants must cover a one-time set-up fee of \$45, a \$45 monthly fee per meter, up to \$500 for a load profiling meter and the cost of additional infrastructure to provide connectivity to the meter.

**2.2.2.3 Commercial OUConvenient Lighting.** OUConvenient Lighting provides complete outdoor lighting services for commercial applications, including industrial parks, sports complexes, and residential developments. Each lighting package is customized for each participant, allowing the participant to choose among light fixtures and poles. OUC handles all of the upfront financial costs and maintenance. The participant then pays a low monthly fee for each fixture. OUC also retrofits existing fixtures to new light sources or higher output units, increasing efficiency as well as providing preventive and corrective maintenance. New interlocal agreements have allowed this OUConvenient Lighting to expand into neighboring communities like Clermont, Oviedo, and Brevard County.

**2.2.2.4 OUCooling.** Originally formed in 1997 as a partnership between OUC and Trigen-Cinergy Solutions, OUCooling helps to lower air conditioning-related electric charges and reduce capital and operating costs. During 2004, OUC bought Trigen-Cinergy's rights and is now the sole owner of OUCooling. OUCooling will fund, install, and maintain a central chiller plant for each business district participating in the program. The main benefits to the businesses are lower electric energy consumption, increased reliability, and the elimination of the environmental risks associated with the handling of chemicals. Other benefits for the businesses include avoided initial capital cost, lower maintenance costs, a smaller mechanical room (therefore more rental space), no insurance requirements, improved property resale value, and availability of maintenance personnel for other duties.

OUC currently has five chilled water districts: downtown Orlando, the Mall at Millenia, the Starwood Resort, Lake Nona, and the Orange County Convention Center including Lockheed Martin and neighboring hotels. OUC envisions building other chiller plants to serve commercial campuses, hotels, retail shopping centers, and tourist attractions. OUC recently added its fifth district at Lake Nona, with the potential to provide up to 50,000 tons of chilled water to the medical complexes and research facilities located in the area. At full build out, this central chilled water system may be one of the largest in the US. In addition, a 17.6 million gallon chilled water thermal storage tank serving the Orange County Convention Center among other facilities and hotels, is one of the largest in the world. The tank works in tandem with 18 water cooled chillers and feeds a chilled water loop that can handle more than 33,000 gallons of 37° F water per minute.

**2.2.2.5 Small Business Efficiency Program.** OUC's Small Business Efficiency Program shows small business owners how to reduce energy and water consumption and improve overall business operations. The pilot focuses on providing essential services to entrepreneurial and small businesses, which include how to write a business plan, how to write contracts, proper accounting methods and other information necessary for a new business to succeed. After completion, small businesses receive a \$250 credit on their utility bill.

For participation, customers are required to complete a Commercial Energy Survey or have had one completed in the past 12 months, fill an application form (downloadable from <http://www.OUC.com>), and attend a one-hour counseling session at the University of Central Florida's Small Business Development Center (SBDC). Validation of the application form by the SBDC is necessary before turning it in to OUC for credit processing.

**2.2.2.6 Residential Floor Insulation.** OUC added a Floor Insulation rebate to incent customers to insulate wood floors over unconditioned spaces. This incentive is mostly geared towards older homes that were not built to today's more energy efficient standards. The \$0.07 per square foot incentive is for a minimum of R-11 floor insulation.

**2.2.2.7 Energy Star Washing Machine.** OUC added a \$50 incentive for the purchase of Energy Star washing machines to bring customers' attention to the benefits of these new machines. Not only do they use less electricity and water, but they also reduce the energy required to dry the clothes which accounts for the majority of the electric savings.

**2.2.2.8 Solar Water Heating.** OUC changed its previous incentive of \$0.03 per kWh equivalent production incentive to a one time upfront rebate of \$1,000 to incent customers to purchase a Solar Water Heater. OUC continues to partner with Orlando Federal Credit Union (OFCU) to provide OUC's residential customers with low interest loan options for installing Solar Thermal Systems. Below are the low interest loan rates and terms for the solar thermal program.

**Solar Thermal Systems**  
**(\$7,500 maximum loan amount)**

<b>Terms (months)</b>	<b>Rate (APR)</b>
36	0.00%
60	2.75%
84	4.00%

**2.2.2.9 Heat Pump Water Heaters.** OUC added a new incentive of \$650 for the purchase of a Heat Pump Water Heater. It appears this technology has passed the development stage, become more affordable and has become more of a standard option for customers to consider. As with other incentives, this has the potential to change as equipment minimum efficiency standards change in the future.

**2.2.2.10 Commercial Custom Incentive Program.** OUC developed a program to accommodate the various other efficiency improvements possible in a commercial application that were not covered by an existing standard conservation program. It is impractical to have specific individual programs for all potential conservation measures especially when there are technological changes and improvements occurring all the time. With the Custom Incentive program, OUC can accommodate practically any measure that can reduce electric demand above code requirements that a commercial customer wants to implement. The incentive is \$250/KW provided it is a measure other than just an indoor lighting retrofit. Qualifying measures can include chillers, thermal storage systems, packaged cooling unit replacements, fan and pump motor efficiency upgrades, refrigeration equipment, etc. The program brochure is available at: [http://www.ouc.com/Libraries/RG\\_Documents/CommIndustrial\\_Incentives\\_Info\\_Sheets\\_lo.sflb.ashx](http://www.ouc.com/Libraries/RG_Documents/CommIndustrial_Incentives_Info_Sheets_lo.sflb.ashx)

**2.2.2.11 Community Solar Farm.** Part of OUC’s financial strength is having a diverse fleet of generation, including renewables. OUC is always looking for new ways to increase involvement from customers in its sustainability efforts, and in 2013, OUC built the first Community Solar Farm in Central Florida. This innovative project allowed customers to “buy a piece of the sun” and receive the benefits of solar without having to install it on their own roof. The program was so popular is sold out in six days. A total of 39 customers signed on and began receiving power in October 2013.

In addition, OUC worked with the City of Orlando and ESA to develop a 417.6-kW roof-mounted PV solar array atop the City’s Fleet Maintenance Building that is expected to generate about 580,000 kWh annually, equivalent to powering about 45 average-sized Orlando homes and offsetting 2,375 vehicles’ gas emission per year.

### 3.0 Status of OUC Approved Numeric Goals

This section presents the status of OUC’s actual demand and energy reduction versus the numeric peak demand and energy reduction approved by the FPSC.

#### 3.1 Summary of OUC Residential Numeric Goals

Table 3-1 indicates that OUC exceeded its residential peak demand and energy reduction goals during calendar year 2013. Winter and summer energy reduction was primarily due to strong performance in OUC’s Residential Heat Pump Rebate program, which made up a little less than 54 percent of the summer total demand reduction and 44 percent of the winter total demand reduction.

<b>Table 3-1 Comparison of Actual Conservation Savings to Numeric Conservation Goals – Residential Programs</b>						
<b>Calendar Year</b>	<b>Winter Peak kW Reduction</b>		<b>Summer Peak kW Reduction</b>		<b>MWh Energy Reduction</b>	
	<b>Total Achieved Reduction</b>	<b>Commission Approved Goals</b>	<b>Total Achieved Reduction</b>	<b>Commission Approved Goals</b>	<b>Total Achieved Reduction</b>	<b>Commission Approved Goals</b>
<b>2010</b>	789	200	1,000	500	3,011	1,800
<b>2011</b>	749	200	953	500	2,692	1,800
<b>2012</b>	472	200	617	500	1,921	1,800
<b>2013</b>	480	200	697	500	1,878	1,800
<b>2014</b>	N/A	200	N/A	500	N/A	1,800
<b>2015</b>	N/A	200	N/A	500	N/A	1,800
<b>2016</b>	N/A	200	N/A	500	N/A	1,800
<b>2017</b>	N/A	200	N/A	500	N/A	1,800
<b>2018</b>	N/A	200	N/A	500	N/A	1,800
<b>2019</b>	N/A	200	N/A	500	N/A	1,800

### 3.2 Summary of OUC Commercial/Industrial Numeric Goals

As shown in Table 3-2, OUC substantially exceeded its commercial and industrial peak demand and energy reduction goals during calendar year 2013. Strong performance in OUC’s Commercial Indoor Lighting Retrofit program was a significant contributor to the overall Commercial/Industrial demand and energy reductions shown in Table 3-2, contributing over 100% of the PSC goal.

<b>Table 3-2 Comparison of Actual Conservation Savings to Numeric Conservation Goals – Commercial / Industrial Programs<sup>1</sup></b>						
<b>Calendar Year</b>	<b>Winter Peak kW Reduction</b>		<b>Summer Peak kW Reduction</b>		<b>MWh Energy Reduction</b>	
	<b>Total Achieved Reduction</b>	<b>Commission Approved Goals</b>	<b>Total Achieved Reduction</b>	<b>Commission Approved Goals</b>	<b>Total Achieved Reduction</b>	<b>Commission Approved Goals</b>
<b>2010</b>	935	700	1,667	700	5,800	1,800
<b>2011</b>	619	700	611	700	3,003	1,800
<b>2012</b>	1,750	700	1,748	700	7,256	1,800
<b>2013</b>	923	700	915	700	4,517	1,800
<b>2014</b>	N/A	700	N/A	700	N/A	1,800
<b>2015</b>	N/A	700	N/A	700	N/A	1,800
<b>2016</b>	N/A	700	N/A	700	N/A	1,800
<b>2017</b>	N/A	700	N/A	700	N/A	1,800
<b>2018</b>	N/A	700	N/A	700	N/A	1,800
<b>2019</b>	N/A	700	N/A	700	N/A	1,800

(1). As stated in OUC’s DSM Plan, the annual energy and demand reductions associated with the Commercial Cool/Reflective Roof Program were not included in OUC’s projected energy and demand reductions. In order to be consistent with the DSM Plan, this Conservation Report includes information on the Commercial Cool/Reflective Roof Program, but does not include the energy and peak demand reductions realized when summarizing total energy and demand reductions.

