



FY25 Trade Ally Kickoff: SRP Commercial Business Solutions

April 24th, 2024



Meet the ICF Team

ICF is a proud program administrator of the following Salt River Project Business Solutions programs:

- Electric Technology Program
- Business Electric Vehicle Charging Program
 - Fleet Electrification

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FY24 Program Grace Period

**Have completed projects from May 1, 2023 – April 30, 2024
that haven't been submitted yet?**

Have no fear, **FY24 grace period** is here!

**SRP accepting applications for FY24 projects
until Oct 31st, 2024.**

Don't wait until the last moment. Funds are limited & first-come/first-serve.

New to the Trade Ally Program?

Complete a Trade Ally Application!

- Email an ICF Account Manager or etechrebates@srpnet.com, or find the application through the Trade Ally Portal
- Trade Allies are posted on the [Find a Trade Ally](#) list in the [Trade Ally portal](#).



SRP BUSINESS SOLUTIONS

FY25 ELECTRIC TECHNOLOGY AND EV CHARGING PROGRAM

TRADE ALLY APPLICATION

To become a registered Salt River Project (SRP) Trade Ally, you must attend one (1) program training workshop and submit this completed application to etechrebates@srpnet.com. Please request a training session if you did not attend the SRP FY25 Commercial Electrification Kickoff event

The SRP team will review all applications. Upon acceptance, your company name and contact information will be added to the FY25 Trade Ally Network List, which is published on SRP's website.

Business references are for internal purposes only and will not be shared on the SRP website. Please note: Listing as a registered Trade Ally does not constitute an endorsement by SRP. Listed companies are independent contractors who are unaffiliated with SRP. Trade Ally performance is not guaranteed by SRP. The Company must comply with all laws and maintain all appropriate licenses, registrations, and certifications for the work it is performing.

SRP has the right at any time to remove the Company from the Trade Ally Network for any reason. Withdrawal from the Trade Ally Network is at the sole discretion of SRP and SRP bears no liability of any kind as a result of such withdrawal from the Trade Ally Network.

Company Information			
Company Name			
Company Website			
Company Email			
Street Address			
City		State	
Zip Code		Phone	
Year Business Incorporated		State	
Area of Work (check all that apply)	<input type="checkbox"/> Manufacturer <input type="checkbox"/> Electrical Contractor <input type="checkbox"/> ESCO	<input type="checkbox"/> Distributor/Supplier <input type="checkbox"/> Specifier/Consultant <input type="checkbox"/> Other: _____	
Company Description			

Trade Ally Requirements

Attend the Trade Ally Kickoff to review the new program offerings (or schedule a 1:1)

Complete at least one project within the program year

Communicate with your Account Manager on upcoming projects

Trade Ally Offerings

Clean Current Newsletter

- Quarterly
- Highlights...
 - ✓ Program updates
 - ✓ Upcoming events
 - ✓ Trade Ally spotlight
 - ✓ and more!

Coffee Connections

- Throughout program year
- Highlights...
 - ✓ Electrification hot topics
 - ✓ Market updates
 - ✓ Upcoming events
 - ✓ Guest speakers

Trade Ally Portal

- Find program collateral
- Features the Find a Trade Ally tool
- Submit applications

Trade Ally Dealer Spiff

- Eligibility for the dealer spiffs are available to SRP Trade Allies

SRP Business Electric Vehicle Charging Program

FY25 BizEV Customer Rebates

Level 2 EV Charger			
SRP Customer Segment	Rebate	*Disadvantaged Community Rebates	Pre-Approval Required?
General Business	\$2,500 per port (Up to 75% Project Cost)	\$3,500 per port (Up to 100% Project Cost)	Yes, for rebates above \$15,000
Gov't / Tribal / Schools / Non-Profit/ Multifamily	\$4,000 per port (Up to 100% Project Cost)	\$5,000 per port (Up to 100% Project Cost)	Yes, for rebates above \$15,000
New Construction Pre-Wire	\$300 per Outlet	n/a	n/a
DC Fast EV Charger			
SRP Customer Segment	Rebate		Pre-Approval Required?
	1-4 Station(s)	5+ Stations	
General Business	\$20,000 per Location (Up to 75% Project Cost)	\$40,000 per Location (Up to 75% Project Cost)	Yes
Gov't / Tribal / Schools / Non-Profit/ Multifamily	\$25,000 per Location (Up to 100% Project Cost)	\$45,000 per Location (Up to 100% Project Cost)	Yes

*Disadvantaged Communities are defined as marginalized, underserved, and overburdened by pollution. A government address map may be found at [US Climate & Economic Justice Screening Tool](#).

