



Maryland's Greenhouse Gas Reduction Plan

EmPOWER Maryland and the Regional Greenhouse Gas Initiative





RGGI & EmPOWER C&I

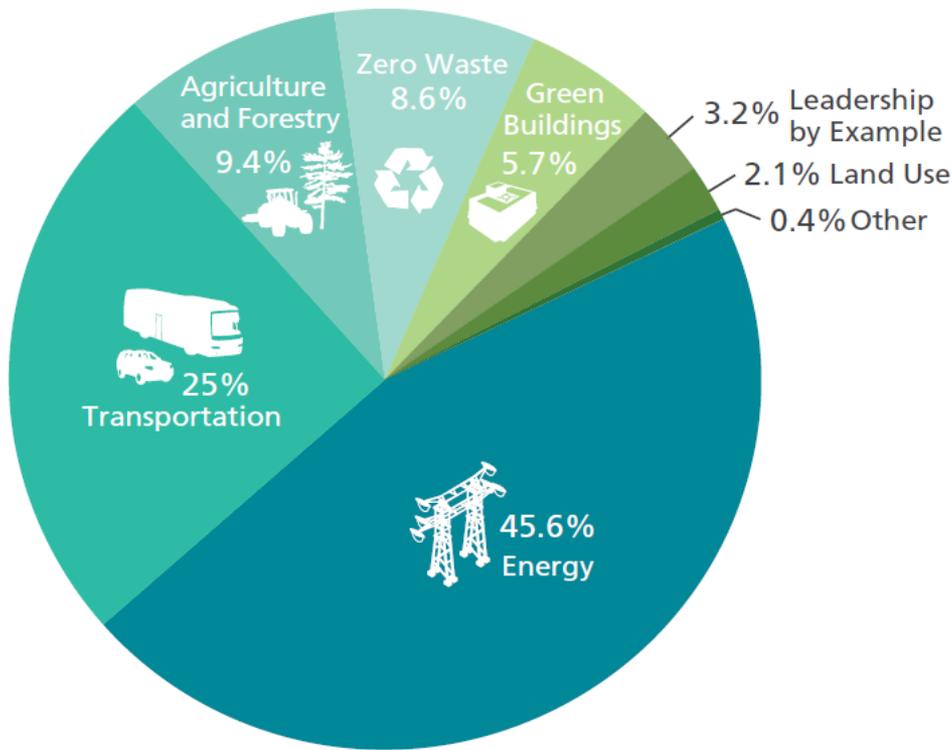
Today's Agenda

- Energy Efficiency Policy Drivers
 - RGGI
 - EmPOWER Maryland
- Advancing C&I Efficiency
 - EmPOWER Maryland Challenge
 - Competitive Grants
- C&I Efficiency Solutions for Tomorrow



