

# **ENERGY STAR Commercial Food Service Webinar Series**

## **ENERGY STAR Partner Spotlight – Hawaii Energy and Energy Relief Grants**



**Tuesday, September 14, 2021**

## Introduction to Monthly CFS Webinar Series

Webinars are an opportunity for  
Partners/Stakeholders:

- To hear news on the latest CFS events, activities, and initiatives at ENERGY STAR
- To learn about program engagement resources and tips
- To engage with ENERGY STAR and each other on industry topics and energy-savings
- To provide feedback on any information gaps and inform the development of new resources





## Near-Term ENERGY STAR CFS Activities

- ENERGY STAR Day is October 26, 2021
- [ENERGY STAR 2022 Award Applications](#) are available and due December 7
- Ask the Experts on [Reducing Refrigeration Energy Costs in Commercial Kitchens](#)
- CFS equipment calculator is now available on the [CFS landing page](#)!

Coming soon!

- Fall newsletter
- CFS utility midstream program resources

Active specification revisions:

- Commercial Refrigerators and Freezers v5.0 (see [CRE product development page](#))
- Commercial Ovens v3.0 (see [ovens product development page](#))
- Commercial Electric Cooktops v1.0 (see [cooktops product development page](#))

## Stakeholder Breakdown

Registrations for today's webinar include:

- 14 Product Brand Owners
- 10 EEPS/Utilities
- 10 Other
- 8 Implementers
- 3 Associations
- 1 Dealer/Distributor
- 1 Restaurant Operator





## Polling Question #1

- What Aspects of Hawaii Energy's Energy Relief Grant program are you most interested in learning about? (Pick 2)
  - Customer Eligibility for Grant
  - Equipment Eligible for Rebate
  - Grant Application Review Criteria
  - Marketing & Outreach
  - Participation & Results
  - Challenges & Lessons Learned
  - New & Improved Grant Program



# PRESENTERS



**Ramsey Brown**

Resource Acquisition Manager



**Eileen Lacaden**

Technical Projects Implementer

The Locavore Store, Hilo, HI



# ENERGY RELIEF GRANT

SEPTEMBER 14, 2021

[hawaiienergy.com](https://hawaiienergy.com)

# AGENDA

- Introduction to Hawai'i Energy
- ENERGY STAR® Partner
- Why we created the Energy Relief Grant
- Overview of the Energy Relief Grant program
- Marketing and outreach
- Results and testimonials
- Lessons learned and bright spots
- The new grant program
- Questions



# ABOUT US

In 2009, the state enacted the Energy Efficiency Portfolio Standard (EEPS). Hawai'i Energy was created to lead the charge toward the state's 4,300 GWh savings goal by 2030.



Hawai'i Energy's mission is to help local families and businesses make smart energy choices.



