



# Reaching the Small Business Segment

Chris Valle – DNV GL, Operations Manager



# Small C&I Challenges

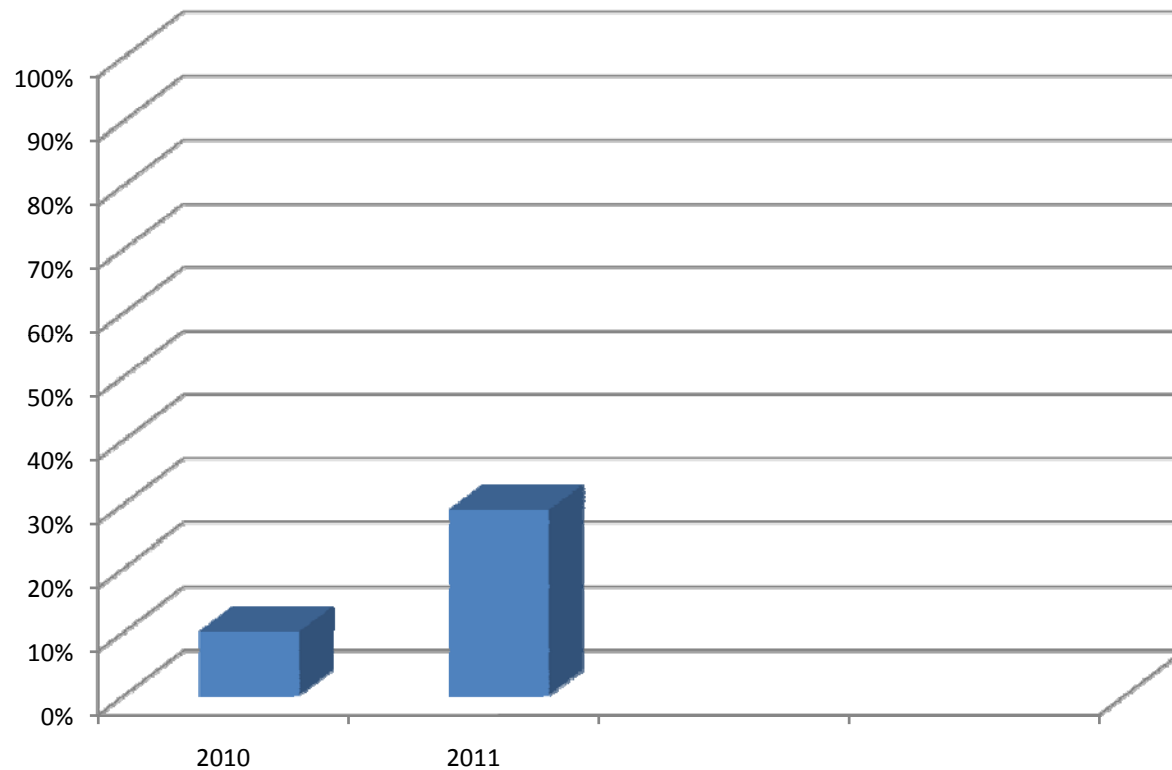
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- Small C&I customers
  - have limited bandwidth
  - have limited capital
  - risk averse
- Small C&I=small project size