### 3.3 Summary of OUC Combined Numeric Goals

OUC surpassed both its total (combined residential, commercial, and industrial) energy goals, by approximately 78 percent, and its peak demand goals, by approximately 34 percent for the summer and approximately 56 percent for the winter.

Table 3-3 displays the total annual peak demand and energy savings achieved through OUC’s DSM and conservation programs since calendar year 2010. In calendar year 2013, OUC realized a total reduction in energy use of 6,394 MWh and a reduction in peak demand of 1,612 kW for summer and 1,404 kW for winter. OUC’s energy and peak demand reduction successes

were driven by relatively consistent participation in the majority of OUC’s conservation programs, as well as strong performance in its Residential Heat Pump Rebate and Commercial Indoor Lighting Retrofit programs.

Calendar Year	Winter Peak kW Reduction		Summer Peak kW Reduction		MWh Energy Reduction	
	Total Achieved Reduction	Commission Approved Goals	Total Achieved Reduction	Commission Approved Goals	Total Achieved Reduction	Commission Approved Goals
2010	1,724	900	2,667	1,200	8,811	3,600
2011	1,368	900	1,564	1,200	5,695	3,600
2012	2,222	900	2,365	1,200	9,177	3,600
2013	1,404	900	1,612	1,200	6,394	3,600
2014	N/A	900	N/A	1,200	N/A	3,600
2015	N/A	900	N/A	1,200	N/A	3,600
2016	N/A	900	N/A	1,200	N/A	3,600
2017	N/A	900	N/A	1,200	N/A	3,600
2018	N/A	900	N/A	1,200	N/A	3,600
2019	N/A	900	N/A	1,200	N/A	3,600

(1). As stated in OUC’s DSM Plan, the annual energy and demand reductions associated with the Commercial Cool/Reflective Roof Program were not included in OUC’s projected energy and demand reductions. In order to be consistent with the DSM Plan, this Conservation Report includes information on the Commercial Cool/Reflective Roof Program, but does not include the energy and peak demand reductions realized when summarizing total energy and demand reductions.

Tables 3-4 through 3-30 present the annual demand and energy savings for each of the directly quantifiable programs offered by OUC during calendar year 2013. Each table also includes the actual program costs and participation for 2013 and participation projections for years 2014 through 2019, unless otherwise noted. The utility costs associated with the programs have been updated based on actual costs incurred during calendar year 2013. Unless otherwise noted, actual cumulative penetration rates for each program reflect 2010 as the base year and do not consider customer participation prior to 2010.

**Table 3-4**  
**Residential Home Energy Walk-Through Survey – Single Family**

<b>Program Name:</b> Residential Home Energy Survey	
<b>Program Start Date:</b> 2010	
<b>Measure:</b> Residential Energy Walk Through Survey - Single Family	
<b>Reporting Period:</b> 2013	

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	80,189	80,189	2,013	2,013	2.51%	2,053	2,053	2.56%	40
2011	81,032	81,032	2,013	4,026	4.97%	1,674	3,727	4.60%	(299)
2012	82,159	82,159	2,013	6,039	7.35%	1,280	5,006	6.09%	(1,033)
2013	83,835	83,835	2,013	8,052	9.60%	1,169	6,175	7.37%	(1,877)
2014	85,141	85,141	2,013	10,065	11.82%				
2015	86,840	86,840	2,013	12,078	13.91%				
2016	88,862	88,862	2,013	14,091	15.86%				
2017	90,983	90,983	2,013	16,104	17.70%				
2018	93,145	93,145	2,013	18,117	19.45%				
2019	95,309	95,309	2,013	20,130	21.12%				

<b>Eligibility Level</b>	100.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.00	0.00	0	0
Winter kW Reduction	0.00	0.00	0	0
kWh Reduction	263.00	273.26	307,447	319,437

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$342
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$0	\$0
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$395,880)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*



**Table 3-5  
Residential Home Energy Walk-Through Survey – Multi Family**

<b>Program Name:</b> Residential Home Energy Survey	
<b>Program Start Date:</b> 2010	
<b>Measure:</b> Residential Energy Walk Through Survey - Multi Family	
<b>Reporting Period:</b> 2013	

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	98,008	98,008	863	863	0.88%	880	880	0.90%	17
2011	99,039	99,039	863	1,726	1.74%	717	1,597	1.61%	(129)
2012	100,417	100,417	863	2,589	2.58%	548	2,146	2.14%	(443)
2013	102,465	102,465	863	3,452	3.37%	349	2,495	2.43%	(957)
2014	104,061	104,061	863	4,315	4.15%				
2015	106,137	106,137	863	5,178	4.88%				
2016	108,610	108,610	863	6,041	5.56%				
2017	111,202	111,202	863	6,904	6.21%				
2018	113,844	113,844	863	7,767	6.82%				
2019	116,488	116,488	863	8,630	7.41%				

<b>Eligibility Level</b>	100.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.00	0.00	0	0
Winter kW Reduction	0.00	0.00	0	0
kWh Reduction	200.00	207.80	69,800	72,522

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$668
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$0	\$0
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$162,855)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

**Table 3-6**  
**Residential Home Energy DVD Survey – Single Family**

<b>Program Name:</b> Residential Home Energy Survey	
<b>Program Start Date:</b> 2010	
<b>Measure:</b> Residential Energy DVD Survey - Single Family	
<b>Reporting Period:</b> 2013	

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	80,189	80,189	1,816	1,816	2.26%	851	851	1.06%	(965)
2011	81,032	81,032	1,816	3,632	4.48%	920	1,771	2.19%	(1,861)
2012	82,159	82,159	1,816	5,448	6.63%	749	2,520	3.07%	(2,928)
2013	83,835	83,835	1,816	7,264	8.66%	252	2,772	3.31%	(4,492)
2014	85,141	85,141	1,816	9,080	10.66%				
2015	86,840	86,840	1,816	10,896	12.55%				
2016	88,862	88,862	1,816	12,712	14.31%				
2017	90,983	90,983	1,816	14,528	15.97%				
2018	93,145	93,145	1,816	16,344	17.55%				
2019	95,309	95,309	1,816	18,160	19.05%				

<b>Eligibility Level</b>	100.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.00	0.00	0	0
Winter kW Reduction	0.00	0.00	0	0
kWh Reduction	131.00	136.11	33,012	34,299

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$59
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$0	\$0
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$34,517)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

**Table 3-7**  
**Residential Home Energy DVD Survey – Multi Family**

<b>Program Name:</b>		Residential Home Energy Survey							
<b>Program Start Date:</b>		2010							
<b>Measure:</b>		Residential Energy DVD Survey - Multi Family							
<b>Reporting Period:</b>		2013							

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	98,008	98,008	778	778	0.79%	365	365	0.37%	(413)
2011	99,039	99,039	778	1,556	1.57%	394	759	0.77%	(797)
2012	100,417	100,417	778	2,334	2.32%	321	1,080	1.08%	(1,254)
2013	102,465	102,465	778	3,112	3.04%	312	1,392	1.36%	(1,720)
2014	104,061	104,061	778	3,890	3.74%				
2015	106,137	106,137	778	4,668	4.40%				
2016	108,610	108,610	778	5,446	5.01%				
2017	111,202	111,202	778	6,224	5.60%				
2018	113,844	113,844	778	7,002	6.15%				
2019	116,488	116,488	778	7,780	6.68%				

<b>Eligibility Level</b>	100.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.00	0.00	0	0
Winter kW Reduction	0.00	0.00	0	0
kWh Reduction	100.00	103.90	31,200	32,417

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$46
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$0	\$0
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$11,749)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

**Table 3-8**  
**Residential Home Energy Online Survey – Single Family**

<b>Program Name:</b> Residential Home Energy Survey									
<b>Program Start Date:</b> 2010									
<b>Measure:</b> Residential Energy Online Survey - Single Family									
<b>Reporting Period:</b> 2013									

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	80,189	80,189	1,320	1,320	1.65%	1,358	1,358	1.69%	38
2011	81,032	81,032	1,320	2,640	3.26%	598	1,956	2.41%	(684)
2012	82,159	82,159	1,320	3,960	4.82%	818	2,774	3.38%	(1,186)
2013	83,835	83,835	1,320	5,280	6.30%	601	3,375	4.03%	(1,905)
2014	85,141	85,141	1,320	6,600	7.75%				
2015	86,840	86,840	1,320	7,920	9.12%				
2016	88,862	88,862	1,320	9,240	10.40%				
2017	90,983	90,983	1,320	10,560	11.61%				
2018	93,145	93,145	1,320	11,880	12.75%				
2019	95,309	95,309	1,320	13,200	13.85%				

<b>Eligibility Level</b>	100.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.00	0.00	0	0
Winter kW Reduction	0.00	0.00	0	0
kWh Reduction	131.00	136.11	78,679	81,747

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$124
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$0	\$0
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$47,445)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

**Table 3-9**  
**Residential Home Energy Online Survey – Multi Family**

<b>Program Name:</b> Residential Home Energy Survey	
<b>Program Start Date:</b> 2010	
<b>Measure:</b> Residential Energy Online Survey - Multi Family	
<b>Reporting Period:</b> 2013	