# PROGRAM PILLARS

## Clean Energy Technologies

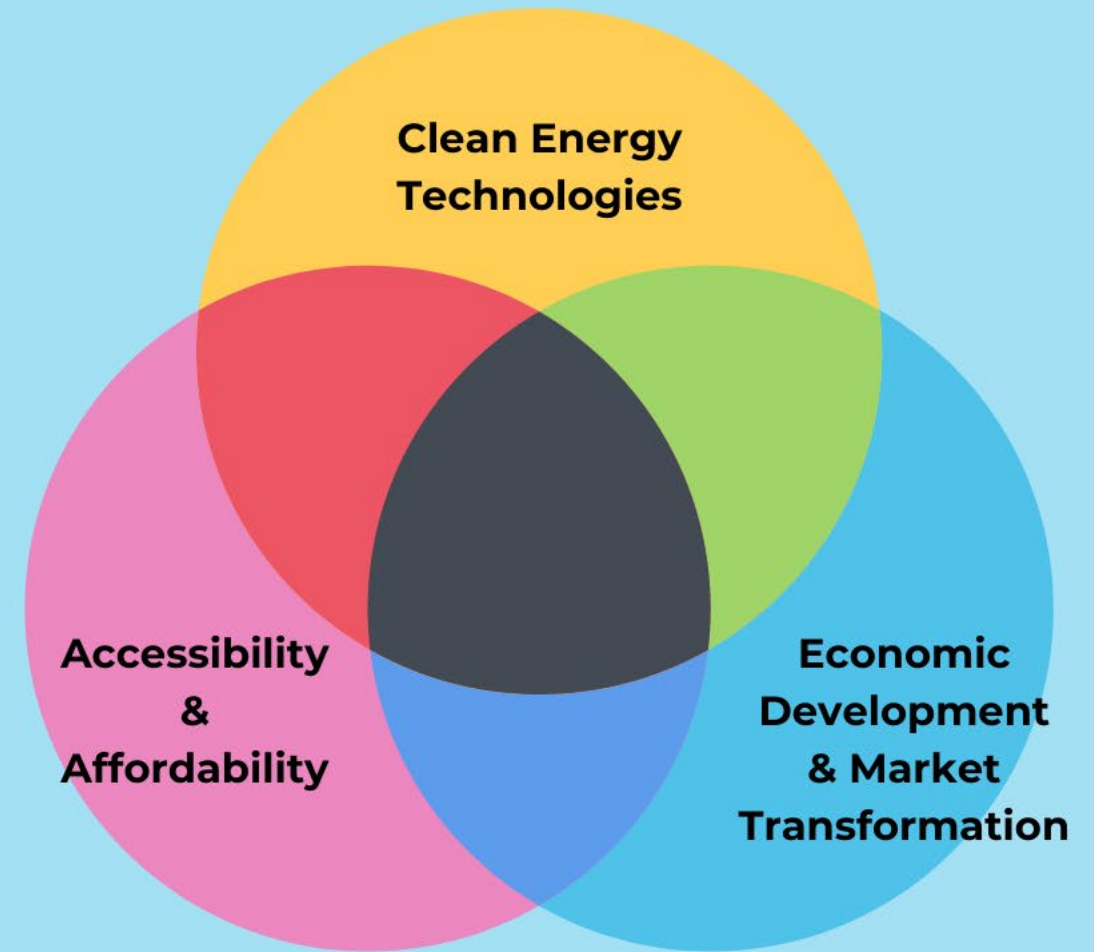
Accelerate Hawai'i's path to 100% through the installation of clean energy technologies

## Accessibility & Affordability

Include everyone in the clean energy transition – ensuring access to programs and reducing the energy burden

## Economic Development & Market Transformation

Fast-track workforce development and boost Hawai'i's economy





**ENERGY  
STAR®  
PARTNER  
SINCE 2009**



**Hawai'i Energy**

**ENERGY STAR® certification is a requirement for applicable equipment in commercial and residential programs**

**2019 - Energy Efficiency Program Delivery and Excellence Award**

**2021 - Partner of the Year**



# COVID IMPACTS

## **Hawai'i Public Utilities Commission**

*Statement on COVID-19 emergency,  
March 24, 2020*

- Ensure Reliable and Affordable Essential Services
- Achieve Clean Energy and Climate Goals
- Support Economic Recovery from COVID-19 Emergency







# COVID IMPACTS

## Hawai'i Energy Clean Energy Ally Survey

*Conducted April 3-17, 2020*

- **95%** were still able to operate
- **93%** saw project delays
- **81%** saw decrease in sales
- **57%** experienced supply chain disruption
- **50%** had to downsize staff
- **37%** had limited access to PPE and safety gear
- **26%** said customers didn't know they were still open for business



# COVID IMPACTS

## Hawai'i Energy COVID Recovery Plan

*June 2020*

### Financial Support

- Provide enhanced funding and grants to help cover more upfront costs
- Establish a grant program for qualified customers who need gap funding



# How can we leverage our programs and shift our focus?



## ✦ Short-term goals

- Target those that could benefit the most from immediate energy savings
- Generate jobs/orders for contractors and vendors
- Get funding out quickly
- Make it easy and worthwhile to participate in our program

## ✦ Long-term goals

- Long-term energy savings for participants which will aid in economic recovery
- Leverage our grant program to motivate other community partners and foundations to invest in energy efficiency