[NEW] FY25 BizEV Trade Ally Rebates

Level 2 EV Charger		
SRP Customer Segment	Dealer Spiff	Timeliness of Application Submission
All	10% of Customer Rebate	Within 30 days of Project Completion
All	8% of Customer Rebate	Between 31-60 days of Project Completion
All	5% of Customer Rebate	61+ days of Project Completion

**Disadvantaged Communities are defined as marginalized, underserved, and overburdened by pollution. A government address map may be found at [US Climate & Economic Justice Screening Tool](#).*

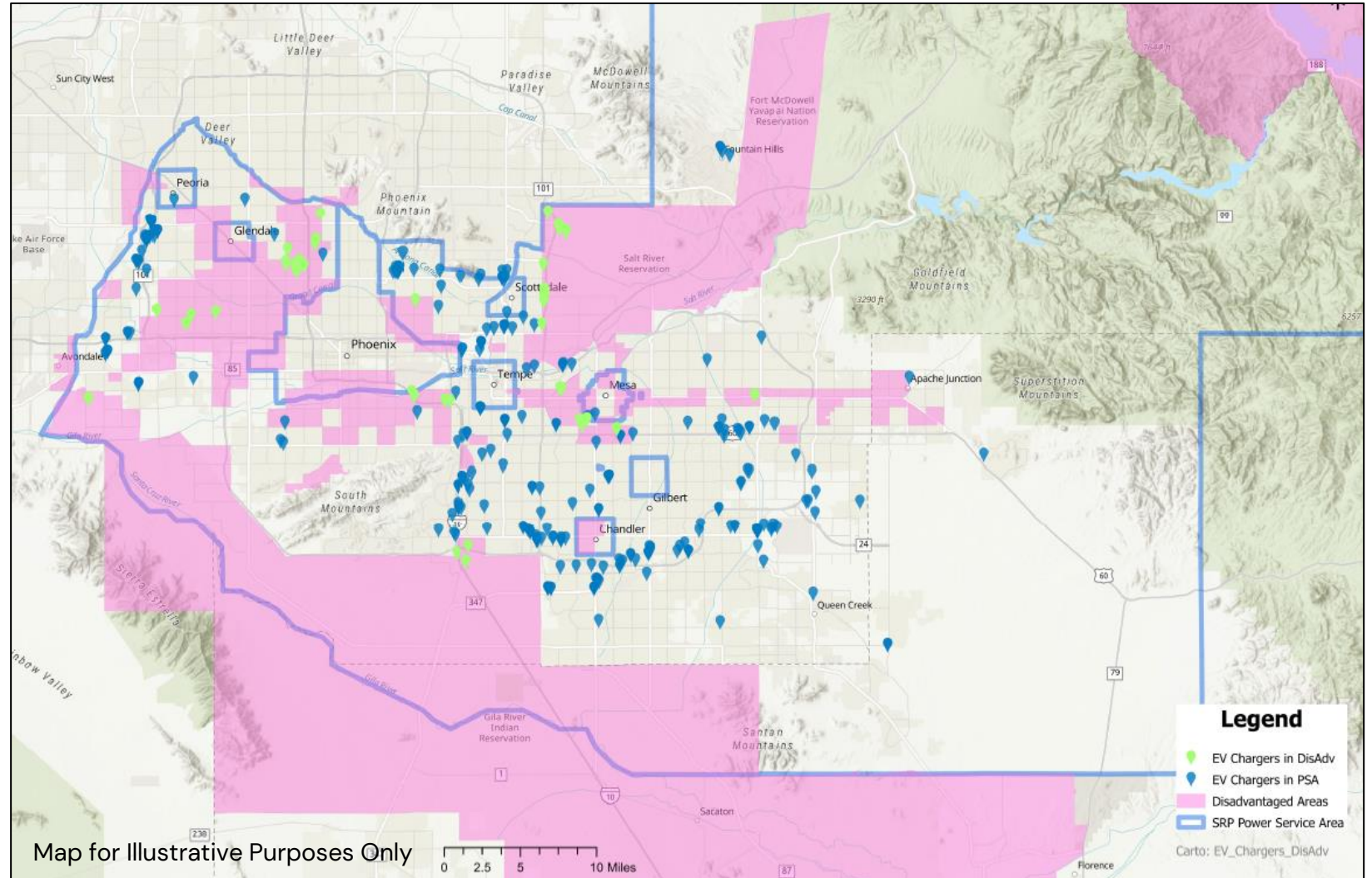
*** "Project Completion" is determined by date of commissioning and connection to a network. A printout of the connection record with date and equipment ID (likely serial number or MAC address) will be required.*