Key Piece of the Puzzle

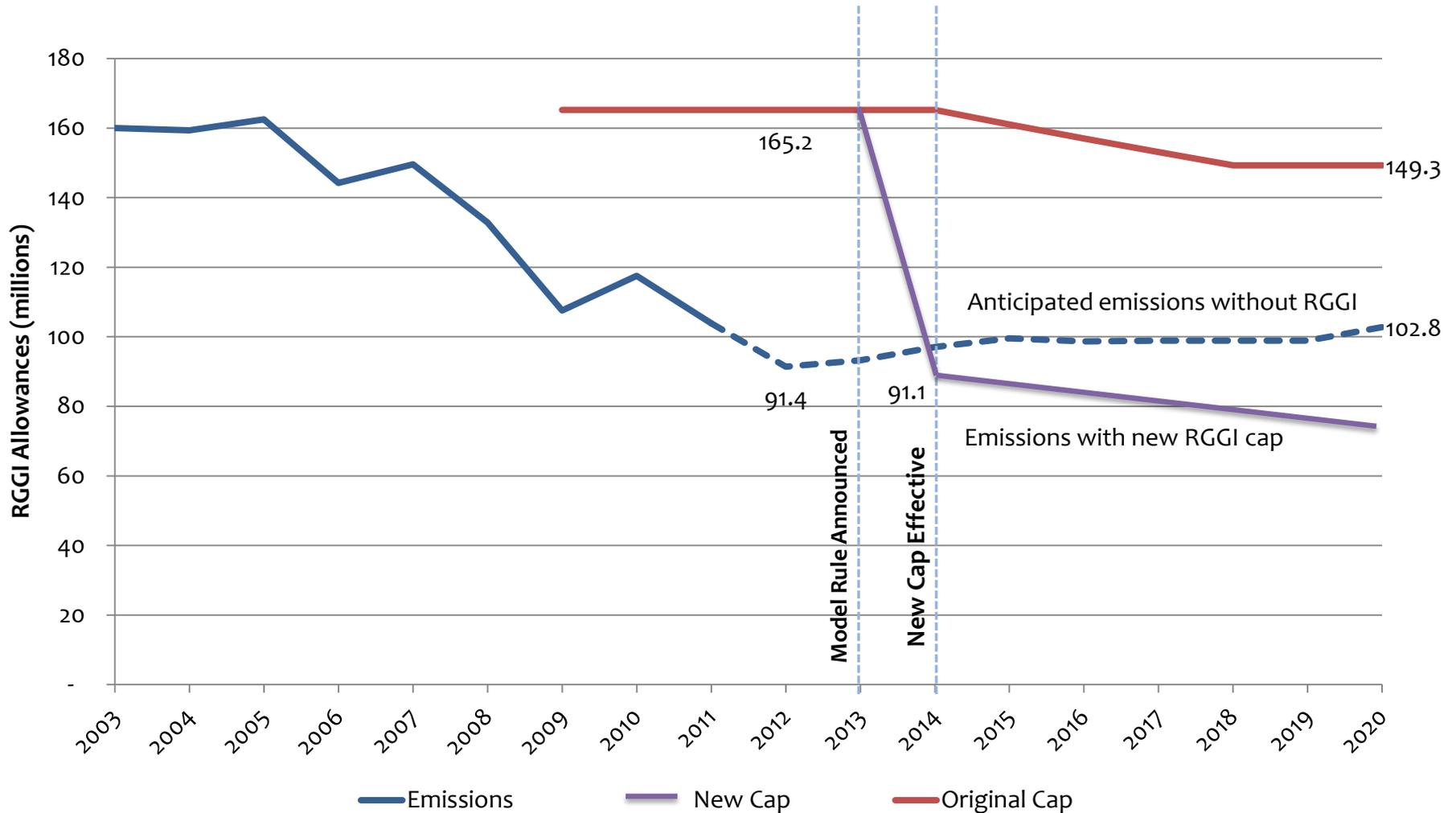
Percent annual reduction of carbon dioxide-equivalent by sector



Program	Initial Reductions	Enhanced Reductions
Renewable Portfolio Standard	6.86	10.96
EmPOWER Maryland	8.42	10.52
Regional Greenhouse Gas Initiative	0.00	3.60



Strengthening RGGI 2014 Enhancements





RGGI Benefits

Sound Policy, Smart Economics

- **Environmental:**

- Reduces carbon and local air pollution

- **Economic:**

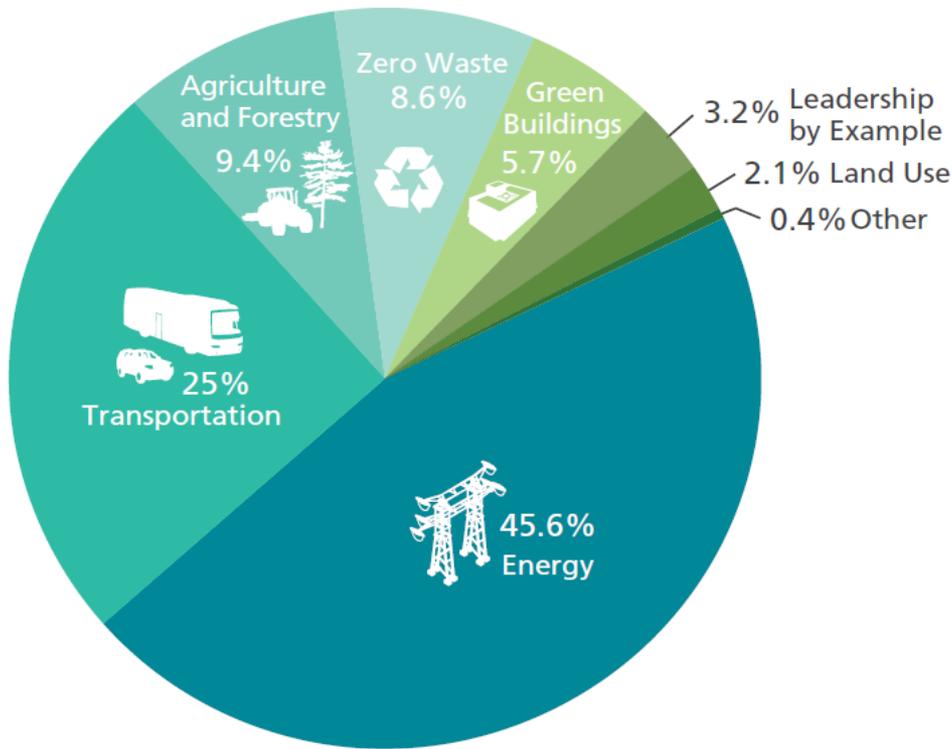
- Reduces electricity bills
- Puts money back into hands of businesses and consumers
- Enables investment in efficiency and clean power



