



# Seeing is Believing

## Energy Monitoring of Small Businesses in the MRV

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# Evolution of a Business Ambassador

- 2010 Launch - EVT Business Ambassador Initiative
  - Lots of lighting, hard sell on other measures
- 2011 Vermont Community Foundation Grant
  - LoyalVolts – MRV Energy Volunteer Org.
  - 5 TED (The Energy Detective) Energy Monitors
  - Energy 101 for MRV Small Businesses

# The Game Plan

1. Sign up participants
2. Baseline energy monitoring
3. Develop energy plan of attack
4. Monitor for motivation

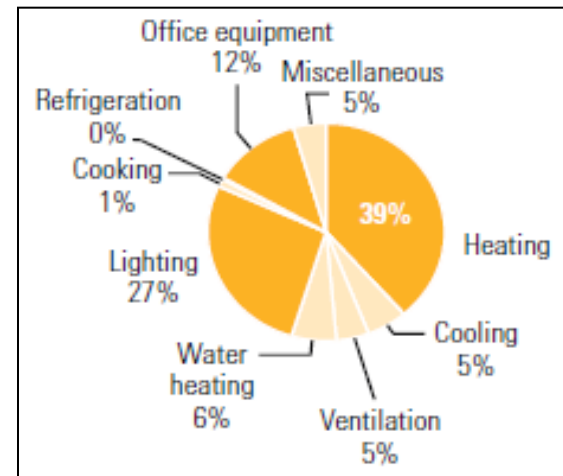
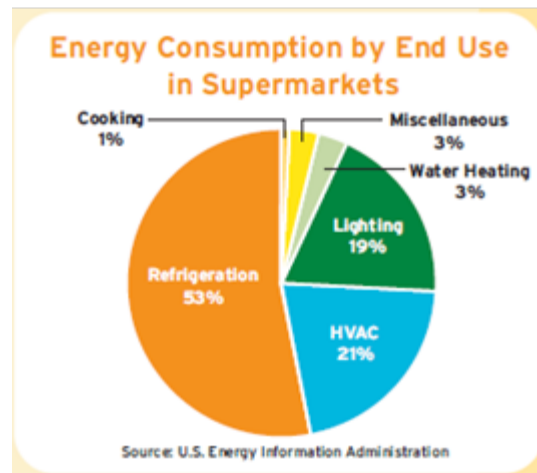