****Enrolled Trade Allies are considered for this rebate – to be enrolled, trade allies must submit an SRP TA Application for approval.*

SRP Disadvantaged Communities Map

Disadvantaged Communities are defined as **marginalized, underserved, and overburdened by pollution.**

Visit the [US Climate & Economic Justice Screening Tool](#) to verify if an address is eligible for the SRP Disadvantaged Area rebate.



Frequently Asked Questions

BizEV FAQs

- Are there additional rebates for pre-wire projects that qualify as DAC or multifamily, gov't, tribal, school, or non-profit?
- Is the dealer spiff deducting from the customer's rebate?
- To qualify for an SRP rebate, does a project's equipment have to be on the Eligible Equipment list?
- Why are there project cost caps now?
- Why are rebate offerings different for 1-4 and 5+ DCFC stations?

SRP Fleet Electrification Offerings

What is the SRP Fleet Electrification Program (FEP)?

A program developed to help businesses understand the impacts of shifting a fleet to EVs through:

- A comprehensive fleet assessment
- Technical assistance
- Fund sourcing

All to reduce implementation time of EV deployment.

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*Ask me about Charging Station and other equipment
Rebates!*



Fleet Electrification Program Deliverables

You have a lot to juggle when it comes to managing your fleet. This project will provide **comprehensive, objective guidance** from experts in EVs.

- You can expect a fully **customized report** that helps you:
 - Analyze your organization's conditions and unique needs
 - Easily understand data about how EVs will impact your fleet
 - Pitch solutions to key decision makers on your team
- Additionally, your **supplementary recommendations file** provides:
 - An **interactive dashboard** to assist in navigation and planning out your next vehicle purchases
 - Vehicle-by-vehicle recommendations, TCO savings per vehicle, GHG reductions per vehicle, charger recommendations, and more!
- Plus, you'll get:
 - An **assessment analysis presentation** highlighting the key tables, graphs, and summaries from your report
 - Access to subject matter experts and technical support

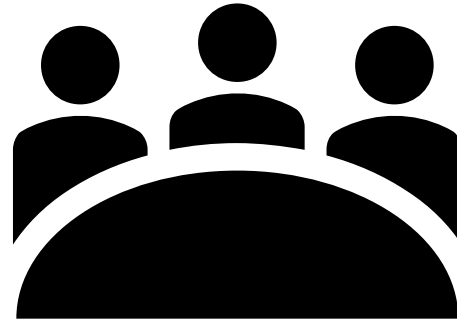


FEP Customer Journey



Review Fleet Data with EV Experts

- Scoping & Intake Call to understand unique fleet needs.
- EV experts conduct analysis through ICF fleet model.



Analysis Presentation from EV Expert Team

- Analysis delivery call to discuss fleet-specific EV recommendations.



Fleet Assessment Report & Recommendations File Delivered

- Receive comprehensive report to better understand EV's that meet the needs of fleet.
- Understand benefits listed vehicle by vehicle in rec file.