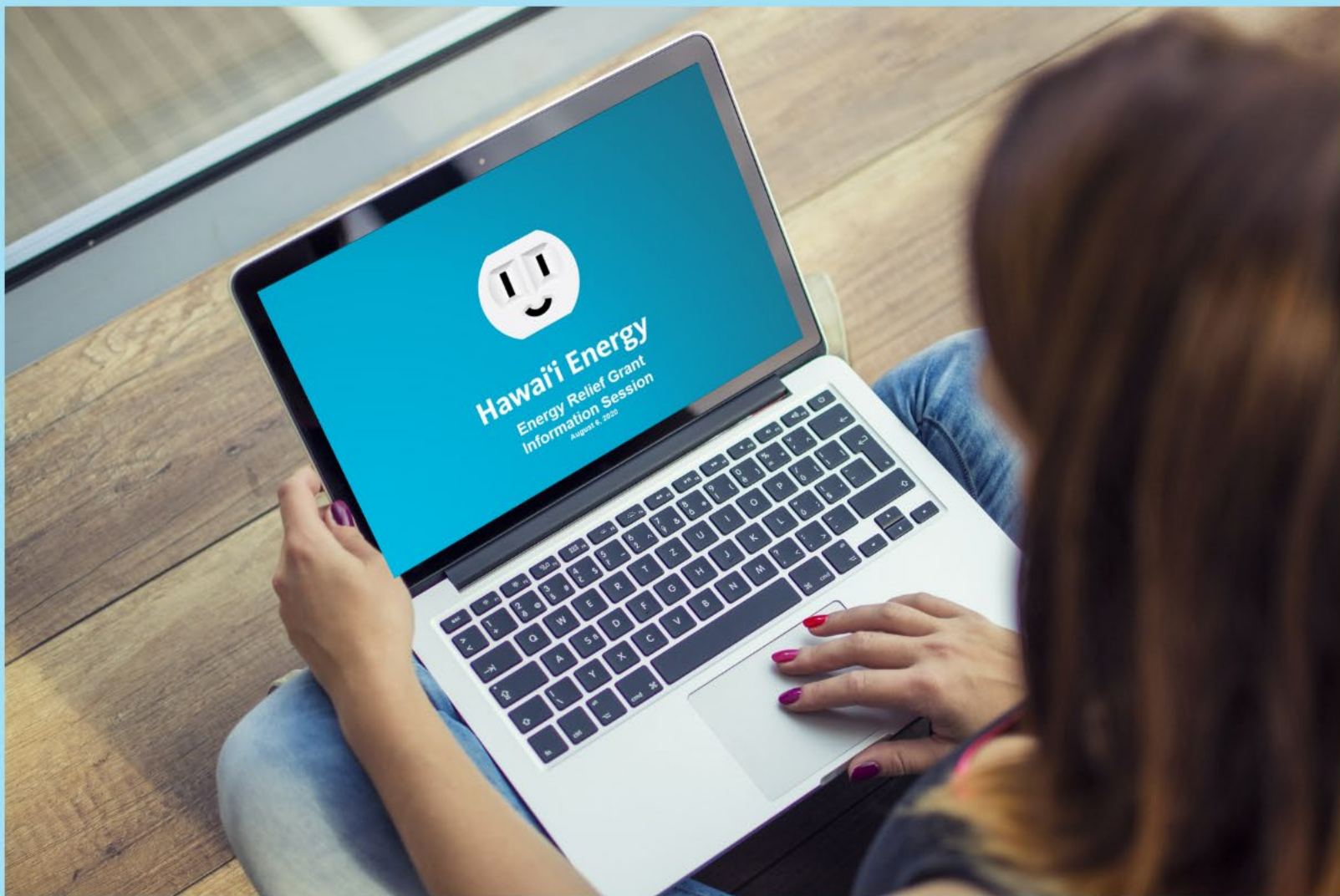
# How can we leverage our programs and shift our focus?



