

Here Are Three Utility Incentive Programs  
**You May Not Know  
You're Missing**

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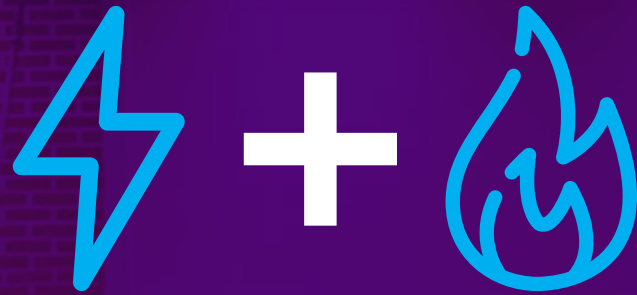
ENERGY STAR

According to ENERGY STAR<sup>®</sup>,  
small businesses spend more than  
**\$60 billion**  
a year on energy.

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For some commercial buildings, **utilities are one of the largest operating expenses,**

**electricity**  
being the most  
commonly used



**natural gas**  
following as a  
close second.

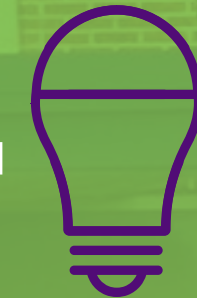
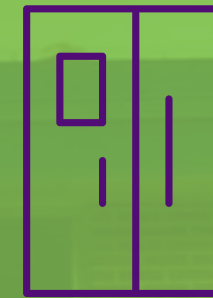
**A 2019 study done  
by IOTA Communications**

states that the average cost of utilities for  
commercial buildings is

**\$2.10**  
per square foot.

The average number of kilowatt-hours  
per square foot for a commercial  
building is approximately **22.5**, according to  
the U.S. Department of Energy, most of which is spent on

**refrigeration  
and equipment**



**lighting.**

And according to the U.S. Energy Information Administration,  
**7.6 million cubic feet of natural gas were  
consumed by commercial businesses in 2019.**





**With statistics like these, as a small business owner, you're probably looking at your utility bill and wondering if there's a way to bring your company's energy costs down?**

**And with the recent coronavirus pandemic causing additional financial strain, it's never been a better time to learn how to save money on energy and potentially allocate resources elsewhere.**

## So why would utilities want customers to spend less with them? Isn't that counterproductive?

There are several reasons for utility providers to want to decrease a company's energy usage, including:

### **Demand Response.**

It can be costly to meet the energy needs across a territory during times of high demand, such as hot summer months when businesses and residential homes have air conditioning on high, or on the coldest days of winter when customers are heating their homes and businesses.

### **Infrastructure Constraints.**

Furthermore, as the electricity network grows, the increased demand is trying on transmission substations and the ongoing annual demand growth can be unsustainable. The same can be said about natural gas. With a network of thousands of miles of natural gas transmission pipelines, there is a desire to ease constraint on the existing pipeline infrastructure.

### **Reducing Carbon Emissions.**

Most importantly, utilities often have initiatives to help businesses reduce their carbon footprint and decrease the amount of greenhouse gases released into the environment. By working through the community and with customers, utilities can provide solutions to increase energy efficiency that invest in the future of communities and support a healthy environment for future generations.



3

Utilities offer incentives to businesses of all sizes to help them become more energy efficient, but many businesses are not aware of them.

Here are **3 incentive programs**

you may not know you are missing that can help to reduce energy usage and costs.



# 1 No Cost Energy-Efficiency Assessments

**Many utilities offer energy-efficiency assessments for businesses of all sizes at no cost.\*** These consist of a walk-through of the property to identify where energy is being lost and analyze where updates can be made to increase the efficiency of the energy already being used.

\*In-person and virtual walk-throughs of your facility are available.



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**After analyzing the energy cost and efficiency, recommendations are provided to better equip the business.**

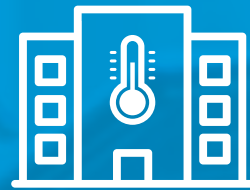
These upgrade recommendations could include adding:



better insulation



updated heating



upgraded natural gas furnaces and dryers



ventilation and air conditioning (HVAC)



lighting upgrades with increased controls

While some of these fixes may be small, others may take more time and money to implement. The business's size and resources will help determine the best way to move forward with upgrades. Even the smallest efficiency upgrades can make a difference for the future of the business.

Business owners should talk to their utility provider to see what programs they offer to help with the suggested upgrades.



Additionally, utilities are willing to offer financial incentives to help reduce gas waste commonly found at commercial businesses. These incentives can offset the costs to upgrade or install steam traps, heat exchangers, boilers, warehouse heat, steam pipes and valves without insulation, and more. Contact your utility provider to better understand how these incentives can keep costs down.



# Save Big with Lighting Incentives

Lighting plays a significant role in operating expenses for businesses of all sizes. In addition to saving money and decreasing energy usage, upgrades to lighting and lighting controls could increase the aesthetics of the building, maximize comfort for employees and visitors, and even increase safety by illuminating darker areas of the facility.



ENERGY STAR qualified lighting can last

**50x**

longer than  
incandescent bulbs.

Your utility provider may offer

**50%**

or more of the lighting  
expenses for qualified  
customers.

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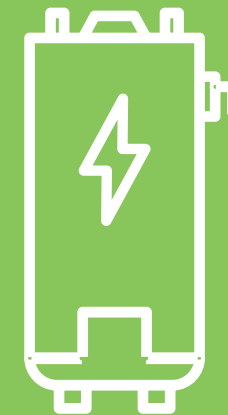


# 3 Consume Less Energy with Building Climate Improvements

No matter the season of the year, outdated air conditioning and water heaters, along with poor sealing and insulation, can waste energy. Keeping your business climate-controlled in all seasons is important for your employees' comfort, and essential for maintaining sensitive technology, such as computers and servers.

Additionally, an energy management system (EMS) can be set to automatically control temperature during off hours. More efficient chiller technology may also be an option. With rebates and incentives for qualifying customers, utilities can stop heating and cooling systems from draining energy—and your budget.

**New, efficient water  
heaters can save  
up to **62%**  
in energy consumption.**



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By talking to utility providers, business owners will learn that there are many incentive programs in place to help businesses cut costs. All it takes is a phone call to not only save money, but to become more energy efficient.

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