# Progress at the Halfway Point

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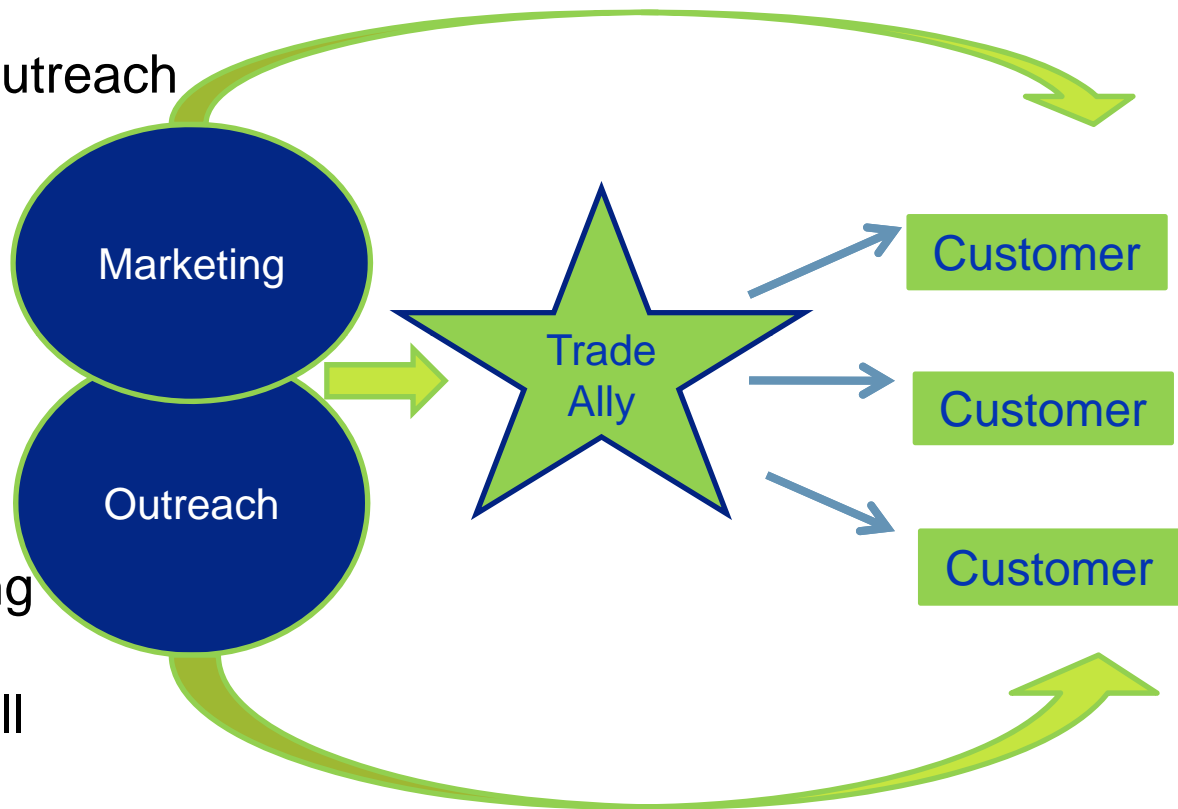


PPL Small C&I Goal for Act 129, Phase 1 = 3% reduction

# Enabling Trade Ally Success

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- Targeted Marketing/ Outreach
- Blitz Campaigns
- Limited Time Offers
- Direct Mail
- Mass Media Advertising
- Implement Direct Install



# Direct Install Program

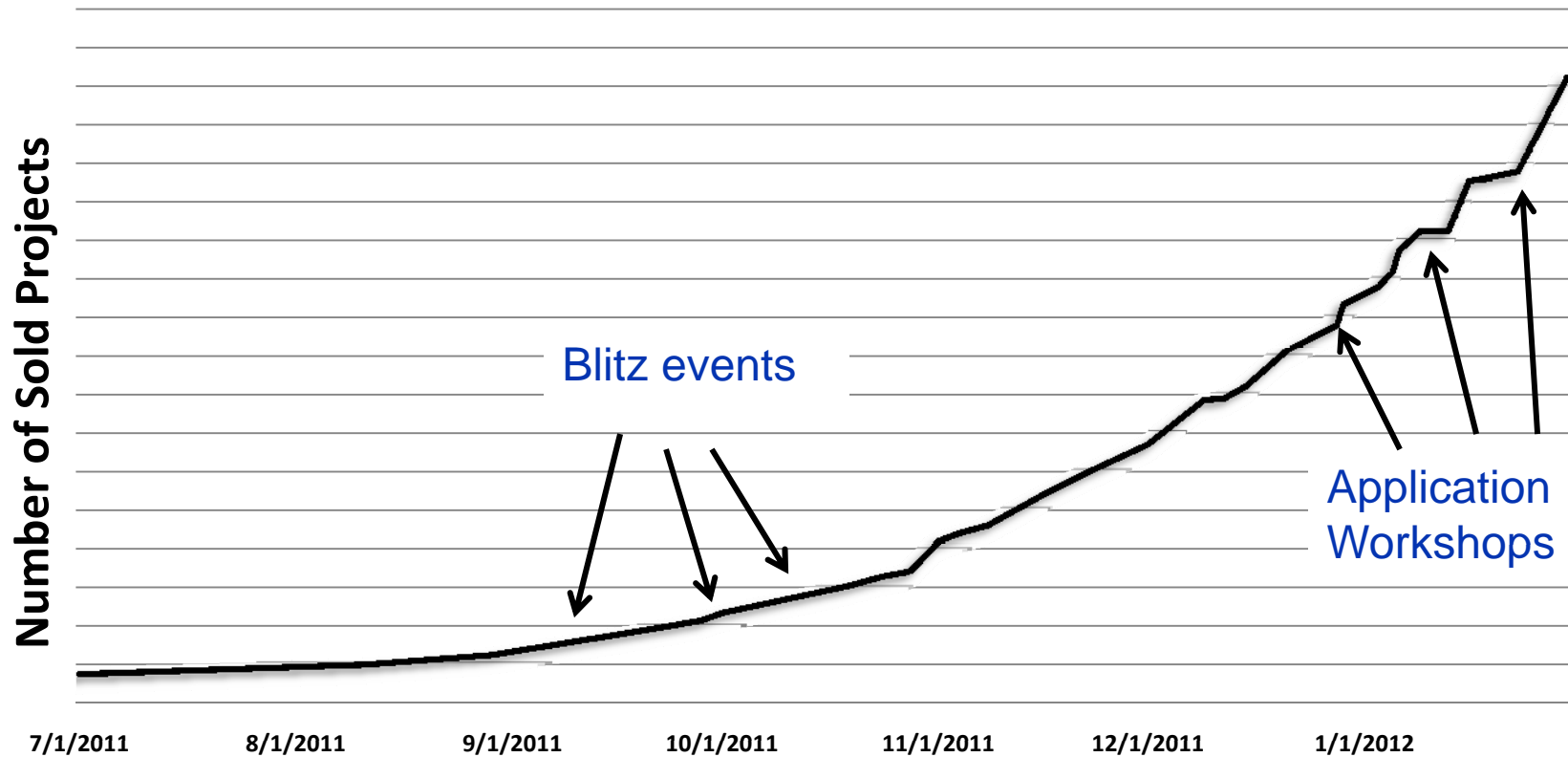
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- Implement Direct Install program
  - Small C&I customers < 400,000 kWh/year
  - Lighting Retrofit Rebates
  - Refrigeration Rebates
- Direct Discount Service Trained Providers
  - Software Training
  - Dedicated Outreach Professional
  - Marketing Support
  - 88 contractors in Phase 1
  - Top Producer Achieved \$1MM in rebates
- Focus on Trade Ally Strategy