## ✦ Limitations

- Budget - \$1 million
- Our program funding has to be paid after install
- Short timeline for program design due to urgency
- Must support energy-efficient equipment that qualifies for Hawai'i Energy rebates
  - ENERGY STAR certification is a primary qualifying criteria
  - Other certifications are considered
    - % better than code, standard, or industry benchmark







With limited capital and ongoing electricity costs, Hawai'i's hardest-hit businesses can apply for up to \$25,000 to help fund energy efficiency upgrades that will reduce operating costs.





# CUSTOMER ELIGIBILITY

Must be eligible for Hawai'i Energy commercial incentives

Must fall into one of the following categories:

- **501(c)(3) nonprofit organization**
- **Obtained relief funding from one of these programs:**
  - Economic Injury Disaster Loan (EIDL)
  - Paycheck Protection Program (PPP)
  - City & County of Honolulu Small Business Relief and Recovery Fund
  - Maui County Micro Business Loan
  - Hawai'i County Emergency Resilience Loan
- **Restaurant**
- **Small business with less than 5,000 sq. ft.**
- **Small business with electric rate Schedule G (HECO)**
- **Multi-family affordable housing property (occupants with up to 100% AMI)**
- **Commercial Strategic Energy Management (SEM) participants and EmPOWER participants**

# Qualified equipment must meet efficiency requirements

Examples:

- Commercial kitchen appliance must be ENERGY STAR
- LEDs must be ENERGY STAR or DLC-listed
- Commercial split AC and heat pumps <65,000 BTU must have minimum 15.4 SEER





# Eligible Commercial Kitchen Equipment

## ENERGY STAR Appliances

- Combination Oven
- Convection Oven
- Electric Griddle
- Fryer
- Hot Food Holding Cabinet
- Ice Machine
- Reach-in-Refrigerator/Freezer
- Steam Cookers



## Refrigeration

- EC motors for walk-in coolers
- High-efficiency evaporators and condensing units
- Evaporator motor controls

