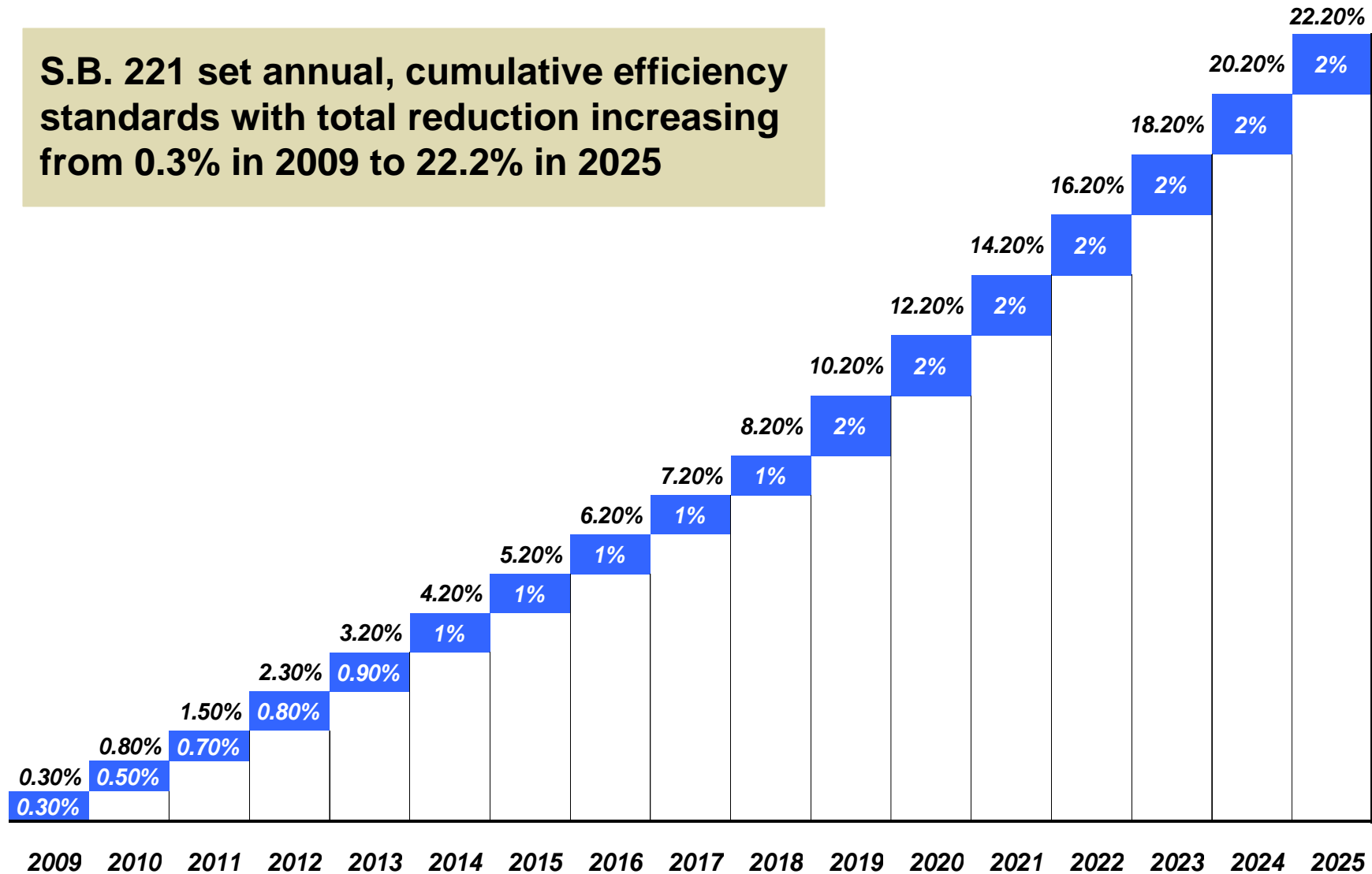


FirstEnergy Ohio Energy Efficiency Programs

- **In Response to Ohio Senate Bill 221**
 - Utilities mandated to achieve annual energy reductions growing to over 22% by 2025
- **Incentives for Installing Energy Conservation Measures**
- **C/I Program Opportunities**
 - Mercantile Self-Directed
 - Incentives/Rebates for Energy Efficiency Projects
- **Programs are subject to approval by the Public Utilities Commission of Ohio (PUCO)**

S.B. 221 – Energy Efficiency Standards

S.B. 221 set annual, cumulative efficiency standards with total reduction increasing from 0.3% in 2009 to 22.2% in 2025



Mercantile Customer Program (Completed Projects)

Mercantile customers may qualify to avoid certain charges in the Demand Side Management and Energy Efficiency Rider (DSE2) or may opt for a cash option

- **Who is considered “mercantile”?**
 - A “mercantile customer” is a commercial or industrial customer if the electricity consumed is for nonresidential use and the customer consumes *more than 700,000 kWh per year* or is part of a national account involving multiple facilities in one or more states
- **Minimum energy efficiency saving requirements per the DSE2 Rider**
 - Energy savings and/or peak demand reductions from customer’s self-directed projects equal to or greater than the statutory benchmarks to which the Company is subject
- **If Customer elects cash rebate in lieu of exemption, based on 75% of current program incentives, capped at 50% of project cost or \$250k per project or \$500k per customer per FE operating company (CEI, OEC, TEC)**
- **Customer commits either existing or new energy savings to the Utility’s compliance requirements through an application filed to PUCO**
- **PUCO has final approval authority**

Mercantile Program Project Eligibility

- **Energy Efficiency is defined as those that “reduce the consumption of energy while maintaining or improving level of functionality”**
- **Examples are lighting projects, custom process retrofits, behavioral changes if they can be measured & verified, and if an investment was made**
- **Timeline for projects: Projects must be implemented during the prior 3 calendar years or later**

Mercantile Customer Program

- **Administrators & Regional EE Reps**
 - Program Delivery Partners with FirstEnergy
 - Will provide education and support services to complete and submit applications for these programs
 - You do not have to use an Administrator
 - Local CEI , Ohio Edison & Toledo Edison Mercantile Program Representatives
 - CEI – Jim Frank # 440- 717- 6853
 - Ohio Edison – Mike Orban # 330-436-4062
 - Toledo Edison – Greg Flaczynski # 419-249-4157
- www.energysaveohio.com