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	98,008	98,008	566	566	0.58%	582	582	0.59%	16
2011	99,039	99,039	566	1,132	1.14%	256	838	0.85%	(294)
2012	100,417	100,417	566	1,698	1.69%	351	1,189	1.18%	(509)
2013	102,465	102,465	566	2,264	2.21%	257	1,446	1.41%	(818)
2014	104,061	104,061	566	2,830	2.72%				
2015	106,137	106,137	566	3,396	3.20%				
2016	108,610	108,610	566	3,962	3.65%				
2017	111,202	111,202	566	4,528	4.07%				
2018	113,844	113,844	566	5,094	4.47%				
2019	116,488	116,488	566	5,660	4.86%				

<b>Eligibility Level</b>	100.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.00	0.00	0	0
Winter kW Reduction	0.00	0.00	0	0
kWh Reduction	100.00	103.90	25,740	26,744

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$111
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$0	\$0
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$18,133)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

**Table 3-10  
Residential Duct Repair Rebates**

<b>Program Name:</b> Residential Duct Repair Rebate	
<b>Program Start Date:</b> 2010	
<b>Measure:</b> Residential Duct Repair Rebate	
<b>Reporting Period:</b> 2013	

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	178,175	89,088	135	135	0.15%	206	206	0.23%	71
2011	180,072	90,036	135	270	0.30%	584	790	0.88%	520
2012	182,576	91,288	135	405	0.44%	213	1,003	1.10%	598
2013	186,300	93,150	135	540	0.58%	180	1,183	1.27%	643
2014	189,202	94,601	135	675	0.71%				
2015	192,977	96,489	135	810	0.84%				
2016	197,472	98,736	135	945	0.96%				
2017	202,185	101,093	135	1,080	1.07%				
2018	206,989	103,494	135	1,215	1.17%				
2019	211,797	105,899	135	1,350	1.27%				

<b>Eligibility Level</b>	50.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.22	0.23	40	41
Winter kW Reduction	0.29	0.30	53	55
kWh Reduction	306.06	318.00	55,091	57,239

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$132
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$158	\$28,513
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$73,678)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

**Table 3-11  
Residential Ceiling Insulation Rebates**

<b>Program Name:</b> Residential Ceiling Insulation Rebate	
<b>Program Start Date:</b> 2010	
<b>Measure:</b> Residential Ceiling Insulation Rebate	
<b>Reporting Period:</b> 2013	

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	178,175	43,903	225	225	0.51%	312	312	0.71%	87
2011	180,072	43,591	225	450	1.03%	383	695	1.59%	245
2012	182,576	43,366	225	675	1.56%	254	949	2.19%	274
2013	186,300	43,141	225	900	2.09%	216	1,165	2.70%	265
2014	189,202	42,916	225	1,125	2.62%				
2015	192,977	42,691	225	1,350	3.16%				
2016	197,472	42,466	225	1,575	3.71%				
2017	202,185	42,241	225	1,800	4.26%				
2018	206,989	42,016	225	2,025	4.82%				
2019	211,797	41,791	225	2,250	5.38%				

<b>Eligibility Level</b>	25.0%	Initial eligibility in 2005.
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.17	0.18	38	39
Winter kW Reduction	0.32	0.33	69	72
kWh Reduction	459.10	477.00	99,166	103,033

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$199
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$146	\$31,542
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$162,788)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

**Table 3-12**  
**Residential Window Film/Solar Screen Rebates**

<b>Program Name:</b>		Residential Window Film / Solar Screen Rebate							
<b>Program Start Date:</b>		2010							
<b>Measure:</b>		Residential Window Film / Solar Screen Rebate							
<b>Reporting Period:</b>		2013							

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	178,175	89,088	90	90	0.10%	92	92	0.10%	2
2011	180,072	90,036	90	180	0.20%	179	271	0.30%	91
2012	182,576	91,288	90	270	0.30%	97	368	0.40%	98
2013	186,300	93,150	90	360	0.39%	41	409	0.44%	49
2014	189,202	94,601	90	450	0.48%				
2015	192,977	96,489	90	540	0.56%				
2016	197,472	98,736	90	630	0.64%				
2017	202,185	101,093	90	720	0.71%				
2018	206,989	103,494	90	810	0.78%				
2019	211,797	105,899	90	900	0.85%				

<b>Eligibility Level</b>	50.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.03	0.04	1	1
Winter kW Reduction	-0.01	-0.01	0	0
kWh Reduction	106.64	110.79	4,372	4,543

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$46
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$156	\$6,394
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$22,051)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*



**Table 3-13  
Residential High Performance Window Rebates**

<b>Program Name:</b>		Residential High Performance Window Rebate							
<b>Program Start Date:</b>		2010							
<b>Measure:</b>		Residential High Performance Window Rebate							
<b>Reporting Period:</b>		2013							

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	178,175	89,088	105	105	0.12%	204	204	0.23%	99
2011	180,072	90,036	105	210	0.23%	226	430	0.48%	220
2012	182,576	91,288	105	315	0.35%	178	608	0.67%	293
2013	186,300	93,150	105	420	0.45%	218	826	0.89%	406
2014	189,202	94,601	105	525	0.55%				
2015	192,977	96,489	105	630	0.65%				
2016	197,472	98,736	105	735	0.74%				
2017	202,185	101,093	105	840	0.83%				
2018	206,989	103,494	105	945	0.91%				
2019	211,797	105,899	105	1,050	0.99%				

<b>Eligibility Level</b>	50.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.37	0.38	81	84
Winter kW Reduction	0.22	0.23	49	51
kWh Reduction	780.06	810.48	170,052	176,684

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$338
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$317	\$69,063
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$198,423)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

**Table 3-14**  
**Residential Caulking and Weather Stripping Rebates**

<b>Program Name:</b>		Residential Caulking and Weather Stripping Rebate							
<b>Program Start Date:</b>		2010							
<b>Measure:</b>		Residential Caulking and Weather Stripping Rebate							
<b>Reporting Period:</b>		2013							

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	178,175	89,088	34	34	0.04%	19	19	0.02%	(15)
2011	180,072	90,036	34	68	0.08%	73	92	0.10%	24
2012	182,576	91,288	34	102	0.11%	10	102	0.11%	0
2013	186,300	93,150	34	136	0.15%	0	102	0.11%	(34)
2014	189,202	94,601	34	170	0.18%				
2015	192,977	96,489	34	204	0.21%				
2016	197,472	98,736	34	238	0.24%				
2017	202,185	101,093	34	272	0.27%				
2018	206,989	103,494	34	306	0.30%				
2019	211,797	105,899	34	340	0.32%				

<b>Eligibility Level</b>	50.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.00	0.00	0	0
Winter kW Reduction	0.00	0.00	0	0
kWh Reduction	25.00	25.98	0	0

Costs	Per Participant	Program Total
Utility Nonrecurring Cost	N/A - No Participants in 2013	\$0
Utility Recurring Cost	N/A - No Participants in 2013	\$0
Utility Nonrecurring Rebate	N/A - No Participants in 2013	\$0
Utility Recurring Rebate	N/A - No Participants in 2013	\$0

Annual Benefits =  $B_{npv} = d / [1 - (1+d)^{-n}] = (\$3,779)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

**Table 3-15  
Residential Wall Insulation Rebates**

<b>Program Name:</b> Residential Wall Insulation Rebate	
<b>Program Start Date:</b> 2010	
<b>Measure:</b> Residential Wall Insulation Rebate	
<b>Reporting Period:</b> 2013	

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	178,175	88,574	7	7	0.01%	19	19	0.02%	12
2011	180,072	88,555	7	14	0.02%	46	65	0.07%	51
2012	182,576	88,548	7	21	0.02%	39	104	0.12%	83
2013	186,300	88,541	7	28	0.03%	64	168	0.19%	140
2014	189,202	88,534	7	35	0.04%				
2015	192,977	88,527	7	42	0.05%				
2016	197,472	88,520	7	49	0.06%				
2017	202,185	88,513	7	56	0.06%				
2018	206,989	88,506	7	63	0.07%				
2019	211,797	88,499	7	70	0.08%				

<b>Eligibility Level</b>	50.0%	Initial eligibility in 2009.
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.02	0.02	1	1
Winter kW Reduction	0.10	0.10	6	6
kWh Reduction	51.43	53.44	3,292	3,420

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$22
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$880	\$56,336
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$18,492)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

**Table 3-16**  
**Residential Cool/Reflective Roof Rebates**

<b>Program Name:</b> Residential Cool / Reflective Roof Rebate	
<b>Program Start Date:</b> 2010	
<b>Measure:</b> Residential Cool / Reflective Roof Rebate	
<b>Reporting Period:</b> 2013	

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	178,175	5,345	13	13	0.24%	19	19	0.36%	6
2011	180,072	5,402	13	26	0.48%	22	41	0.76%	15
2012	182,576	5,477	13	39	0.71%	8	49	0.89%	10
2013	186,300	5,589	13	52	0.93%	7	56	1.00%	4
2014	189,202	5,676	13	65	1.15%				
2015	192,977	5,789	13	78	1.35%				
2016	197,472	5,924	13	91	1.54%				
2017	202,185	6,066	13	104	1.71%				
2018	206,989	6,210	13	117	1.88%				
2019	211,797	6,354	13	130	2.05%				