# Campaigns Sparked Activity

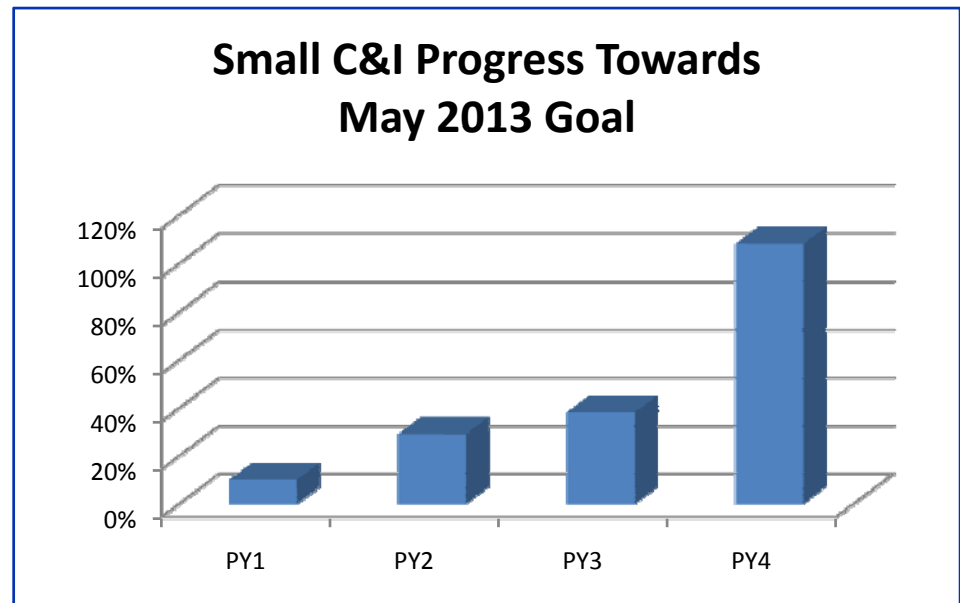
## Small C&I Project Sales



# Results

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- **Closing Strong**
  - Last 6 months of Phase 1 averaged 14,000 MWh/month
    - More than 6,000 MWh/month Direct Install
  - Achieved goal 3 months ahead of schedule
- **4,025 businesses participated in Direct Discount program**
- **121,184 MWh Savings**
- **\$15,732,706 Rebates**



[www.dnvkema.com](http://www.dnvkema.com)

**Chris Valle**

DNV KEMA

Office: 484-538-2700 Ext 42623

[Christopher.Valle@dnvkema.com](mailto:Christopher.Valle@dnvkema.com)