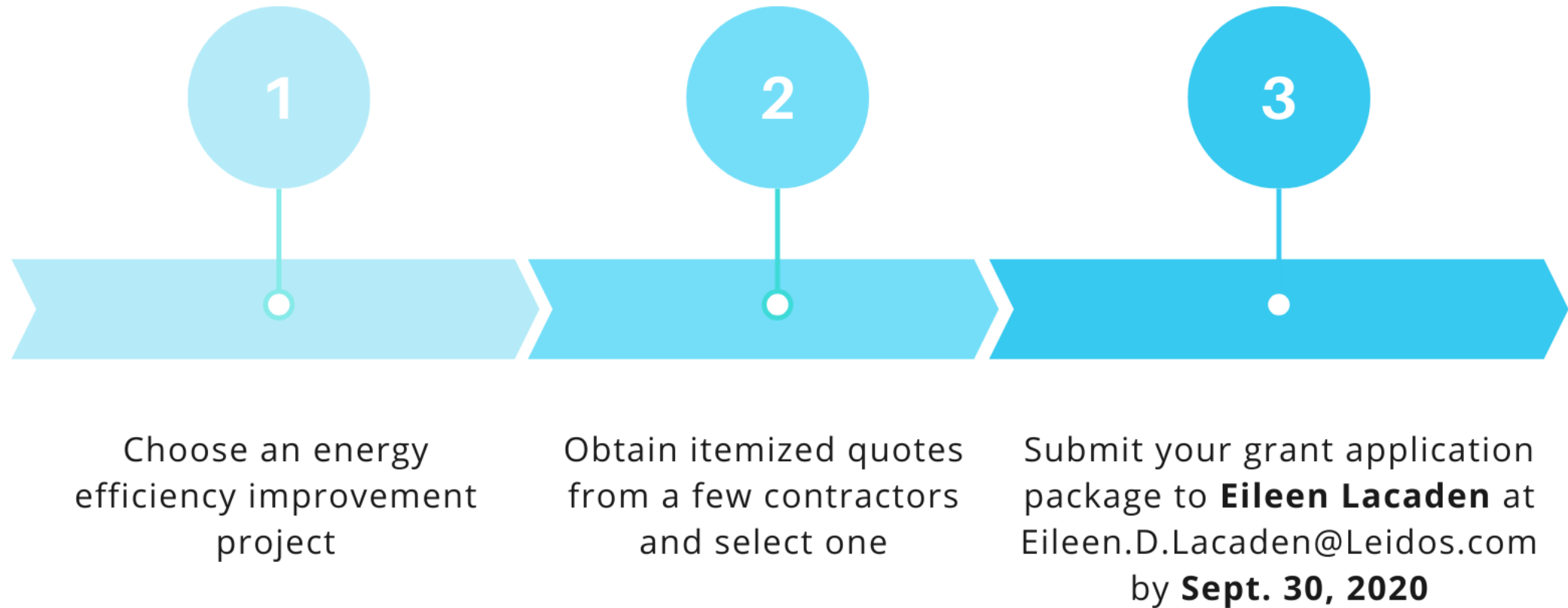
## Other Equipment

- Kitchen exhaust hood demand ventilation control
- Custom projects (e.g. prep tables, food manufacturing equipment retrofits)



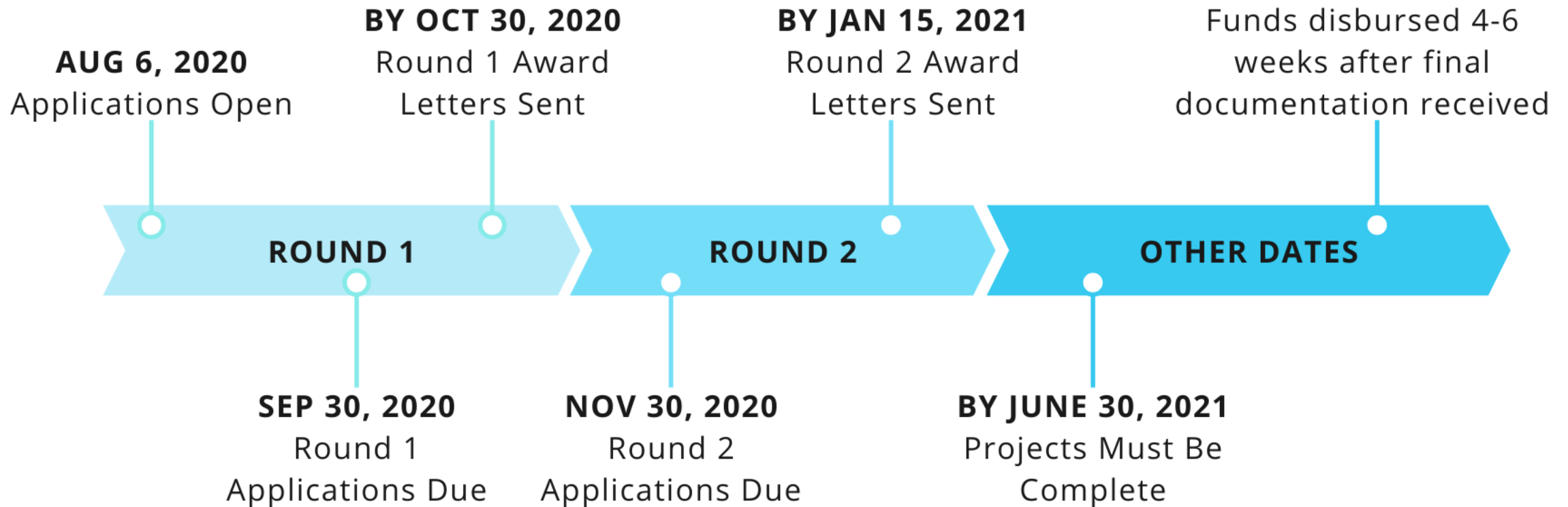
# ENERGY RELIEF GRANT

## How to Apply



# ENERGY RELIEF GRANT

## Important Dates





# ENERGY RELIEF GRANT

## Review Criteria

Applicant experienced hardship regarding energy consumption due to COVID-19

Probability that the project will be completed by June 30, 2021

Ability to cover or finance remaining project costs not covered by the grant

Projects that demonstrate potential for significant energy savings

### PREFERENCE WILL BE GIVEN TO:

- Organizations that serve the ALICE (Asset-Limited, Income-Constrained, Employed) population, rural communities, or other vulnerable communities
- Projects with matching funds from existing budgets or other sources
- Projects requesting lower amounts of funding
- Organizations that have not participated in a Hawai'i Energy commercial incentive program