<b>Eligibility Level</b>	3.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.31	0.32	2	2
Winter kW Reduction	0.00	0.00	0	0
kWh Reduction	687.15	713.95	4,810	4,998

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$297
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$182	\$1,275
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$10,428)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

**Table 3-17  
Residential Heat Pump Rebates**

<b>Program Name:</b> Residential Heat Pump Rebate	
<b>Program Start Date:</b> 2010	
<b>Measure:</b> Residential Heat Pump Rebate	
<b>Reporting Period:</b> 2013	

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	178,175	5,345	685	685	12.82%	1,202	1,202	22.49%	517
2011	180,072	5,402	685	1,370	25.36%	1,245	2,447	45.30%	1,077
2012	182,576	5,477	685	2,055	37.52%	767	3,214	58.68%	1,159
2013	186,300	5,589	685	2,740	49.02%	940	4,154	74.32%	1,414
2014	189,202	5,676	685	3,425	60.34%				
2015	192,977	5,789	685	4,110	70.99%				
2016	197,472	5,924	685	4,795	80.94%				
2017	202,185	6,066	685	5,480	90.35%				
2018	206,989	6,210	685	6,165	99.28%				
2019	211,797	6,354	685	6,850	107.81%				

<b>Eligibility Level</b>	3.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.39	0.41	367	381
Winter kW Reduction	0.22	0.23	205	213
kWh Reduction	804.54	835.91	756,264	785,758

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$348
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$504	\$474,171
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$184,858) \quad (\$1,217,539) \quad (\$484,425) \quad (\$407,811) \quad (\$210,248)$   
 where: (SEER 14) (SEER 15) (SEER 16) (SEER 17) (SEER 18)

$B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 d = 8% = discount rate (utility's after tax cost of capital)  
 n = 10 = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG) and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

**Table 3-18**  
**Residential Efficiency Delivered (formerly known as Home Energy Fix-Up)**

<b>Program Name:</b> Residential Home Energy Fix-up	
<b>Program Start Date:</b> 2010	
<b>Measure:</b> Residential Home Energy Fix-up	
<b>Reporting Period:</b> 2013	

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	178,175	49,889	52	52	0.10%	180	180	0.36%	128
2011	180,072	50,420	52	104	0.21%	182	362	0.72%	258
2012	182,576	51,121	52	156	0.31%	137	499	0.98%	343
2013	186,300	52,164	52	208	0.40%	276	775	1.49%	567
2014	189,202	52,977	52	260	0.49%				
2015	192,977	54,034	52	312	0.58%				
2016	197,472	55,292	52	364	0.66%				
2017	202,185	56,612	52	416	0.73%				
2018	206,989	57,957	52	468	0.81%				
2019	211,797	59,303	52	520	0.88%				

<b>Eligibility Level</b>	28.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.27	0.28	75	77
Winter kW Reduction	0.06	0.06	17	17
kWh Reduction	250.00	259.75	69,000	71,691

Costs	Per Participant	Program Total
Utility Nonrecurring Cost	\$108	\$29,868
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$589	\$162,669
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$4,983)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

**Table 3-19  
Residential Billed Solution Insulation**

<b>Program Name:</b>		Residential Billed Solution Insulation (In 2012, this program was absorbed into the Home Fix-Up Program)							
<b>Program Start Date:</b>		2010							
<b>Measure:</b>		Residential Billed Solution Insulation (In 2012, this program was absorbed into the Home Fix-Up Program)							
<b>Reporting Period:</b>		2013							

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	178,175	41,234	43	43	0.10%	50	50	0.12%	7
2011	180,072	41,184	43	86	0.21%	39	89	0.22%	3
2012	182,576	41,141	43	129	0.31%	0	89	0.22%	(40)
2013	186,300	41,098	43	172	0.42%	0	89	0.22%	(83)
2014	189,202	41,055	43	215	0.52%				
2015	192,977	41,012	43	258	0.63%				
2016	197,472	40,969	43	301	0.73%				
2017	202,185	40,926	43	344	0.84%				
2018	206,989	40,883	43	387	0.95%				
2019	211,797	40,840	43	430	1.05%				

<b>Eligibility Level</b>	25.0%	Initial eligibility in 2005
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.17	0.18	0	0
Winter kW Reduction	0.32	0.33	0	0
kWh Reduction	492.56	511.77	0	0

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	N/A - Absorbed into Home-Fix Up in 2012
Utility Recurring Cost	N/A - Absorbed into Home-Fix Up in 2012	\$0
Utility Nonrecurring Rebate	N/A - Absorbed into Home-Fix Up in 2012	\$0
Utility Recurring Rebate	N/A - Absorbed into Home-Fix Up in 2012	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1-d)^n] = (\$162,788)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program  
 The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.

**Table 3-20**  
**Residential New Home Rebate Program (formerly known as Gold Ring Home)**

Program Name:		Residential Gold Ring Home							
Program Start Date:		2010							
Measure:		Residential Gold Ring Home							
Reporting Period:		2013							

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	178,175	853	6	6	0.70%	91	91	10.66%	85
2011	180,072	1,127	6	12	1.06%	15	106	9.41%	94
2012	182,576	1,676	6	18	1.07%	7	113	6.74%	95
2013	186,300	1,306	6	24	1.84%	0	113	8.65%	89
2014	189,202	1,699	6	30	1.77%				
2015	192,977	2,023	6	36	1.78%				
2016	197,472	2,121	6	42	1.98%				
2017	202,185	2,162	6	48	2.22%				
2018	206,989	2,164	6	54	2.50%				
2019	211,797	2,164	6	60	2.77%				

Eligibility Level	45.0%	of new construction
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.89	0.92	0	0
Winter kW Reduction	1.01	1.05	0	0
kWh Reduction	1,313.50	1,364.73	0	0

Costs	Per Participant	Program Total
Utility Nonrecurring Cost	N/A - No Participants in 2013	\$0
Utility Recurring Cost	N/A - No Participants in 2013	\$0
Utility Nonrecurring Rebate	N/A - No Participants in 2013	\$0
Utility Recurring Rebate	N/A - No Participants in 2013	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = \$38$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*



**Table 3-21  
Residential Compact Fluorescent Lighting**

<b>Program Name:</b> Residential Compact Fluorescent Lighting	
<b>Program Start Date:</b> 2010	
<b>Measure:</b> Residential Compact Fluorescent Lighting	
<b>Reporting Period:</b> 2013	

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	178,175	178,175	2,876	2,876	1.61%	1,665	1,665	0.93%	(1,211)
2011	180,072	180,072	2,876	5,752	3.19%	1,884	3,549	1.97%	(2,203)
2012	182,576	182,576	2,876	8,628	4.73%	2,232	5,781	3.17%	(2,847)
2013	186,300	186,300	2,876	11,504	6.17%	1,665	7,446	4.00%	(4,058)
2014	189,202	189,202	2,876	14,380	7.60%				
2015	192,977	192,977	2,876	17,256	8.94%				
2016	197,472	197,472	2,876	20,132	10.19%				
2017	202,185	202,185	2,876	23,008	11.38%				
2018	206,989	206,989	2,876	25,884	12.51%				
2019	211,797	211,797	2,876	28,760	13.58%				

<b>Eligibility Level</b>	100.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.04	0.04	64	67
Winter kW Reduction	0.04	0.04	64	67
kWh Reduction	58.71	61.00	97,753	101,565

Costs	Per Participant	Program Total
Utility Nonrecurring Cost	\$28	\$45,944
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$0	\$0
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = \$4,024$   
 where:

- $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period
- d = 8% = discount rate (utility's after tax cost of capital)
- n = 2 = life of the program

The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 2-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.

**Table 3-22**  
**Residential HVAC Proper Sizing with R-30 Attic Insulation Rebate**

<b>Program Name:</b>		Residential HVAC Proper Sizing with R-30 Attic Insulation Rebate							
<b>Program Start Date:</b>		2011							
<b>Measure:</b>		Residential HVAC Proper Sizing with R-30 Attic Insulation Rebate							
<b>Reporting Period:</b>		2013							

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	178,175	5,345							
2011	180,072	5,402	34	34	0.63%	14	14	0.26%	(20)
2012	182,576	5,477	34	69	1.25%	16	30	0.55%	(39)
2013	186,300	5,589	34	103	1.84%	14	44	0.79%	(59)
2014	189,202	5,676	34	137	2.41%				
2015	192,977	5,789	34	171	2.96%				
2016	197,472	5,924	34	206	3.47%				
2017	202,185	6,066	34	240	3.95%				
2018	206,989	6,210	34	274	4.41%				
2019	211,797	6,354	34	308	4.85%				

<b>Eligibility Level</b>	3.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.16	0.17	2	2
Winter kW Reduction	0.00	0.00	0	0
kWh Reduction	104.68	108.77	1,466	1,523

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$45
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$85	\$1,190
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$51,370)$   
 where:

- $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period
- d = 8% = discount rate (utility's after tax cost of capital)
- n = 10 = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

**Table 3-23  
Commercial Energy Audit**

<b>Program Name:</b> Commercial Energy Audit	
<b>Program Start Date:</b> 2010	
<b>Measure:</b> Commercial Energy Audit	
<b>Reporting Period:</b> 2013	

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	28,869	28,869	248	248	0.86%	247	247	0.86%	(1)
2011	29,558	29,558	248	496	1.68%	137	384	1.30%	(112)
2012	30,877	30,877	248	744	2.41%	120	504	1.63%	(240)
2013	31,432	31,432	248	992	3.16%	116	620	1.97%	(372)
2014	28,751	28,751	248	1,240	4.31%				
2015	29,377	29,377	248	1,488	5.07%				
2016	30,122	30,122	248	1,736	5.76%				
2017	30,903	30,903	248	1,984	6.42%				
2018	31,697	31,697	248	2,232	7.04%				
2019	32,491	32,491	248	2,480	7.63%				

