

# Smart Energy 2<sup>nd</sup> Year Program Update

A graphic for the Smart Energy program. It features a red border with a green inner border. At the top, it lists 'High Efficiency Air Conditioner Rebate' and 'Power Watch'. On the left side, it lists 'Commercial High Efficiency Lighting Rebates' and 'Green Choices'. On the right side, it lists 'Residential Energy Audit', 'Residential Weatherization', and 'Prime Time Power'. The center contains the City of Ames logo, a leaf icon, and text explaining that Smart Energy is part of the EcoSmart program. The main text reads 'smart ENERGY' with a lightbulb icon for the 'Y'. Below that is the website 'www.cityofames.org' and the slogan 'Using Resources Resourcefully' at the bottom.

High Efficiency Air Conditioner Rebate ♦ Power Watch

**CITY OF AMES IOWA**

Smart Energy is one component of the City of Ames' EcoSmart program. EcoSmart is the City's comprehensive strategy to reduce energy consumption and conserve natural resources.

**smart ENERGY**

[www.cityofames.org](http://www.cityofames.org)

Commercial High Efficiency Lighting Rebates ♦ Green Choices

Residential Energy Audit ♦ Residential Weatherization ♦ Prime Time Power

Using Resources Resourcefully

# Smart Energy

■ Part of the City's ECOsmart programs.

**City of Ames ECOsmart FOR A SUSTAINABLE FUTURE**  
 EcoSmart is the City of Ames' comprehensive strategy to reduce energy consumption and conserve natural resources.

**Smart City**  
 With support from the Ames City Council, Mayor Ann Campbell signed the U.S. Mayor's Climate Protection Agreement. The agreement involves creating a baseline inventory of carbon emissions, collecting data about energy management, recycling, water reduction, transportation, and land use. Additionally, the City is conserving energy through the purchase of several fuel-efficient vehicles.

**Smart Energy**  
 As part of the Smart Energy program, Ames Electric Services offers educational opportunities, incentives, and rebates to help residential and commercial customers conserve energy and money. To learn more, see the reverse side.

**Smart Water**  
 The City of Ames Water and Pollution Control Department began the Smart Water program to promote the importance of water conservation and offers top for simple and effective Smart Water practices.

**Smart Trash**  
 The Resource Recovery Plant has been operating trash-to-energy since 1975. Along with waste-to-energy operations, the program also promotes the recycling of glass and has yellow recycling bins at grocery stores throughout Ames.

**Smart Ride**  
 Ames' CyRide bus system continues to experiment with biofuel and is undergoing a LEED certified biofuel remodel. Cars per CyRide provided 4.1 million miles using an estimated half-million gallons of gas.

**City of Ames ECOsmart FOR A SUSTAINABLE FUTURE**  
**GO GREEN. GET GREEN.**

“Signing up for one of the city's free energy audits was a smart move. We learned a lot of energy lessons. And now we know [www.cityofames.org](http://www.cityofames.org)!”

As part of the Smart Energy program, the City of Ames Electric Department offers rebates on energy-efficient products from Ames and the business partner Ames Electric Services. Rebates are applied to qualifying purchases in the Ames Electric Services' Smart Energy Rebate Store.

For more information visit our website at [www.cityofames.org](http://www.cityofames.org)

**City of Ames ECOsmart FOR A SUSTAINABLE FUTURE**  
**GO GREEN. GET GREEN.**

“We replaced our furnace and air conditioner at the same time to save costs and learned our air conditioner was much older than we thought. The SEER rating was 5! We upgraded to an energy-efficient 14 SEER unit, and the Smart Energy rebate helped offset the cost of the new HVAC system. Now, we're noticing the savings on our cooling bills. Thanks Ames Electric Services!”

**- The Lister Family**  
 High Efficiency Air Conditioner Rebate

As part of the Smart Energy program, Ames Electric Services offers educational opportunities, incentives, and rebates to help residential and commercial customers conserve energy and save money. Smart Energy programs include the Residential Energy Audit, Commercial Energy Audit, Efficiency Air Conditioner Rebate, Residential Energy Appliance Rebate, Residential Efficiency Lighting Rebate, Commercial Efficiency Lighting Rebate, Residential Efficiency New Construction Rebate, Power Factor Correction Rebate, Power Wash, Prime Time Power, and Green Choices.

For more information visit our website at [www.cityofames.org](http://www.cityofames.org) or call 515-239-5177.

**City of Ames ECOsmart FOR A SUSTAINABLE FUTURE**  
**GO GREEN. GET GREEN.**

“Smart Energy was an excellent complement to our lighting. Not only bottom line...”

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**City of Ames ECOsmart FOR A SUSTAINABLE FUTURE**  
**GO GREEN. GET GREEN.**

“The new CyRide facility was constructed to meet energy-saving LEED standards including high efficiency lighting and a geothermal heating and cooling system. By taking advantage of the Smart Energy rebates, we're decreasing our electricity consumption, saving money and reducing our carbon footprint all at the same time!”