EmPOWER Maryland

Key Piece of the Puzzle

Percent annual reduction of carbon dioxide-equivalent by sector

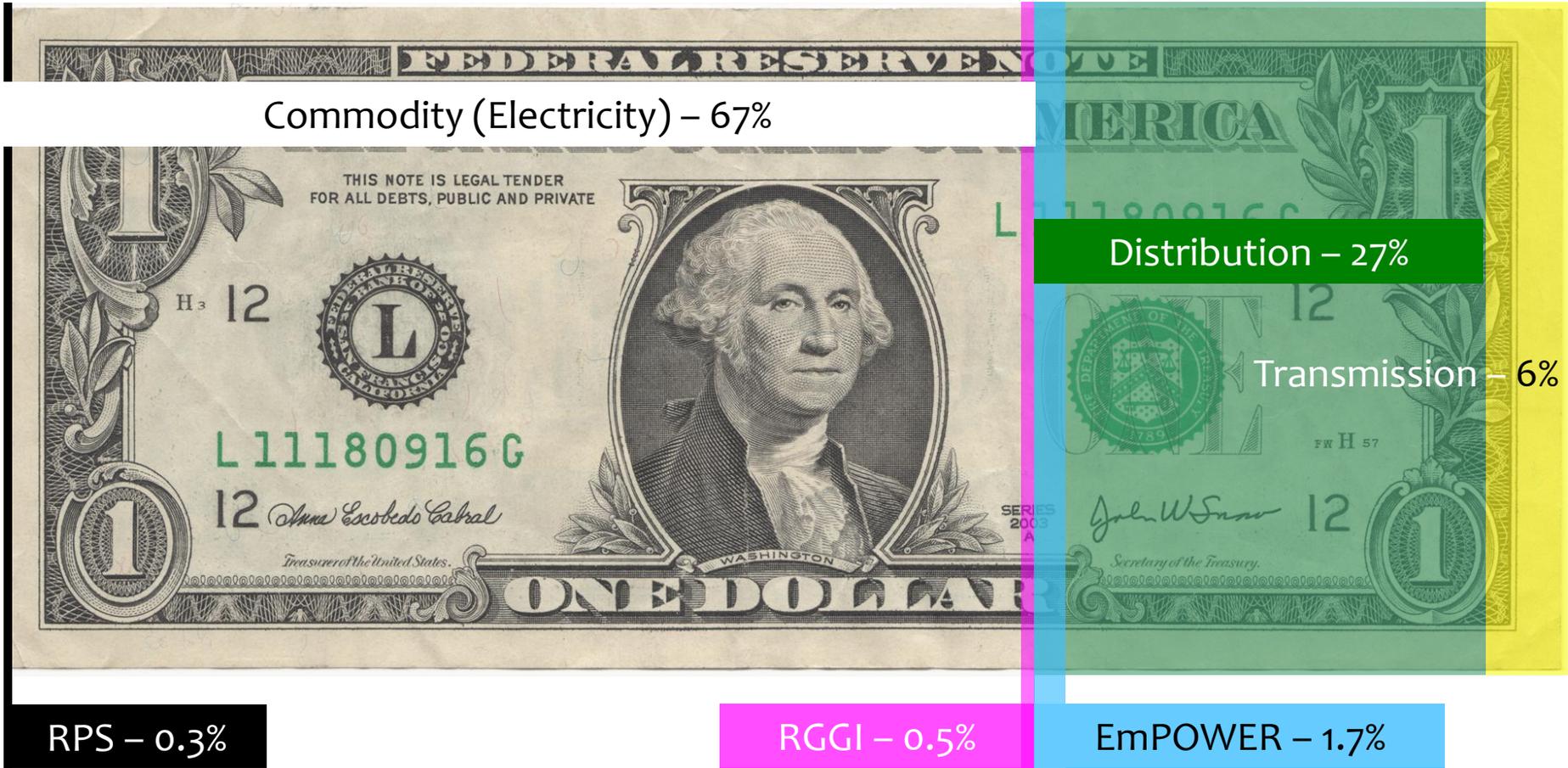


Program	Initial Reductions	Enhanced Reductions
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What does this all cost?