<b>Eligibility Level</b>	100.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.15	0.15	17	18
Winter kW Reduction	0.15	0.15	17	18
kWh Reduction	848.60	881.70	98,438	102,277

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$1,110
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$0	\$0
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$111,188)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

**Table 3-24**  
**Commercial Indoor Lighting Retrofit – Billed Solution**

<b>Program Name:</b> Commercial Indoor Lighting Retrofit	
<b>Program Start Date:</b> 2010	
<b>Measure:</b> Commercial Indoor Lighting Retrofit- Billed Solution	
<b>Reporting Period:</b> 2013	

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	28,869	14,435	8	8	0.06%	11	11	0.08%	3
2011	29,558	14,779	8	16	0.11%	7	18	0.12%	2
2012	30,877	15,438	8	24	0.16%	23	41	0.27%	17
2013	31,432	15,716	8	32	0.20%	11	52	0.33%	20
2014	28,751	14,375	8	40	0.28%				
2015	29,377	14,688	8	48	0.33%				
2016	30,122	15,061	8	56	0.37%				
2017	30,903	15,452	8	64	0.41%				
2018	31,697	15,848	8	72	0.45%				
2019	32,491	16,245	8	80	0.49%				

<b>Eligibility Level</b>	50.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	34.45	35.80	379.00	393.78
Winter kW Reduction	34.45	35.80	379.00	393.78
kWh Reduction	177,256.45	184,169.46	1,949,821	2,025,864

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$8,293
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$0	\$0
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = \$385,459$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

**Table 3-25**  
**Commercial Indoor Lighting Retrofit – Rebates**

<b>Program Name:</b> Commercial Indoor Lighting Retrofit	
<b>Program Start Date:</b> 2011	
<b>Measure:</b> Commercial Indoor Lighting Retrofit- Rebates	
<b>Reporting Period:</b> 2013	

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	28,869	14,435	8	0	0.00%				
2011	29,558	14,779	8	8	0.05%	21	21	0.14%	13
2012	30,877	15,438	8	16	0.10%	21	42	0.27%	26
2013	31,432	15,716	8	24	0.15%	21	63	0.40%	39
2014	28,751	14,375	8	32	0.22%				
2015	29,377	14,688	8	40	0.27%				
2016	30,122	15,061	8	48	0.32%				
2017	30,903	15,452	8	56	0.36%				
2018	31,697	15,848	8	64	0.40%				
2019	32,491	16,245	8	72	0.44%				

<b>Eligibility Level</b>	50.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	22.28	23.15	467.81	486.05
Winter kW Reduction	22.28	23.15	467.81	486.05
kWh Reduction	108,216.29	112,436.72	2,272,542	2,361,171

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$5,063
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$3,342	\$70,172
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = \$385,459$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

**Table 3-26  
Commercial Heat Pump Rebate**

<b>Program Name:</b> Commercial Heat Pump Rebate									
<b>Program Start Date:</b> 2010									
<b>Measure:</b> Commercial Heat Pump Rebate									
<b>Reporting Period:</b> 2013									

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	28,869	1,347	19	19	1.41%	142	142	10.54%	123
2011	29,558	1,379	19	38	2.75%	11	153	11.09%	115
2012	30,877	1,441	19	57	3.96%	34	187	12.98%	130
2013	31,432	1,467	19	76	5.18%	8	195	13.29%	119
2014	28,751	1,342	19	95	7.08%				
2015	29,377	1,371	19	114	8.32%				
2016	30,122	1,406	19	133	9.46%				
2017	30,903	1,442	19	152	10.54%				
2018	31,697	1,479	19	171	11.56%				
2019	32,491	1,516	19	190	12.53%				

<b>Eligibility Level</b>	4.7%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.52	0.54	4	4
Winter kW Reduction	0.31	0.32	2	3
kWh Reduction	1,080.12	1,122.24	8,641	8,978

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$51
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$561	\$4,485
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$1,912) \quad (\$12,146) \quad (\$29,830) \quad (\$22,087) \quad (\$20,598)$   
 where:  $(SEER\ 14) \quad (SEER\ 15) \quad (SEER\ 16) \quad (SEER\ 17) \quad (SEER\ 18)$

$B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

Table 3-27  
Commercial Duct Repair Rebate

Program Name:		Commercial Duct Repair Rebate							
Program Start Date:		2010							
Measure:		Commercial Duct Repair Rebate							
Reporting Period:		2013							

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	28,869	14,435	10	10	0.07%	2	2	0.01%	(8)
2011	29,558	14,779	10	20	0.14%	163	165	1.12%	145
2012	30,877	15,438	10	30	0.19%	42	207	1.34%	177
2013	31,432	15,716	10	40	0.25%	5	212	1.35%	172
2014	28,751	14,375	10	50	0.35%				
2015	29,377	14,688	10	60	0.41%				
2016	30,122	15,061	10	70	0.46%				
2017	30,903	15,452	10	80	0.52%				
2018	31,697	15,848	10	90	0.57%				
2019	32,491	16,245	10	100	0.62%				

Eligibility Level	50.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.22	0.23	1	1
Winter kW Reduction	0.29	0.30	1	2
kWh Reduction	375.36	390.00	1,877	1,950

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$18
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$160	\$800
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$4,541)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

**Table 3-28**  
**Commercial Window Film/Solar Screen Rebate**

<b>Program Name:</b> Commercial Window Film / Solar Screen Rebate	
<b>Program Start Date:</b> 2010	
<b>Measure:</b> Commercial Window Film / Solar Screen Rebate	
<b>Reporting Period:</b> 2013	

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	28,869	27,426	7	7	0.03%	11	11	0.04%	4
2011	29,558	28,080	7	14	0.05%	11	22	0.08%	8
2012	30,877	29,333	7	21	0.07%	7	29	0.10%	8
2013	31,432	29,861	7	28	0.09%	6	35	0.12%	7
2014	28,751	27,313	7	35	0.13%				
2015	29,377	27,908	7	42	0.15%				
2016	30,122	28,616	7	49	0.17%				
2017	30,903	29,358	7	56	0.19%				
2018	31,697	30,112	7	63	0.21%				
2019	32,491	30,866	7	70	0.23%				

<b>Eligibility Level</b>	95.0%
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	0.05	0.05	0.29	0.31
Winter kW Reduction	-0.01	-0.01	-0.09	-0.09
kWh Reduction	231.62	240.65	1,390	1,444

Costs	Per Participant	Program Total
Utility Nonrecurring Cost	\$11	\$65
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$553	\$3,318
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$2,895)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*



**Table 3-29**  
**Commercial Ceiling Insulation Rebate**

<b>Program Name:</b> Commercial Ceiling Insulation Rebate	
<b>Program Start Date:</b> 2010	
<b>Measure:</b> Commercial Ceiling Insulation Rebate	
<b>Reporting Period:</b> 2013	

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	28,869	13,737	7	7	0.05%	5	5	0.04%	(2)
2011	29,558	13,732	7	14	0.10%	12	17	0.12%	3
2012	30,877	13,725	7	21	0.15%	4	21	0.15%	0
2013	31,432	13,718	7	28	0.20%	9	30	0.22%	2
2014	28,751	13,711	7	35	0.26%				
2015	29,377	13,704	7	42	0.31%				
2016	30,122	13,697	7	49	0.36%				
2017	30,903	13,690	7	56	0.41%				
2018	31,697	13,683	7	63	0.46%				
2019	32,491	13,676	7	70	0.51%				

<b>Eligibility Level</b>	50.0%	Initial eligibility in 2009
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Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	1.26	1.31	11	12
Winter kW Reduction	2.31	2.40	21	22
kWh Reduction	1,604.07	1,666.63	14,437	15,000

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$75
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$1,442	\$12,981
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$4,140)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*

**Table 3-30**  
**Commercial Cool/Reflective Roof Rebate**

<b>Program Name:</b> Commercial Cool / Reflective Roof Rebate	
<b>Program Start Date:</b> 2010	
<b>Measure:</b> Commercial Cool / Reflective Roof Rebate	
<b>Reporting Period:</b> 2013	

A	B	C	D	E	F	G	H	I	J
Calendar Year	Total Number of Customers	Total Number of Eligible Customers	Projected Annual Average Number of Program Participants	Projected Cumulative Number of Program Participants	Projected Cumulative Penetration Level % (E/C*100)	Actual Annual Number of Program Participants	Actual Cumulative Number of Program Participants	Actual Cumulative Penetration Level % (H/C*100)	Actual Participation Over (Under) Projected Participants (H-E)
2010	28,869	1,925	7	7	0.36%	15	15	0.78%	8
2011	29,558	1,971	7	14	0.71%	5	20	1.01%	6
2012	30,877	2,058	7	21	1.02%	11	31	1.51%	10
2013	31,432	2,095	7	28	1.34%	19	50	2.39%	22
2014	28,751	1,917	7	35	1.83%				
2015	29,377	1,958	7	42	2.14%				
2016	30,122	2,008	7	49	2.44%				
2017	30,903	2,060	7	56	2.72%				
2018	31,697	2,113	7	63	2.98%				
2019	32,491	2,166	7	70	3.23%				