# Not all businesses are created equal

Warren Store



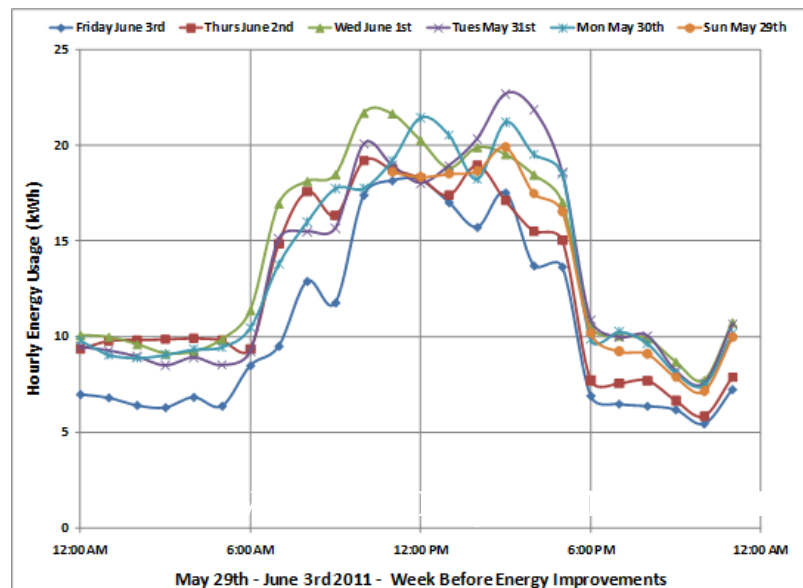
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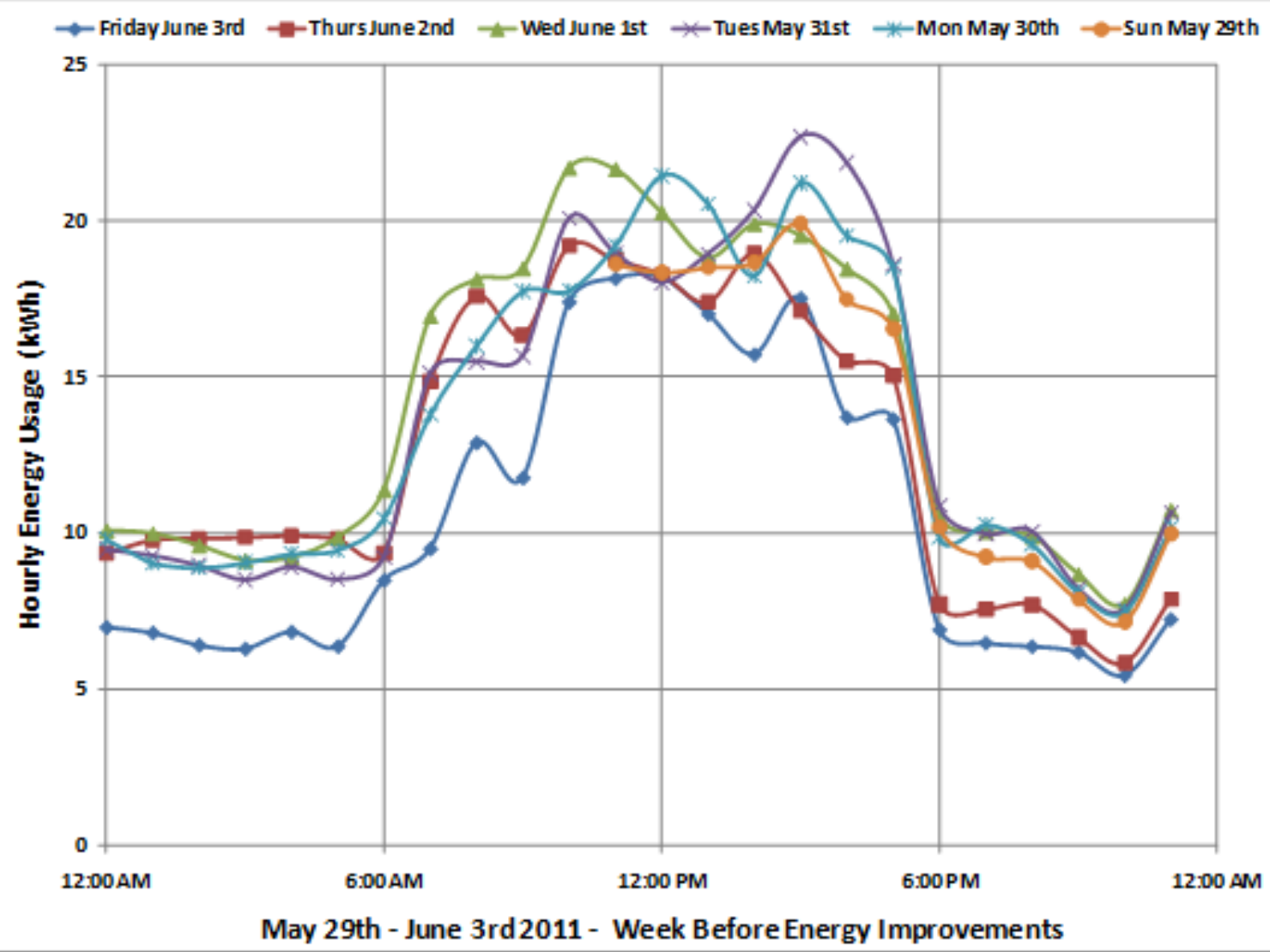


....but VT Country Stores are

# How to make sense of the numbers

- Sizable continuous load in overnight period from 6PM to 6AM
  - Refrigeration – Combination of Walk-ins and Plug-ins
  - June 3<sup>rd</sup> – Cold weather = reduced load
- Steep load increase on store hours
  - 56 Halogen Track Bulbs
  - Steep load increase on store hours





# Taking the Next Steps - Warren Store

- **Monitoring ≠ Efficiency Savings**
- **Case Study of an average Country Store**
  - **LEDs**
    - Offer energy savings of more than 75% versus incandescents
    - Produce less heat—reducing the need for air conditioning
  - **Refrigeration**
    - Compressor and evaporator replacement
  - **Heating**
    - Insulation/air sealing and heating system upgrades

# Warren Store 2.0

- **LEDs**
  - Tried before buying
  - 2010 ILED Efficiency VT Initiative
  - Same buyer for the Pitcher Inn, Artisans Gallery
- **Refrigeration**
  - Old compressor and evaporator replacement





# Rounding out the Team

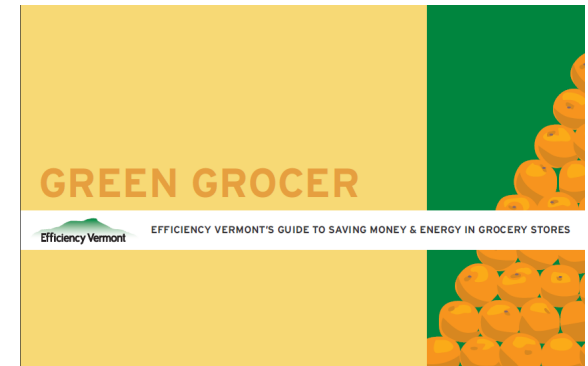
## 1. Efficiency VT

- ***YOUR EFFICIENCY UTILITY!***
- Customer Service and Energy Consultants
- Provide innovative engineering and cost-savings analysis



## 2. Engage Local Contractors

- Local electricians (Lighting, refrigeration)
- Local heating contractors (HVAC)
- Local building & efficiency contractors



## 3. In-House Business Energy Lead

Thank you!

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