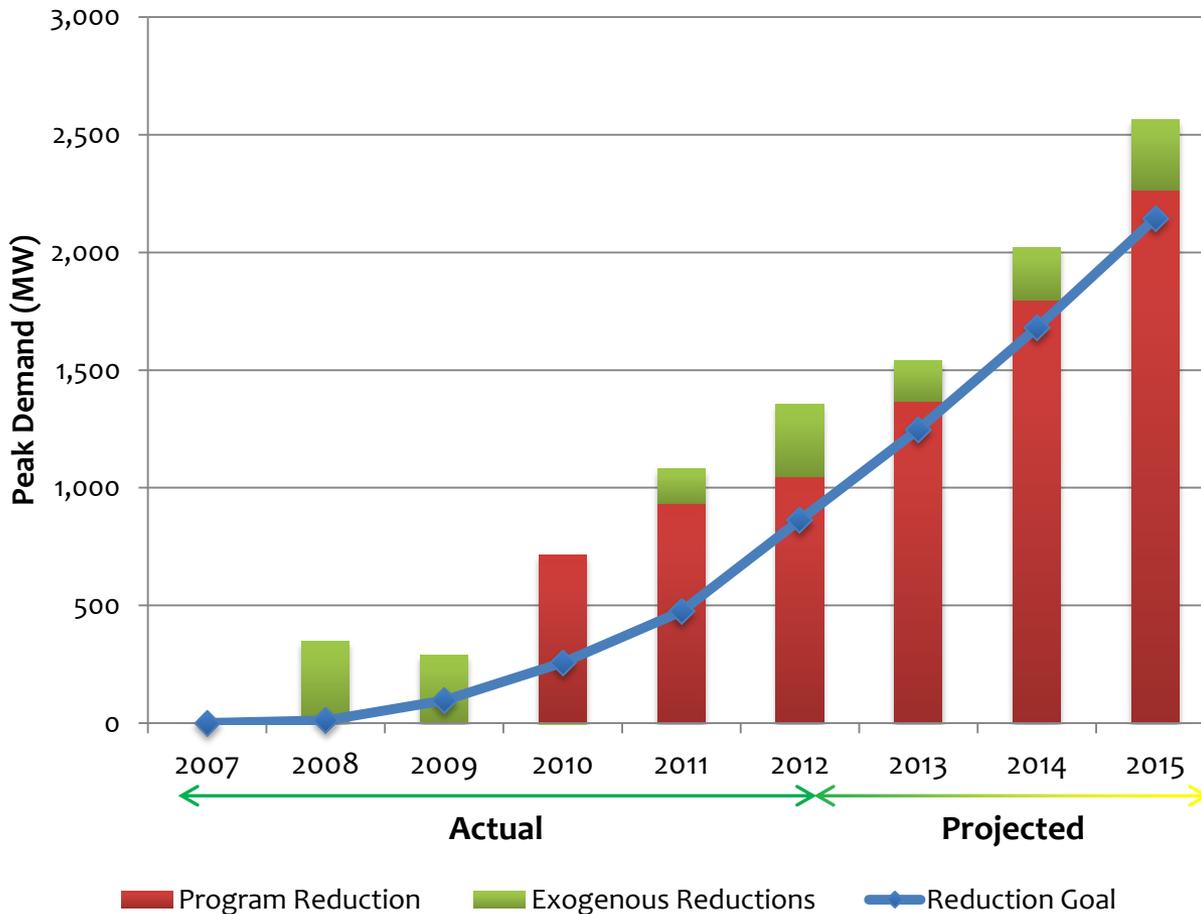
Our Utility “Bill”