Technical Support and Trade Ally Navigation

- Support from EV analyst team as needed.
- Assisted navigation through SRP trade ally network.
- BizEV rebates to offset cost of EVSE.
- Confident first moves into fleet electrification.

Biweekly Scoping Calls

- Standing **bi-weekly Teams meeting** with Fleet Electrification Program Account Manager and Technical Expert.
- What will be discussed?
 - **30-minute** Fleet Electrification Program presentation.
 - **15-minute** open floor with ICF technical expert.
- Schedule:
 - Biweekly, Thursday (10 am MST), Tuesday (10 am MST)
 - **Week 1:** Thursday May 9th, 10 am MST
 - **Week 2:** Tuesday May 21st, 10 am MST
- Want to be invited?
 - Email Zach.Heninger@icf.com “Interested in Biweekly Scoping Call”



Frequently Asked Questions

FEP FAQs

- What types of vehicles can be included in the Fleet Electrification Program?
- Is infrastructure analysis included in the assessment?
- Are EV quotes provided or does ICF work with EV dealerships?
- How is it understood that an EV will work for an operation?

SRP Electric Technology Program

SRP Electric Technology (eTech) Program

Electrification Rebates	Customer Rebate / Unit	Dealer Spiff / Unit	Pre-Approval Required?
Scrubbers / Sweepers	\$450	10%	No
Scissor / Boom Lifts	\$750	10%	No
Forklifts: Class 1-2 (Replacing ICE)	\$2,000	10%	No
Autonomous Forklifts (Replacing ICE)			
Forklifts Class 1-2 (Fleet Expansion / First Time Purchase)	\$500	10%	No
Autonomous Forklifts (Fleet Expansion / First Time Purchase)			
Forklifts Class 3	\$200	10%	No
High Frequency Forklift Battery Charger	\$150	10%	No
Golf carts (Replacing ICE)	\$150	10%	No
E/S TRUs and Truck Stop Electrification	\$1,000	\$50	No
Custom Program	\$0.10/kWh first year's usage	5%	Yes
Fleet Assessment: Material Handling Equipment (e.g., Yard trucks, Forklifts, Low-speed vehicles, Autonomous guided vehicle/laser guided vehicle)	Non-Cash Incentive	N/A	Yes
Commercial and Industrial Electrification Assessment (e.g., Infrared, Induction, UV, Microwave, Boilers, Heat Pump)	Non-Cash Incentive	N/A	Yes

* Used Electric Forklifts Class 1-2 are eligible for prorated rebate.

** Leased Electric Equipment with a buyout clause is eligible for full rebate and prorated without a buyout clause.

Common Custom Equipment

Equipment Examples*

Off-Road Vehicles

- Low Speed Vehicles
- Yard Trucks
- Personal & Burden Carts
- Turf Trucks
- Golf Carts (Fleet expansion or first-time purchase)

Material Handling Vehicles/Equipment

- Wireless Battery Charging
- Autonomous/Laser Guided

Refrigeration

- E/S Truck Refrigeration Units

Process, Comfort And Water Heating

- Industrial Process Heating
- Comfort Space Heating (ex: heat pump)
- Water Heating (ex: electric boiler, commercial grade water heater)
- Laundry & Drying Equipment
- Induction or Infrared Heating
- Drying & Cooking Ovens
- Ultraviolet Curing
- Melting or Molding Equipment

Other Equipment

- Mining Equipment
- Urban Agriculture Electric Systems and Equipment
- Much More!

Coming Soon!
New Engineering Resource

**This list is not an exhaustive list. Please contact us if you have questions on equipment not listed.*

Frequently Asked Questions

eTech FAQs

- How early should customer apply for a Custom Rebate Pre-Approval?
- What if the installation isn't completed before FY25 deadline?
- What documents are needed to complete a rebate?
- If my customer doesn't proceed with completing the rebate application, do I still get a Dealer Spiff?