# MARKETING & OUTREACH

News Release: January 26, 2021

**Hawai'i Energy Awards Over \$1,000,000 In Energy Relief Grants To 251 Local Nonprofits And Small Businesses**



- ✦ Press release, local news
- ✦ Clean Energy Allies (CEAs)
- ✦ Industry and professional groups
  - Chambers of Commerce
  - Small Business Development Centers
- ✦ Community partners
  - County offices
  - United Ways
- ✦ Hawai'i Energy team members
- ✦ Coconut wireless

# RESULTS

**400+**

applications received

**> \$6M**

in total requested dollars

**> \$2M**

awarded

**271**

projects awarded to 210  
unique organizations

**\$10K**

average awarded per  
project



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## Participant Breakdown

**38%**

restaurants and food  
industry

**30%**

non-profits

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**~\$700K**

went toward ENERGY  
STAR commercial  
kitchen equipment

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## Anticipated Annual Savings

**1.5M**

total energy savings  
(kWh)

**\$450K**

total customer bill  
savings

**Project:** Two reach-in refrigerators

**Energy Relief Grant:** \$10,934

**Est. Energy Savings:** 1,209 kWh/year

**Est. Bill Savings:** \$470/year

— “ —

We're so grateful for this grant. I never imagined I'd be saying I'm looking forward to getting an electric bill, but I'm excited to see how much our two ENERGY STAR refrigerators decrease our monthly bills!

— ” —

## Big Island Brewhaus





**Project:** One reach-in freezer, five reach-in refrigerators

**Energy Relief Grant:** \$18,226

**Est. Energy Savings:** 2,622 kWh/year

**Est. Bill Savings:** \$790/year

— “ —

Hawai'i Energy and the Energy Relief Grant helped our small business achieve our goal of replacing our old, inefficient refrigeration with new ENERGY STAR appliances... Our new equipment helps us better serve our customers and also allows us to offer more refrigerated grab and go menu items.

— ” —

## Morning Glass Coffee



# Challenges and Lessons Learned

- ✦ Overwhelming response – framing program as a grant
- ✦ Many applicants required extensive technical assistance
- ✦ 18% of projects delayed beyond grant deadline for reasons out of the participants' control
- ✦ Timing of payment was a struggle for some
- ✦ Partial grants caused confusion
- ✦ Increasing cost-effectiveness over time