EmPOWER Maryland

Exceeding peak demand goal

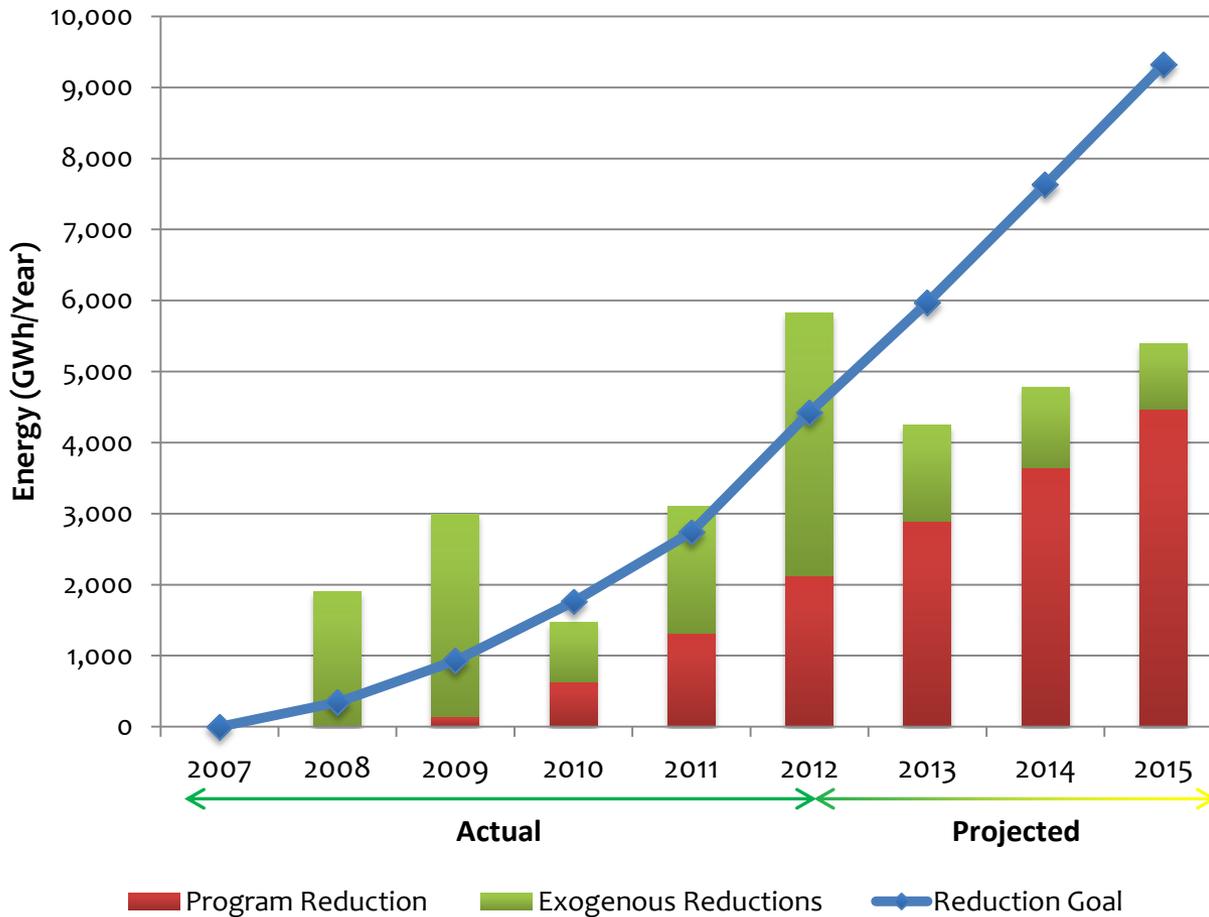


- 10.8% reduction to date
- Equivalent to 1 coal power plant avoided
- Over \$220M in PJM revenue by 2014
- 17.7% reduction projected by 2015



EmPOWER Maryland

Not meeting consumption goal



- 9.4% reduction to date
- Over 977,000 participants
- Nearly \$290 million in annualized energy savings
- 9.7% reduction projected by 2015



