

# FPL's Building Envelope Incentives Help Customers Stay **COOL**

By Kathy Schmitt

**EDITOR'S NOTE:** Many power companies are setting up or now have active incentive programs for installation of reflective roof coverings or ceiling and roof insulation. Below, Kathy Schmitt explains Florida Power & Light's plan.

**F**lorida Power & Light Company (FPL) actively seeks a partnership with its customers in meeting power needs and in conservation. FPL's building envelope incentive program, one such initiative, offers incentives for both commercial and residential building envelope installations.

FPL helps pay for roof and ceiling insulation and reflective roof measures that keep the heat out and cool air in, an issue in a state where summer temperatures can routinely stay in the upper nineties with intense humidity.

To become a qualifying contractor for FPL's building envelope programs, licensed contractors must install qualifying measures for retrofit applications and complete and sign the Demand Side Management agreement.

For its business building envelope program, current incentive levels are reflected in *Table A*. For reflective roof installations, solar reflectance of .73 or higher can achieve an incentive of \$.15 per square foot, as show in *Table B*.


On the residential side, the reflective roof incentive is 10 cents/sq. ft. for replace-

TABLE A: ROOF OR CEILING INSULATION INSTALLATIONS			
INSULATION TYPE	EXISTING R-VALUE	FINAL R-Value	\$/square foot
Ceiling Insulation	5.0 or less	R-19.0 or higher	\$0.15
Ceiling Insulation	5.1 to 7.0	R-19.0 or higher	\$0.10
Roof Insulation	7.0 or less	R-19.0 or higher	\$0.05

TABLE B: REFLECTIVE ROOF INSTALLATIONS		
INSULATION TYPE	SOLAR REFLECTANCE	\$/square foot
Solar Reflectance	SR 0.73 or higher	\$0.15

ment to 73% solar reflectance tile and 65% solar reflectance metal roofs.

From 2001 to 2004, customers participating in FPL's Business Building Envelope program have received more than \$837,000 in incentives, representing 5.7 million square feet of coatings and membranes. For insulation measures from 1996 to 2004, customers received over \$11.8 million in incentives for 25 million square feet of roof and ceiling insulation at over 4,500 installations. This is a 35 megawatt reduction in load for insulation and reflective roof measures.

FPL's commitment to energy conservation and its partnership with contractors continues to help FPL customers – both commercial and residential – stay cool and save money. The sum of FPL's residential and commercial energy conservation efforts has eliminated the need for ten power plants. This saves both land and fuel, and it represents FPL's dedication to its customers and the environment. 

***Kathy Schmitt is the Business Building Envelope program manager for FPL.***