# Bright Spots

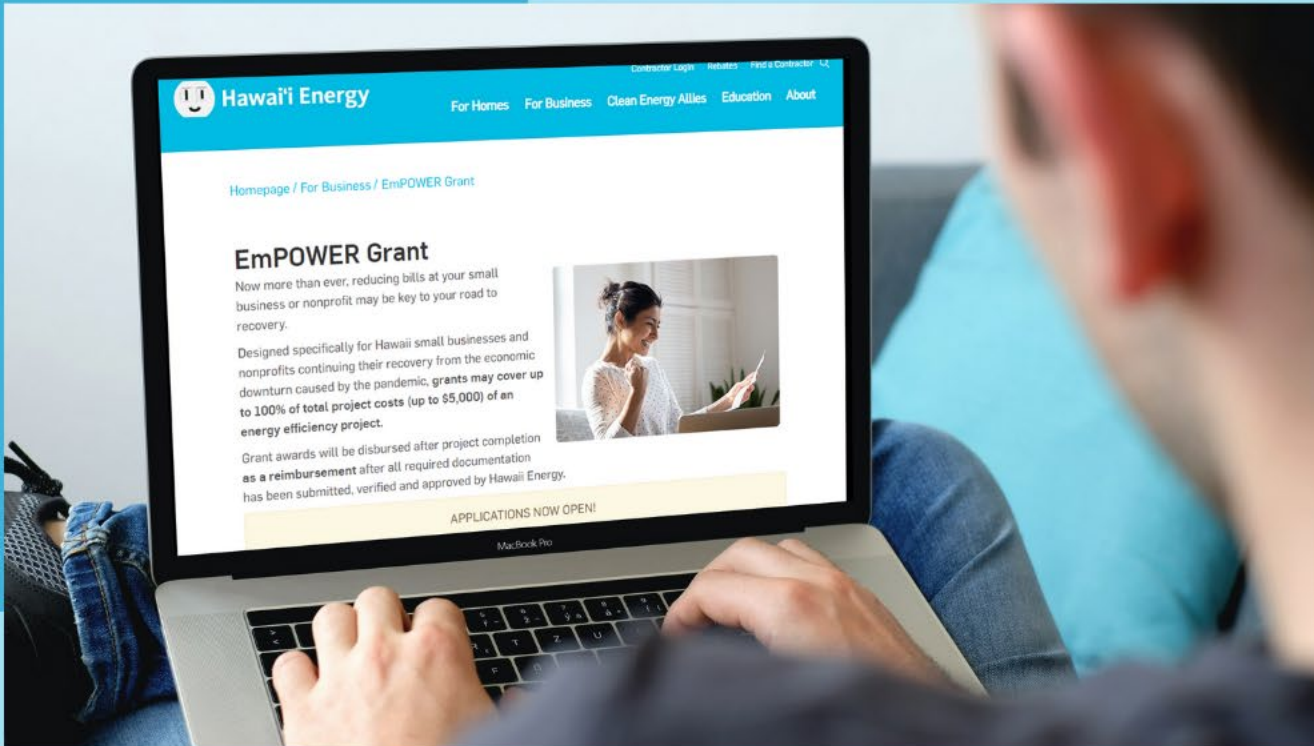
- ✦ 160+ businesses and nonprofits learned about Hawai'i Energy for the first time through the Energy Relief Grant
- ✦ 114 participants responded to a post-grant survey
  - 11% said their upgrades improved health and safety of their facility
  - 73% plan to reach out to us for rebates and technical assistance
  - 79% plan to do more energy efficiency projects
- ✦ Partnered with Ulupono Initiative to hire a grant writer dedicated to helping obtain matching funding for energy efficiency projects



# 2021

## This year's grant program is streamlined

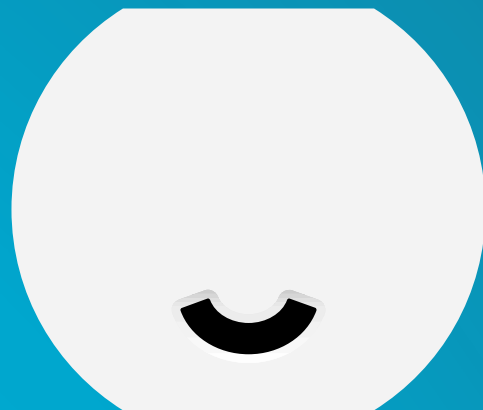
- ✦ \$5,000 grant cap
- ✦ Limited to 501(c)(3) nonprofits and small businesses/restaurants only
- ✦ Must use a Hawai'i Energy Clean Energy Ally (CEA) contractor or vendor
- ✦ Eligible equipment types are limited to a pre-determined list



**QUESTIONS?**







# Mahalo!

## Stay Connected

Oahu: **537-5577** (Residential) **839-8880** (Business)

Neighbor Islands: **1-877-231-8222** toll-free

**[www.hawaiienergy.com](http://www.hawaiienergy.com)**



[facebook.com/hawaiienergy](https://facebook.com/hawaiienergy)



[@myhawaiienergy](https://twitter.com/myhawaiienergy)





## Poll Question #2

- In your community, how do you feel a similar grant program would perform in helping small businesses recover economically while making energy-efficient upgrades?
  - Small businesses in my community would love to have a program like this!
  - There's already an existing program similar to Hawai'i Energy's in my community and it's working great!
  - There's already an existing program similar to Hawai'i Energy's in my community, but the participation could use improvement.
  - At this time, my community does not need a program like this.

# Thank you for participating!



Email [cfs@energystar.gov](mailto:cfs@energystar.gov) if you have any questions, comments, or to be added to the CFS distribution list.