<b>Eligibility Level</b>	6.7%
--------------------------	------

Annual Demand and Energy Savings	Per Installation		Program Total	
	@meter	@generator	@meter	@generator
Summer kW Reduction	68.48	71.15	1,301.18	1,351.93
Winter kW Reduction	0.00	0.00	0.00	0.00
kWh Reduction	160,904.58	167,179.86	3,057,187	3,176,417

Costs	Per Participant	Program Total
	Utility Nonrecurring Cost	\$7,528
Utility Recurring Cost	\$0	\$0
Utility Nonrecurring Rebate	\$6,325	\$120,183
Utility Recurring Rebate	\$0	\$0

Annual Benefits =  $B_{npv} \times d / [1 - (1+d)^{-n}] = (\$333,488)$   
 where:  
 $B_{npv}$  = cumulative present value of the net benefits over the life of the program for measures installed during the reporting period  
 $d = 8\%$  = discount rate (utility's after tax cost of capital)  
 $n = 10$  = life of the program

*The Annual Benefits calculation is based on the Total Resource Cost (TRC) test results presented in OUC's 2010 DSM Plan [approved by Consummating Order issued September 28, 2010 (Order No. PSC-10-0595-CO-EG)] and utilizes the 8.00% discount rate and 10-year program life, consistent with the TRC calculations presented in OUC's 2010 DSM Plan.*


**Appendix A- Examples of Some of OUC's Electric DSM  
Educational and Marketing Campaigns**

IML-037-48853

# CONNECTIONS

News and Information from OUC—The Reliable One | MARCH 2013

**INSIDE**  
OUC Rebates  
Tree Trimming Safety  
Bacchus Bash  
Medical Alert Program  
The REP



## Make Your Neighbors Green With Envy With OUC Rebates

OUC is putting a whole new spin on “going green” by putting a little extra green in your pocket. That’s because there are a number of appliance and home upgrades that qualify for OUC’s improved rebate programs. Take, for instance, the new \$50 rebate for Energy Star® clothes washing machines, and rebates for heat pump water heaters (up to \$650).

Incentives on things like solar water heaters, solar screens and duct repair reflect the actual energy savings gained with each improvement. The bigger the upgrade, the more you save.

Check out these examples:

- HVAC rebates are now based on the size of the unit, expressed as tons, and Seasonal Energy Efficiency Rating (SEER). The higher the SEER and the bigger the unit, the more you’ll save, as long as the unit is the right size for your home and business. If you “right size” the unit, you’ll see an additional rebate for that too!
- Considering a solar water heater? Then consider this- if you buy from an OUC preferred solar contractor, you can receive a \$1,000 point-of-sale rebate. Another option is the \$550 point-of-sale rebate offered when you take advantage of low or no cost financing.
- OUC will pay up to \$160 on any duct repair or replacement.
- Earn \$1 back per square foot for new window film or solar screens. Even better, install Energy Star® windows for a rebate of \$2 per square foot.

For more ways to save, visit us at [www.ouc.com/rebates](http://www.ouc.com/rebates) and download a rebate application.



## Tree Trimming Safety

*Keep Our Trees Healthy and Safe*

As you admire that mighty oak gracing your front lawn, remember that overgrown branches can interfere with power service and create safety hazards. OUC estimates that 20-percent of all power outages are caused by falling branches.

Tree trimming is hazardous work and is best done by a professional. For that reason, OUC proactively trims trees along its distribution lines, easements and right-of-ways. If you see tree branches threatening power lines, don’t attempt to trim them yourself. Contact OUC immediately.

Your remaining tree work is best done by a licensed professional. Learn more by visiting us at [www.ouc.com](http://www.ouc.com). Choose the News & Info tab, and then click on SAFETY.

To report a tree/power line threat, call **407-423-9018** in Orlando/Orange County or **407-957-7373** in St. Cloud/Osceola County.





## Bacchus Bash

**Have Fun While Supporting Education** It's just about time for the Central Florida Hotel and Lodging Association (CFHLA) Bacchus Bash, Orlando's biggest street party. This year's party, which is open to the public, is scheduled for Friday, April 5, from 5-10 p.m., at the Orlando Premium Outlets on Vineland Avenue.

Bacchus Bash features more than 100 vendors, giving attendees a chance to sample a variety of entrees, desserts and specialty drinks from premier hotels and restaurants. Exchange cash for "Bacchus Bucks" to sample some of Central Florida's finest delights, ranging from \$2 to \$5, and enjoy live entertainment. Parking is complimentary and valet parking is available for a modest fee.

All Bacchus Bash net proceeds benefit the CFHLA Foundation, Inc., which provides scholarships and grants to local hospitality students and schools. Last year more than 28,000 people attended Bacchus Bash, which grossed more than \$125,000.

The Presenting Sponsor of the Bacchus Bash is Coca-Cola Bottling Company. For more information, please visit [www.bacchusbash.org](http://www.bacchusbash.org).



## Medical Alert Program

Power can be more than a convenience. For some people, it is a medical necessity. That's why OUC provides a Medical Alert Program to customers who require life-sustaining equipment such as heart monitors, oxygen concentrators, feeding pumps, dialysis machines and more.

For more information, call **407-423-9018, prompt 2**. An OUC customer service representative will give you details about the program and how to you might qualify.



## The REP

**The Adventures of Tom Sawyer TYA**  
April 18-May 26, 2013

This special Theatre for Young Audiences (TYA) version of the Broadway musical of Mark Twain's classic finds Tom matching wits with stern Aunt Polly and taking the adventure of his life with Becky and the irresistible renegade, Huckleberry Finn. Filled with foot-stomping, toe-tapping songs, the Adventures of Tom Sawyer is full of thrilling escapes, comedy and inspiration for the whole family! This production is presented with support from Presenting Partner OUC—The *Reliable One*.

Public performances are Saturdays and Sundays at 2 p.m. and 5:30 p.m., with tickets starting at just \$11. Call **407-896-7365** or visit [orlandorep.com](http://orlandorep.com)!



Para ver esta edición de *OUConexión*, por favor vaya en línea a [espanol.ouc.com](http://espanol.ouc.com).



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Tel: 407-423-9018 • [www.ouc.com](http://www.ouc.com)





IN1-12F-33946



# CONNECTIONS

News and Information from OUC—The Reliable One | DECEMBER 2013

**INSIDE**  
1st Community Solar Garden  
Ronald McDonald House  
Cold Weather Safety Tips  
Paying Your Bill is a Snap  
Project Core



## OUC Dedicates 1st Community Solar Garden in Orlando

Recently 18 OUC customer subscribers joined OUC Board President **Dan Kirby**, Orlando Mayor **Buddy Dyer**, Director of the Florida Office of Energy **Patrick Sheehan** and ESA Renewables Chief Operating Officer **Lindsay Herold** to celebrate the completion of OUC's – and Central Florida's first – community solar farm.

OUC gave customers the opportunity to subscribe to the innovative solar array and receive the benefits of solar power without the hassle or upfront costs associated with installing it. The 39 subscribing customers pay a slightly higher rate for the solar power – about three cents more per kilowatt hour (kWh) – but the rate is locked in for 25 years.

"OUC is giving its customers the ability to invest in the benefits of solar whether they own or rent their home – and they can do it all without the upfront costs or

hassle of having to install it," OUC Board President **Dan Kirby** said. "The response to this was exciting, and with a waiting list in place, we're already looking at doing a second community solar project."

The solar farm began producing power in early October, and now 1,312 solar panels are generating 400 kilowatts (kW) of power at OUC's Gardenia Operations facility next to I-4.

### SEPA PUBLIC POWER UTILITY OF YEAR

OUC was named the 2013 Public Power Utility of the Year by the Solar Electric Power Association (SEPA), an educational non-profit focused on helping utilities integrate solar electric power into their energy portfolios. OUC was selected for its leadership in customer programs and innovative business models that advance the use of solar, particularly its new subscriber-supported Community Solar Farm.





## Keep Families Together When They Need it Most



*Closer to Hope. Closer to Healing. Closer to Each Other.*

The Ronald McDonald House® program of Orlando enables parents to stay closer to their critically ill children receiving treatment in local hospitals so they can be part of their child's healing process.

Each year, more than 1,600 families stay at one of our two Ronald McDonald Houses. We provide comfort and care. Families find a network of love and support. Thanks to the generosity of the Central Florida community, our doors are open 365 days a year.

Although nightly operating costs are about \$74 per room, per night, a donation of just \$20 can help sponsor a family's overnight stay – allowing us to keep our services free of charge to the families, so they may focus on the health and well-being of their child. Please consider contributing to Ronald McDonald House Charities® of Central Florida as a gift to yourself or a loved one this holiday season.

Donate today at [www.ronaldmcdonaldhouseorlando.org](http://www.ronaldmcdonaldhouseorlando.org) or call **407-206-0957**.

## Seasonal & Cold Weather Safety Tips

Keep your holidays happy and safe this season by following these tips from OUC:

- Don't overload extension cords or electrical outlets.
- Before stringing outdoor lights, check for overhead power lines.
- Make sure lights used to decorate the outside of the house are approved for outdoor use.
- Check all light strands for cracked or broken plugs, frayed insulation or bare wires. Worn cords can cause fires. Discard damaged sets of lights.
- Check batteries regularly to make sure smoke detectors are working.

## OUC Makes Paying Your Bill A Snap

It's never been easier to pay your OUC bill online, over the phone and in person. Go to [www.ouc.com/waystopay](http://www.ouc.com/waystopay) or check the back of your bill for payment options and locations.