SRP Multifamily Solutions Program

Multifamily Solutions Overview

- Energy Efficiency Program Senior Manager: Elisha Miranda-Pohl
- Multifamily Solutions Account Manager: Shane Bohm
- New additions to the Multifamily Solutions Program: Trade Ally Program, Contractor Early Submission SPIFFS
- Offering energy saving kits to properties for free if income qualified OR if the multifamily property participates in the prescriptive rebate program.

Contractor SPIFF

- The spiff is paid separate from the rebate amount and does not take away any rebate funds from the customer.
- Based off final documents / final invoice date

10%



Submitted **within 30** days of invoice date

8%



Submitted **between 30 and 60** days of invoice date

5%



Submitted **after 60** days of invoice date

FY24 PRESCRIPTIVE PROGRAM MEASURES		
Product Name	Tier 1 Rebate	Tier 2 Rebate
Air-Cooled Unitary Air Conditioner	\$60/ton	\$85/ton
Air-Cooled Unitary Heat Pump	\$60/ton	\$85/ton
Beverage Machine Control	\$100/machine	N/A
Chillers	\$5/ton + up to \$310/IPLV kW/ton under min.	
EC Motors	\$125/HP	N/A
Energy Star Refrigerated Beverage Vending Machine	\$130/each	N/A
Heat Pump Water Heater	\$250/each	\$300/each
LED Lighting - Exterior	\$0.15/watt reduced	N/A
LED Lighting - Interior	\$0.35/reduced watt	N/A
Multi-Split Variable Refrigerant Flow Air Conditioner	\$75/ton	N/A
Multi-Split Variable Refrigerant Flow Heat Pump	\$75/ton	N/A
Packaged Terminal Air Conditioner	\$40/ton	N/A
Packaged Terminal Heat Pump	\$40/ton	N/A
Shade Screen (Maximum Solar Heat Gain Coefficient 0.25)	\$1.00/SqFt	N/A
Single-Package Vertical Air Conditioner	\$75/ton	N/A
Single-Package Vertical Heat Pump	\$75/ton	N/A
Smart Thermostats	\$150/self install	\$200/pro install
Snack Machine Control	\$40/machine	N/A
Variable Frequency Drives up to 100HP	\$90/HP	N/A
VFDs on Commercial Swimming Pool Pumps	\$135/HP	N/A
Water- or Evaporatively Cooled Unitary Air Conditioner	\$75/ton	N/A
Water- or Evaporatively Cooled Unitary Heat Pump	\$75/ton	N/A
Window Film	\$0.75/SqFt	N/A

Multifamily Solutions & BYOT Partnership

- Since January 2024, the Multifamily Solutions Program has had rebates processed for 3,900 smart thermostats installed in multifamily properties in SRP territory.
- These properties also received marketing material for the BYOT program at installation of these thermostats (thermostat hangers, door hangers, and common area placards).
- Both programs will be assisting with an upcoming event hosted by Morada Rise Apartments to provide tenants with information regarding the BYOT program, as well as other energy saving measures they can utilize.

Events



Delivering water and power®

COFFEE CONNECTION: ELECTRIFICATION LOAD MANAGEMENT

Get the tools you need to
go electric.

Join us June 11th at 11:30 MST to learn more.

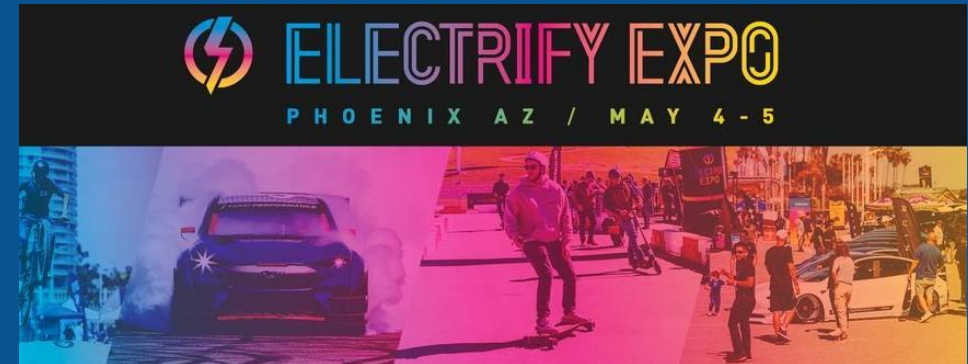
EV Events in the Valley

Electric Vehicle Ride & Drive Event



- Saturday, April 27th
- 8:00am – 12:00pm
- 1500 N Mill Ave,
Tempe, AZ 85288
- [Register here](#) – FREE admission!

