

NON-WIRES ALTERNATIVE DELIVERS LOAD REDUCTION SAVINGS

Utilizing a unique start-up process and scalable program design, Franklin Energy provided immediate load-reduction savings, workforce development and a positive customer experience to an unlikely customer.



Reached 102%
OF SAVINGS GOAL

5 MW
SAVINGS GOAL

5.1148 MW
SAVINGS ACHIEVED

The story: As the operator of one of the world's largest energy delivery systems, providing energy for 10 million people living within New York City and Westchester County, Con Edison was facing a \$1.2 billion substation upgrade. The utility instead decided to invest in non-wire alternatives, lining up distributed resources, demand response and efficiency throughout Brooklyn and Queens.

The goal: With the overall Brooklyn-Queens demand-management program portfolio off to a rocky start, Con Edison needed a non-traditional, customer-side solution that could deploy quickly and achieve base- and peak-load savings—all without replicating existing demand-response program offerings.

The solution and results: Franklin Energy proposed the *Neighborhood Program for Residents*, a proven and scalable neighborhood lighting solution that resulted in immediate base- and peak-load savings for targeted neighborhoods. Franklin Energy partnered with [Green City Force](#) (GCF)—a New York City social service agency that helps underprivileged youth gain job skills and obtain certifications needed for a career in sustainability—to canvas the neighborhood and get the program off to a quick start. Because immediate savings were part of the goal, demand and energy savings were gained through the installation of up to 12 LED lighting measures per residence. Educational materials were also left behind to help influence the persistence of savings through behavior change. A strong pre-notification outreach effort, community-based outreach events, social media and a streamlined appointment process came together to deliver a positive customer experience. In addition, the easy enrollment process ensured full program participation. Franklin Energy experts, along with GCF alumni who were hired on as program implementation staff, delivered a turnkey program that met Con Edison's goals, which included marketing, outreach, installing LEDs, tracking, reporting, coordinating M&V review, and disposing of removed measures. As a result, the utility not only was able to avoid the costly substation upgrade, but has also helped pioneer the non-wires alternative as a strategy for utilities nationwide.

As a result of their partnership with GCF, Franklin Energy received the [NYCETC Opportunity-Outstanding Employer Award](#) from the [New York City Employment Training Coalition](#), meeting Con Edison's mission of improving the communities they serve through workforce development.



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