## Help Someone In Need Through Project Care

This time of year can be especially difficult for families struggling to make ends meet. With your support, OUC's Project Care can help provide emergency assistance to those who have experienced a recent personal or family crisis that has placed them in danger of losing their utility service. For every \$1 you donate,

OUC will contribute \$2 to the program.

Go to [www.ouc.com](http://www.ouc.com) to donate or call **407-423-9018 in Orlando/Orange County** or **407-957-7373 in St. Cloud**.

If you're an OUC customer who needs assistance, please call **United Way at 211**.



Para ver esta edición de *OUConexión*, por favor vaya en línea a [espanol.ouc.com](http://espanol.ouc.com).



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## Efficiency Delivered Direct Mail

Efficiency Delivered was featured in OPOWER's February home energy reports. This was sent to 75,000 OUC customers.


**Introducing Efficiency Delivered from OUC . . .**

**Let us do all of the work and save you money.**

OUC—The *Reliable One* will show you which energy and water efficiency upgrades can save you the most money, and then we'll arrange for a licensed contractor to do the work. The rebates and any qualifying contributions from OUC are applied automatically to your bill, and the remaining portion of the cost can be financed interest-free on your OUC bill for up to 12 months\*.

Convenient. Affordable. Reliable. [www.ouc.com/rebates](http://www.ouc.com/rebates)

\*The customer's contribution is based on household income level and qualifying credit.



In order to prepare for a fully, integrated advertising campaign we soft launched our Efficiency Delivered program via direct mail targeting the following customer demographic:

- Homes built before 1950 and homes built from 1950 to 1994
- Homeowners
- Estimated Household Income: \$60,000 to \$250,000
- Residence Type: Single Family
- Zip codes: Electric only; Electric and Water



**Make your neighbors green with envy**  
with convenience & savings from OUC.

OUC   
The Reliable One

**EFFICIENCY DELIVERED**  
Energy Efficiency Home Upgrades by OUC

From the front door to the attic,  
we've got you covered.





## Efficiency Delivered Direct Mail

**Introducing...**



**EFFICIENCY DELIVERED**  
Energy Efficiency Home Upgrades by OUC

From the front door to the attic Efficiency Delivered has rebates to fit your needs.

*You can save energy, water and money in many areas of your home.*



**A HOUSE FULL OF SAVINGS**

**Efficiency Delivered** provides up to \$2,000 of energy and water efficiency upgrades in your home based on your needs. A conservation specialist from OUC—The Reliable One will determine which home improvements could save you the most money and then with your approval will arrange for a licensed contractor to do the work. You receive professional installation from a trusted source and save instantly with rebates from OUC.

You only pay for your share of the cost for the selected improvements. If you qualify, you may spread payments over an interest-free period of up to 12 months on your utility bill.

**OUC**   
The Reliable One®

**Get started in three easy steps:**

**STEP 1:**  
Call **407.423.9018** and mention this mailer to the OUC customer service representative to qualify for a free home energy audit.

**STEP 2:**  
Following your free audit, the conservation specialist will determine which home improvements would be the most beneficial.

**STEP 3:**  
OUC will arrange for a licensed, approved contractor to do the work... *and you save!*

**CONVENIENT. AFFORDABLE.  
RELIABLE.**

**Efficiency Delivered.**



## Print - Advertorial



**OUC Rebates Make Home Improvement Even More Rewarding**

Just a few minutes on OUC.com could make this spring's home improvement projects a little more rewarding. That's because there are a number of big savings and home upgrades that qualify for OUC's improved rebate program. Take, for instance, the new \$50 rebate for Energy Star® doors, existing windows and doors for hot pump water heaters up to \$500.

Incentives on things like solar water heaters, solar screens and duct repair reflect the actual energy savings gained with each improvement. The bigger the upgrade, the more you save.

**Check out these examples:**

- HVAC rebates are now based on the size of the unit, organized air flow, and seasonal energy efficiency rating (SEER). The higher the SEER and the bigger the unit, the more you'll save, as long as the unit is the right size for your home and business. (You "right size" the unit, you'll see an additional rebate for that too!)
- Considering a solar water heater? Then consider this: if you buy from an OUC preferred solar contractor, you can receive a \$1,000 rebate off your rebate. Another option is the Solar pump-out-home rebate offered when you take advantage of low or no-cost financing.
- OUC will pay up to \$100 on any duct repair or replacement.
- Earn \$1 back per square foot for every window film or solar screen. Even better, install Energy Star® windows for a rebate of \$2 per square foot.

For more ways to save, visit us at [www.ouc.com/waystosave](http://www.ouc.com/waystosave) and download a rebate app.

**Zoom in**

**Make your neighbors green with envy with savings from OUC.**

Be the envy of your neighbors by going green and going green with OUC's conservation videos. Watch how you can save energy, water and money with "do-it-yourself" home improvement solutions and rebates.

To learn more ways to save, visit [www.ouc.com/waystosave](http://www.ouc.com/waystosave)

SODO News Cover strip  
(front page)

SODO News Advertorial and ad  
(inside)



## Print - Advertorial



**OUC Celebrates Water Conservation Month**

April is one of Florida's driest months, bringing with it an increased risk of beach fires, heavy demands on long-term systems and a renewed need for water conservation efforts. But that hasn't stopped OUC and the City of Orlando from celebrating OUC's 10th anniversary, along with municipalities across the state, have declared April Water Conservation Month.

"As OUC, water conservation is a year-round effort, but recognizing April as Water Conservation Month really helps get the message out to the community at a time of year when it's most critical," said Bob Toppert, OUC's Vice President of Water Policy Planning & Financing.

According to the SWFWMD website, ground water supplies in some areas of the state have already reached their sustainable limit. In that regard, water conservation is a key to solving the problem. In the coming weeks, the water utility is being urged to conserve as much as possible. OUC's service area is without a doubt in the need for conservation, Toppert said. Other alternatives being considered by the district include raising surface water fees, raising sewer and stormwater rates.

OUC's Water Conservation Resource Plan identified the largest and most viable water conservation programs will have in helping the utility with its long-term water resource planning and reducing demand.

Mandatory watering restrictions play a significant role in helping customers and all the other users. Low-flow irrigation can account for as much as 10 percent of a household's total water usage. Doing so during the "Soak & Soak" period (Monday to Wednesday) in November, watering is allowed for only a week and not between 9 a.m. and 4 p.m.

Visit [www.ouc.com/water](http://www.ouc.com/water) for no-hungry reduction techniques and tips on conserving water and eliminating leaks.

**START SAVING TODAY**

- Check for leaks in your home. Fix drips and leaks.
- Install water-saving showerheads, flush valves, toilets and low-flow sinks.
- Turn off the tap while brushing and shaving.
- Check irrigation systems for leaks and damaged emitters.
- Make sure your irrigation system runs on a timer.
- Exercise best watering practices: water only when needed.

**Your neighbors will notice.**  
Save water & money with OUC.

Be the envy of your neighbors by saving green and going green with energy and water saving rebates from OUC. Install a low-flow, water-saving toilet and receive an OUC rebate for \$50.

To learn more ways to save, visit [www.ouc.com/rebates](http://www.ouc.com/rebates)

SODO News Cover strip  
(front page)

SODO News Advertorial and ad  
(inside)



## Print

*Make your neighbors green with envy  
with savings from OUC.*



Be the envy of your neighbors by *saving green* and *going green* with energy and water-saving rebates from OUC. Install an Energy Star® qualified heat pump water heater and receive an OUC rebate for up to \$650.



To learn more ways to save, visit [www.ouc.com/rebates](http://www.ouc.com/rebates)



*Energy Efficient Home Improvements?*  
Make your neighbors jealous with savings from OUC.



To learn more ways to save, visit [www.ouc.com/pcn](http://www.ouc.com/pcn)



When you use OUC's Preferred Contractor Network for efficiency upgrades to your home, you'll make the neighbors jealous with how *fast* and *easy* it is to save. You'll even receive your rebate at the point of sale. *Look for our stamp of approval.*







## Print

***You'll have them  
talking about  
your savings.***



When you use OUC's Preferred Contractor Network for efficiency upgrades to your home, not only will you notice the savings, but so will your neighbors. It's fast and easy, and you'll receive your rebate at the point of sale.  
***Look for our stamp of approval.***



**OUC**   
The Reliable One

To learn more ways to save,  
visit [www.ouc.com/pcn](http://www.ouc.com/pcn)

The advertisement features a woman with blonde hair, wearing a white shirt, leaning her chin on her hand and resting her arms on a wooden fence. The background shows some greenery. The text is arranged in a clean, professional layout with a mix of bold and italicized fonts.



## Print

**Energy Efficient  
Home Improvements?**  
Make your neighbors jealous  
with savings from OUC.

When you use OUC's Preferred Contractor Network for efficiency upgrades to your home, you'll make the neighbors jealous with how fast and easy it is to save. You'll even receive your rebate at the point of sale.  
*Look for our stamp of approval.*

**OUC** The Reliable One

**PREFERRED  
OUC  
The Reliable One  
CONTRACTOR**  
www.ouc.com/pcn

To learn more ways to save,  
visit [www.ouc.com/pcn](http://www.ouc.com/pcn)

The advertisement features a man's face peering over a tall, dense green hedge against a clear blue sky. The text is arranged in a clean, modern layout with a mix of green and blue colors. A circular seal on the right side of the text area contains the OUC logo and the words "PREFERRED CONTRACTOR".



## Print

*The Neighborhood  
is watching you save.*

Be the envy of your neighbors by **saving green** and **going green** with OUC's conservation videos. Watch how you can save energy, water and money with "do-it-yourself" home improvement solutions and rebates.