**- Sheri Kyras**  
 CyRide Director

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**City of Ames ECOsmart FOR A SUSTAINABLE FUTURE**

FOR A SUSTAINABLE FUTURE

**Smart Energy**  
 FOR A SUSTAINABLE FUTURE

Electric Services

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# Smart Energy '08-'09

- Education
  - Power Watch
- Alternative/Renewable Energy
  - Green Choices
- Load Management
  - Prime Time Power
  - Power Factor Correction Rebate
- Demand Side Management
  - Residential Air Conditioner Rebate
  - Residential Energy Audit
  - Residential Low Income Weatherization
  - Residential Lighting Rebate
  - Residential New Construction Rebate
  - Efficient Appliance Rebate
  - Commercial Lighting Rebate
  - Commercial Audit



**REBATES  
REBATES  
REBATES**



# 2nd Year Totals to Date

- 881 participants.
- \$360,241 in utility costs.
  - 60% of budget.
  - Another \$95,000 in commercial lighting rebates likely this year.
- 1,574,335 kWh saved.
- 1,289 tons of carbon removed.
- 881 KW saved.
- \$139,845 annual customer savings.
- \$1,018,961 avoided cost.



# 2nd Year Estimated Costs Vs Savings to Date



Program	Estimated KW Saved	Estimated kWh Saved	Costs	Save + Avoided \$
AC Rebate	379	380,615	\$151,315	\$451,254
Res Energy Audit	23	33,761	\$18,135	\$27,194
Res Weatherization	6	9,058	\$2,000	\$7,527
Comm Light Rebate	138	772,627	\$89,974	\$284,636
Power Factor Rebate	0	0	\$0.00	\$0.00
Appliance Rebate	60	23,766	\$26,725	\$64,169
Res Lighting Rebate	250	289,145	\$1,151*	\$290,395
Res New Construct	25	65,364	\$13,000	\$33,632
Commercial Audit	NA	NA	\$7,418	NA
Advertising/Other	NA	NA	\$50,523	NA
<b>2<sup>nd</sup> Year Totals:</b>	<b>881</b>	<b>1,574,335</b>	<b>\$360,241</b>	<b>\$1,158,807</b>

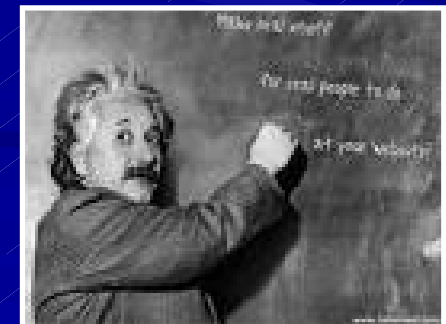
\* CFL's purchased in '07-'08 but handed out in '08-'09

# 2nd Year Totals Per Participant and Per Capita

Total Participants	Savings Per Participant	Expenses Per Participant	Avoided \$ Per Participant
881*	\$159	\$409	\$1,179
Ames Population	Savings Per Capita	Expenses Per Capita	Avoided \$ Per Capita
50,731**	\$2.65	\$7.10	\$20.48

\* Does not include the CFL give away.

\*\* 2000 Census data



# Estimated Program Savings and Costs Since July, 2007

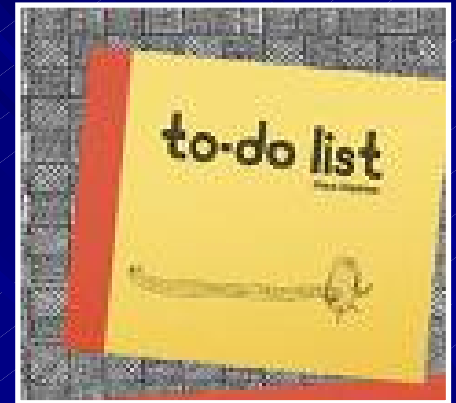


	<b>kWh Saved</b>	<b>Tons Carbon</b>	<b>KW Saved</b>	<b>Program Cost</b>	<b>Avoided Cost</b>
Year 1	966,667	792	600	\$349,528	\$696,668
Year 2	1,574,335	1,289	881	\$360,241	\$1,018,961
<b>Total</b>	<b>2,541,002</b>	<b>2,081</b>	<b>1,481</b>	<b>\$709,769</b>	<b>\$1,715,629</b>



# Remaining

- Prime Time Power update.
- Anticipate large commercial lighting rebates.
- Finalize large rebate check process.
- With Council approval:
  - Develop custom commercial rebate.
    - Finalize data tracking mechanisms.
    - Finalize marketing plan and institute.
    - Finalize advertising and place.
    - Communicate to stake holders.
    - Launch July 1, 2008.
      - Request ability to go back to January 1, 2009.





# Questions?