Electrify Expo at State Farm Stadium



- Saturday, May 4th & Sunday, May 5th
- 8:00am – 12:00pm
- 1 Cardinals Dr,
Glendale, AZ 85305
- [Register here](#) – \$20 General Admission
- \$10 Parking 10:00am – 5:00pm



Energy Efficiency Programs Resource Innovations

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FY25 EE Programs - Savings Targets & Rebate Funding

SRP Business Solutions Program	Savings Target	Rebate Funding
Standard Business Solutions	126,205,349 kWh	\$9,979,747
Small Business Solutions	5,471,856 kWh	\$1,969,868
Custom Business Solutions	12,186,030 kWh	\$1,669,576
Retrocommissioning Solutions	6,000,029 kWh	\$1,141,883
New Construction Solutions	5,062,500 kWh	\$1,246,594
TOTAL	154,925,764 kWh	\$16,007,668

Customers are subject to a maximum rebate of \$450,000 from May 1 through April 30 for all SRP programs., with separate program area caps of \$300,000 for Energy Efficiency programs, \$300,000 for Business EV programs, and \$50,000 for Electric Technology programs. Program or technology-based limits may also be applicable, based on program terms and conditions. SRP reserves the right to determine at their sole discretion the program year to which a rebate is attributed.

Common Measures

ENVELOPE

Cool roof, Ceiling insulation
Window film, shade screen

CHILLERS

HVAC VFDs & EC MOTORS

UVGI

COMPRESSED AIR

Compressors/VFDs, dryers,
condensers, zero loss drains

SMART THERMOSTAT & EMS

REFRIGERATION

Compressors, Evap/Cond VFDs,
door gaskets, strip curtains, evap
condensers

ADVANCED ROOFTOP CONTROLS

IT & DATA CENTER

CRAC units, ECM, server
virtualization

UNITARY HVAC EQUIPMENT

Air conditioners, heat pumps

OTHER

Heat pump water heaters, pool
pump VFDs

ECONOMIZERS & CO2 SENSORS

LIGHTING

KITCHEN EQUIPMENT

Non-Lighting: No pre-approval or pre-inspection required
Retrofit Lighting & EMS: Requires pre-approval

New for FY25!

- Chiller Rebate Updates:
 - Air-cooled: \$15.00 per ton; efficiency rebate of \$350.00 per IPLV kW/ton under minimum
 - Water-cooled: \$45.00 per ton; efficiency rebate of \$450.00 per IPLV kW/ton under minimum
- EMS now requires pre-approval under the Standard Program
- Door Retrofit Kits for Open Display Cases - \$55 per linear foot
- Zero-Loss Condensate Drains - \$230
- EnergyStar Portfolio Manager Score Preliminary Assessment
- Standard Business HVAC Tune-Up

New Building Standard Measures

- ‘Ground Up’ or ‘Change of use of space’
- Code Baseline – **ASHRAE 90.1-2016**
- No Pre-Approval required
- Measures that are required by code are not eligible for new construction measures
- Possible Custom rebates for new construction projects
- **DLC or EnergyStar certification no longer required for New Construction lighting**



Rebate Measures & Information

SRP STANDARD BUSINESS SOLUTIONS PROGRAM OVERVIEW

Effective FY24 (May 1, 2023-April 30, 2024)

FY24 PROGRAM DATES May 1, 2023, to April 30, 2024	ELIGIBLE PRICE PLANS E-31, E-32, E-33, E-34, E-36, E-47, E-48, E-61, E-63, E-65, E-66, E-67	CUSTOMER CAP - ENERGY EFFICIENCY PROGRAMS \$300,000
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All rebates are subject to the eligibility requirements and terms and conditions of the program, and rebate amounts are capped at 100% of the project cost. Visit savewithsrpbiz.com for details.