**OUC** **The Reliable One**

To learn more ways to save, visit [www.ouc.com/waystosave](http://www.ouc.com/waystosave)



## Print - Spanish

*Haz que sus vecinos se pongan verdes de la envidia con ahorros de OUC.*



Se la envidia de tus vecinos ahorrando agua, electricidad y dinero con los reembolsos de OUC. Instala una bomba de calentador de agua calificado Energy Star® y recibe un reembolso de OUC de hasta \$650.

Para aprender otras maneras de ahorrar, visita [www.ouc.com/rebates](http://www.ouc.com/rebates)







## Online

<p><i>Make your neighbors green with envy</i></p>  <p><b>OUC</b>  The Reliable One®</p>	<p><i>with savings from OUC.</i></p>  <p><b>OUC</b>  The Reliable One®</p>	<p><i>Save green by going green with energy and water-saving rebates from OUC.</i></p> <p><i>Click here!</i></p> <p><b>OUC</b>  The Reliable One®</p>
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## Online

Three overlapping online banners are displayed. The top-left banner has a light blue background with the text "Make your neighbors green with envy" in green, italicized font. Below the text is a wooden fence graphic. The bottom banner has a white background with the text "Save green by going green with energy and water-saving rebates from OUC." in green and blue, followed by "Click here!" in green, italicized font. The bottom-right banner has a light blue background with the text "Make your neighbors green with envy" in green, italicized font, and features five people's faces peering over a wooden fence. Each banner includes the OUC logo and tagline "The Reliable One" in a blue bar at the bottom.



## Online - Spanish

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## Online - Spanish

A Spanish-language online advertisement for OUC. The ad is composed of several rectangular panels. At the top left, a light blue panel contains the text "Haz que tus vecinos se pongan verdes de envidia" in green. Below this text is a photograph of four people (two men and two women) peering over a wooden fence. To the right of this panel is a larger white panel with the text "Ahorra dinero, agua y electricidad con reembolsos de OUC." in green and blue, followed by "¡Presiona aquí!" in green. Below the white panel is a light blue panel with the text "con ahorros de OUC." in green. At the bottom, there are three blue panels, each featuring the OUC logo and tagline "The Reliable One" in white. The central blue panel is positioned below the light blue panel with "con ahorros de OUC." and is flanked by two other blue panels. The overall layout is a collage of these elements.



## Online (Screen Shots)

**Orlando Sentinel** 60° F

W 3:48 PM EDT  
Thursday, March 14, 2013

Restaurants [Click Here](#)  
Get Weekly Specials, And Dine on a Deal

HOME LOCAL WEATHER SPORTS BUSINESS ENTERTAINMENT LIFESTYLE HEALTH TRAVEL OPINION VIDEOS WEEKLY AD

WEATHER GET READY ALERTS HURRICANE HQ HURRICANE GUID HURRICANE PLOG ORANGE SEMINOLE LAKE OSCEOLA VOLUSIA WARE

1200E WEATHER | Get Better Weather Alerts | Tropical Weather Center | Peruvian Recipes | Tropical Music | Weather And Learning | Soups of Winter

Make your neighbors green with envy with savings from OUC. [open](#) The Reliable One

**Weather**

**WEATHER ALERT** [View Archived Weather Alerts](#) 1 of 1 Alerts

**Red Flag Warning** Flagler, Marion, Putnam, St. Johns, Inland Volusia County, Northern Lake County, Orange, Osceola, Seminole, Southern Lake County, Vol. Polk

Sign-up for Text Alerts  
Get free Orlando Sentinel weather text alerts sent to your mobile phone. [Mobile phone required.](#)

Check Your Weather  
Fill in your ZIP code or city and find out weather for your deck or the roads.  
639, 51 or 44

Weather Features  

- Sign up to get extreme weather alerts, forecasts and more.
- Picture: Florida's Worst Natural Disasters
- Send us your weather photos. Upload your own photo.
- PICTURES: Lightning around the world

Almanac Health/UV

February 26, 2013 February 26, 2013

Jimmy John's Sandwiches  
Save So Fast! You'll Freak Out. Order. Etc.  
[www.jimmyjohns.com](#)





## Online (Screen Shots)

The screenshot shows the Orlando Sentinel website homepage. At the top left, the logo for 'Orlando Sentinel' is displayed next to a weather icon showing a sun and the temperature '73° F'. Below the logo, the date and time are listed as '11:09 AM EDT Monday, March 18, 2013'. A navigation menu includes links for HOME, LOCAL, WEATHER, SPORTS, BUSINESS, ENTERTAINMENT, EDUCATION, HEALTH, TRAVEL, OPINION, and VIDEOS. A secondary menu lists DIGITAL MEMBERSHIPS, MORE, OPINIONS, TRAFFIC, BLOGS, COLUMNISTS, SUBSCRIBE, SEND A NEWS TIP, FLORIDA SENTINEL, and CONTACT US. A search bar is located on the right side of the page. A large banner advertisement for OUC features the text 'Make your neighbors green with envy with savings from OUC.' and an image of a man in a green shirt. Below the banner, there are three main content areas: a video player titled 'On campus suicide rocks UCF' with a play button, a 'BREAKING NEWS' section with the headline 'Two children survive head-on crash in Osceola' and a 'Check Us Out' button for D Bank.



## Online (Screen Shots)





## Online (Screen Shots)







## Radio

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### **:30 Stamp of Approval (PCN)**

A message from O U C The Reliable One. When it comes to making energy efficiency home improvements, the right contractor makes all the difference. That's why OUC took the guesswork out of finding a reliable one. You can trust the contractors on our Preferred Contractor Network meet the highest standard because we gave it our stamp of approval. Even better, our Preferred Contractors provide point-of-sale rebates to customers who qualify for an OUC rebate. For a list of OUC Preferred Contractors, visit O U C dot com slash P C N.

### **:30 Right tool for the Job (PCN)**

You wouldn't use hammer to screw in a light bulb (smashing sound) or a power saw to fix a sprinkler head (buzz sound) It's important to have the right tool for the job. That's why O U C The Reliable One developed the Preferred Contractor Network, a group of qualified, licensed professionals, for all your energy-saving project needs. OUC's Preferred Contractors can help you take advantage of our money-saving rebates and will provide on the spot, point-of-sale rebates to customers who qualify. For a list of OUC Preferred Contractors, visit O U C dot com slash P C N.

### **:30 Heat Pump**

Want to save energy and save money, but don't know where to begin? It's easier than you think and O U C The Reliable One is here to help every step of the way! When you invest in energy efficiency upgrades, like replacing an older A/C unit with a more efficient one, chances are O U C has a rebate that could add up to hundreds of dollars in savings. Even better, we can help you find a preferred contractor to install the system. For more information visit O U C dot com.

### **:30 Conservation Video**

Want to save energy, save water and save money, but don't know where to begin? With O U C The Reliable One, you can start online. Check out OUC's conservation videos at O U C dot for a variety of energy and water saving ideas for your home. From learning how to change your air filter to planting Florida-friendly landscaping, the videos are a click away from helping you lower your electric and water use. Watch the videos now at O U C dot com slash ways to save.

### **:30 Low-Flow Shower Heads & Air filters – April only**

Want to save energy, save water and save money, but don't know where to begin? Well, it's easier than you think and O U C the reliable one is here to help every step of the way! In fact, small actions like switching to low-flow showerheads and changing your air filter can make life a little greener in your home and in your wallet. When you invest in conservation improvements, chances are O U C has a rebate that could add up to hundreds of dollars in savings. For more tips and rebate information visit O U C dot com.



## Co-op Advertising

**GeoSpring® Hybrid Water Heater Promotion**

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**Media Plan: Orlando, FL**

**IMPORTANT DATES**

February 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23

**February Promotional Elements**

**Brand Ambassadors**

- 2 Brand Ambassador at 13 Lowe's locations
- 4-hour shifts (Saturday/Sunday)
- Supervisors spot check compliance and visibility
- Branded t-shirts, handouts
- Direct consumer engagement
- Estimated 39,000 consumer interactions

**Orlando Sentinel**

- Full page and 1/4 page ads
- 388,800 impressions

**Direct Mail (to area "Electric" homes)**

- 6 x 11" Jumbo Postcards
- 600 Impressions

RECEIVE A  
\$650\*  
REBATE

\*Offering subject to restrictions

\*See store for details and restrictions. Offer valid while supplies last.

LEAVING YOUR BUDGET A BIG DRAIN?

AN OLD STANDARD WATER HEATER IS A BIG DRAIN ON YOUR BUDGET.

IT'S YOUR ENERGY DRAIN TO THE DRAIN WITH AN OLD STANDARD WATER HEATER.

\$49

GET THE ENERGY SAVING GEOSPRING HYBRID WATER HEATER FOR ONLY \$499.99. SAVE \$650\* WITH THE OUC REBATE.

\*Offering subject to restrictions. See store for details. Offer valid while supplies last.

• Free tankless water heater installation

• Free tankless water heater delivery

• Free tankless water heater removal

• Free tankless water heater venting

GeoSpring "Solo Pro"™	\$999
Tankless "Box-Crest"™	\$1099
OUC Utility Rebate*	(\$700)
<b>Price after Rebates**</b>	\$499

\*Offering subject to restrictions. See store for details.

\*\*Offering subject to restrictions. See store for details.



## Events (Hispanic Expo)





## Events (Hispanic Expo)







## Social Media - Facebook



## Social Media - Twitter