Utility EmPOWER C&I Programs

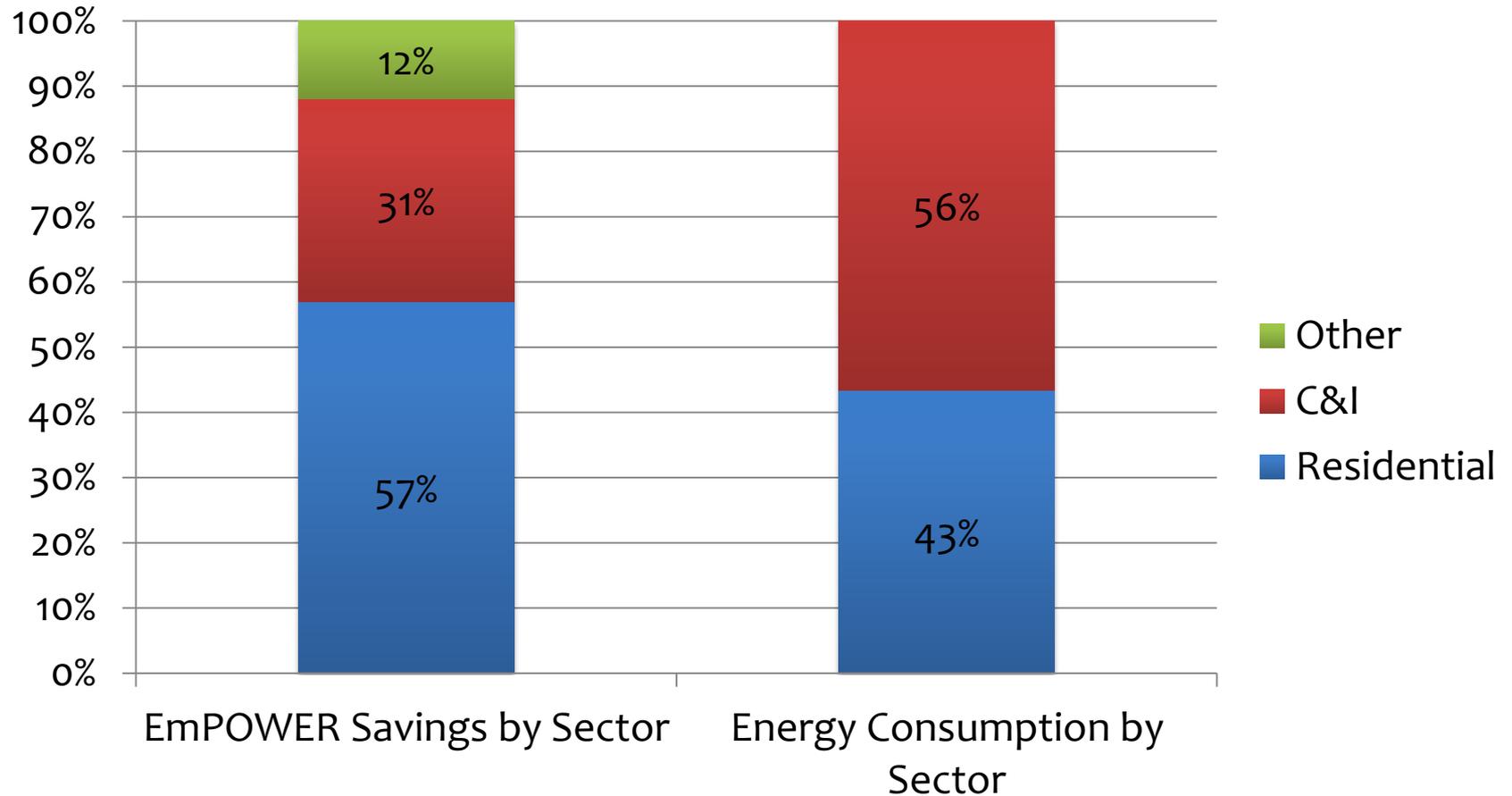
Benefits To Date

- Investment: **\$191,944,520**
- Participants: **42,115 (17% of accounts)**
- Energy Savings: **790,269 MWh**
- Lifetime Dollar Savings: **\$1.06 billion**
- Jobs Created: **2167**
- CO₂ Avoided: **396,266 MMT**
- Climate Resilience: **Priceless...**



What should we target?

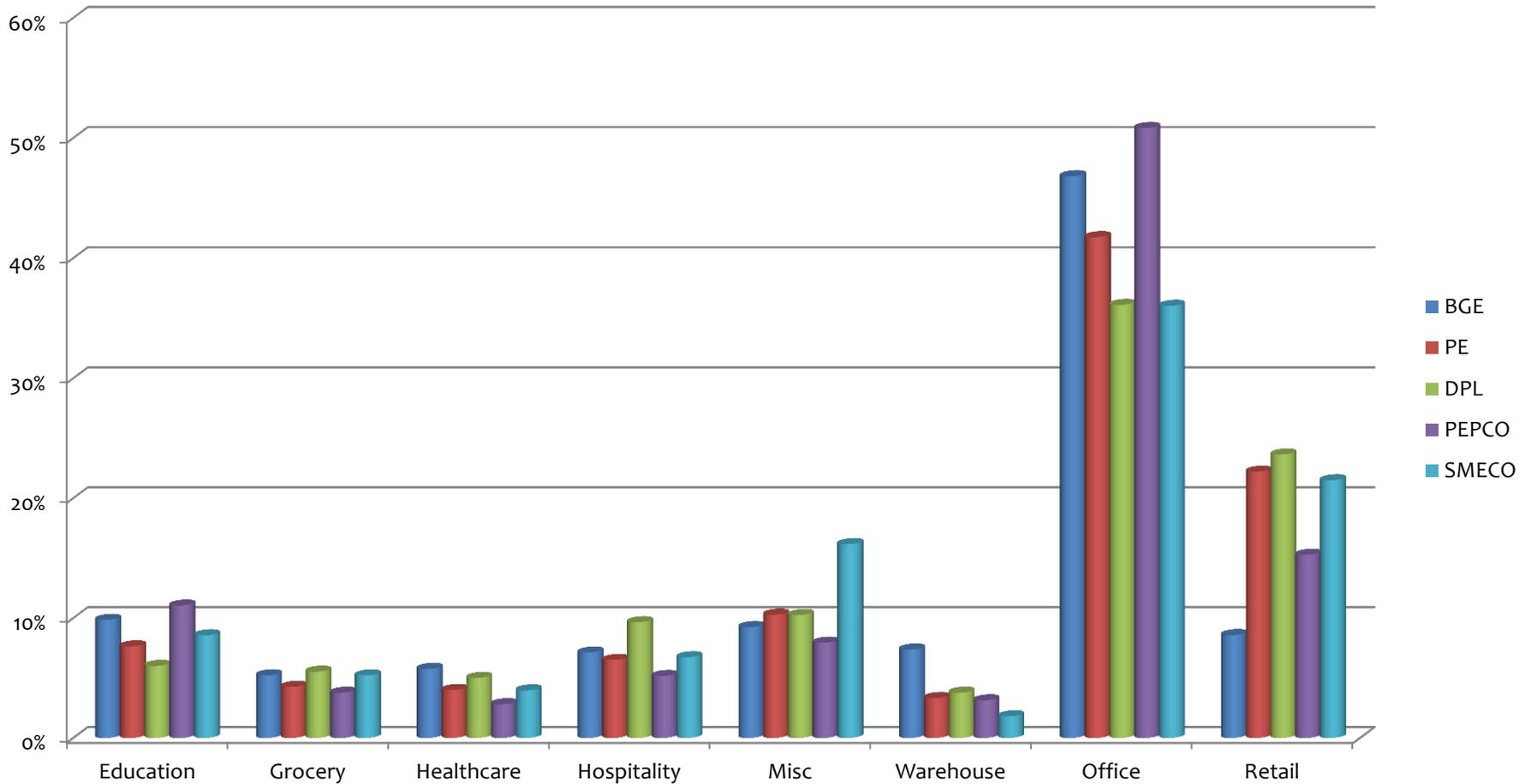
Commercial and Industrial Lags





What should we target?

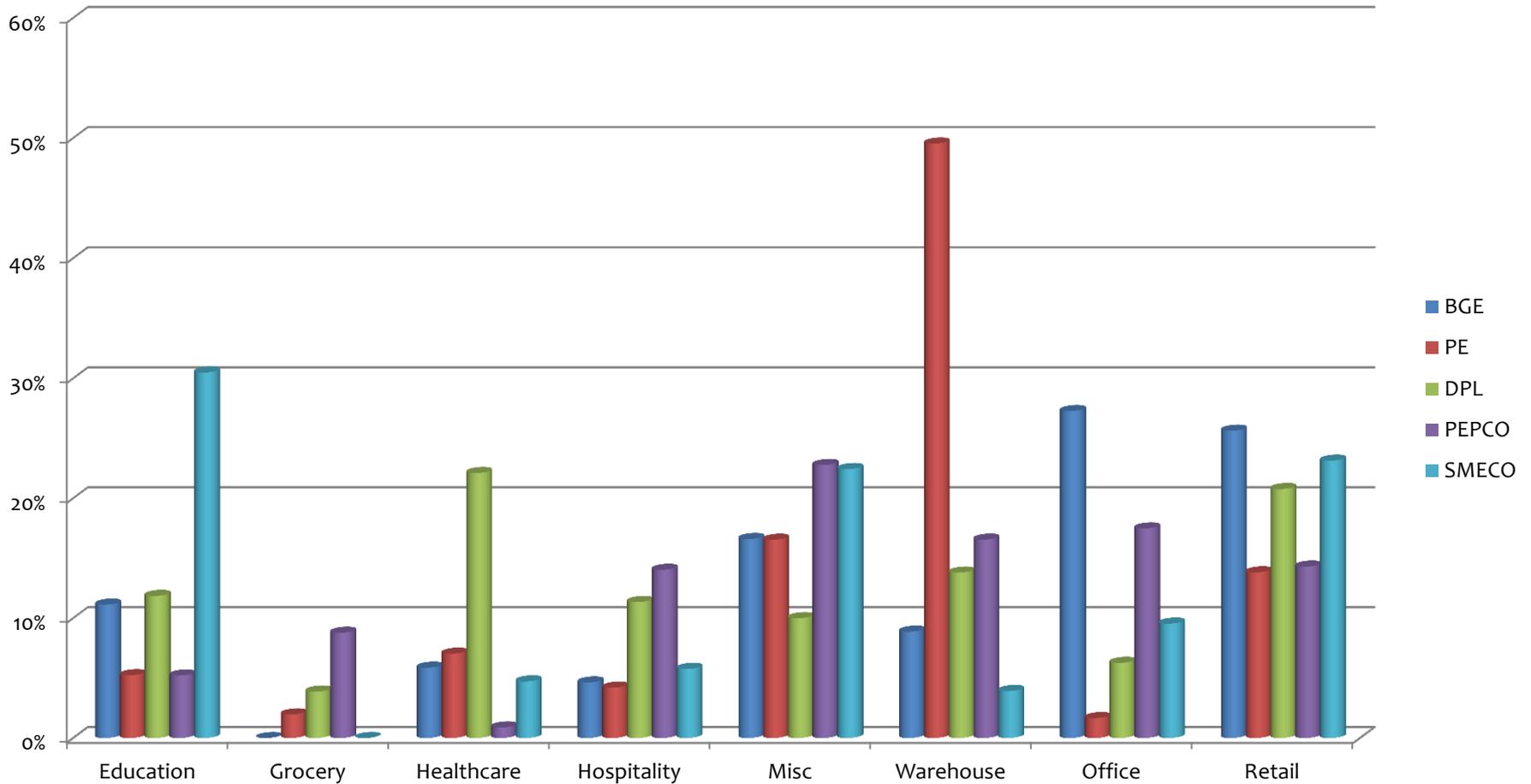
C&I Consumption by Utility





What should we target?

C&I Savings To-Date by Utility





EmPOWER Maryland Challenge

Goal: reduce per capita electricity consumption 15% by 2015 from 2007 baseline

- Implement building upgrades that achieve “deep” electricity savings of 20% or more.
- Showcase results to establish leadership standard with peers.
- Create an MEA-C&I partnership to design future policy and program together.
- Recognizes that energy efficiency is good for business.
- Opportunity for recognition.





C&I Grant Program In Brief

- Competitive grants to implement and showcase upgrades to C&I buildings that reduce electricity usage by 20 percent or more.
- Grants cover up to 50% of project costs after other incentives.
- Up to \$4.5 million in funding is available.
- Awards can range from \$20,000 to \$500,000.
- No limit on project size.





C&I Grant Program Eligibility

- Must sign on to EmPOWER Maryland Challenge.
- Any commercial or non-profit enterprise.
- Buildings must be located in Maryland.
- Projects must improve whole building or dedicated space.
- Eligible electricity efficiency measures.





C&I Grant Program Program Timeline

- **November 1, 2013:** The program opened for applications
- **January 15, 2014:** The application period closes
- **March 2014:** Grant decisions are announced
- **May 2014:** Grant agreements are signed
- **May 1, 2015:** All energy efficiency measures are installed
- **May 31, 2015:** Final invoices due to MEA





C&I Grant Program

Questions about C&I Grants?

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Phone: 410.260.7655

<http://energy.maryland.gov/Business/empowermdchallenge/>

Google “EmPOWER Maryland Challenge”





EmPOWER Challenge Partnership

Charting a Path Forward

- How do we encourage more commercial-industrial building owners to reduce their energy use?
- How do we encourage deeper energy savings building by building?
- What additional policies and/or programs should the utilities or MEA pursue?





EmPOWER Maryland Partnership

Charting a Path Forward

Please submit ideas on next-generation C&I efficiency solutions to:

**Dan Seligman, C&I Policy Development
Manager**

dan.seligman@maryland.gov

Phone: 410.260.2602



Let's keep on talking.

We want to hear from you.

*We can make a
difference through
our actions.*





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Thank you.