STANDARD MEASURES AND CORRESPONDING REBATES

Lighting	
Retrofit lighting and controls must be preapproved.	
Interior LED Lighting	\$0.25-\$0.35 per reduced watt (W)
Exterior LED Lighting	\$0.15 per reduced W
Interior Occupancy or Daylighting Controls	\$0.15 per W controlled
Interior Networked Lighting Controls	\$0.25-\$0.40 per W controlled

Compressed Air Equipment	
VFD-controlled compressors	\$90 per horsepower (hp), under 75 hp
Receiver capacity addition	\$1.50 per gallon
Zero-loss condensate drains	\$90 each
Refrigerated cycling dryers, under 1,000 scfm	\$1.50 per standard cubic foot per minute (scfm)
Desiccant dryers with dew point control, under 1,000 scfm	\$5 per scfm, externally heated
Low-pressure drop filters	\$7.50 per scfm, blower purge
	\$0.80 per scfm

Other	
Pool pump VFDs	\$135 per hp
Heat pump water heater	\$250-\$300 each
Window film	\$0.75 per square foot, maximum solar heat gain coefficient (SHGC) 0.35
Shade screen	\$1 per square foot, maximum SHGC 0.25

Cool roof coating	
Retrofit	Spray-on/paint-on, \$0.10 per square foot, membrane, \$0.20 per square foot
New construction	Spray-on/paint-on, \$0.05 per square foot, membrane, \$0.10 per square foot

Roof/ceiling insulation	
Retrofit	\$0.20 per square foot
New construction	\$0.05 per square foot

HVAC	
Unitary heat pumps	\$110-\$135 per ton
Unitary air conditioners	\$60-\$85 per ton
Multi-split variable refrigerant flow (VRF) system	\$75 per ton
Outside air economizers	\$50 per ton
Smart thermostats (with and without professional install)	\$150 each (\$200 with professional install)
Variable-frequency drives (VFDs) (HVAC and domestic water only)	\$90 per hp, up to 100 hp
Advanced Rooftop Controls	\$250 per ton
Chillers	\$5 per ton; efficiency rebate of \$310 per IPLV kW/ton under minimum
Energy management systems (EMS) for chilled water systems	\$0.20-\$0.30 per square foot
Energy management systems (EMS) for unitary DX systems	\$0.20 per square foot
Evaporative coolers	\$0.05 per cubic foot per minute (cfm)
Electronically commutated motors (ECMs) & Permanent Magnet Synchronous Motors (PMSMs) (HVAC)	\$105-\$200 per hp, up to 1 hp
Carbon dioxide (CO ₂) sensors	\$120 per sensor, < 10 tons; \$200 per sensor, ≥ 10 tons
PTACs/PTHPs	\$40 per ton
VTACs and VTHPs	\$75 per ton
Hotel room occupancy controls	\$50 per room
Carbon monoxide (CO) sensors	\$250 each

Find out more on the next page

HOW TO PARTICIPATE

Follow these simple steps to apply for a rebate. All applicable forms are available at savewithsrpbiz.com.

Lighting new construction and non-lighting measures
submit a rebate reservation request (optional).
New construction and all non-lighting measures submit a rebate reservation request (optional).
Lighting retrofits: Complete and submit a retrofit application. Reserves rebate for 90 days. Processed within 14 days of completed application receipt. Receive written preapproval from SRP before purchasing, ordering or installing equipment.
Purchase and install eligible measures.
Completed applications will be processed within 14 days of receipt.
Receive rebate within 4-6 weeks of final approval.
Funds are limited and available on a first-come, first-served basis. Check the availability of program funds on savewithsrpbiz.com or contact the program administrator at (602) 236-3054.

BUSINESS SOLUTIONS
SRP is committed to helping you save energy money. We offer a rebate or incentive program for every size and type of business.
Standard Business
Custom Business
All Business
New Construction
Commissioning
Retrofit
Less EV
Family
and Response

Which rebate programs are for you:
savewithsrpbiz.com/rebates
Program Administrator, (602) 236-3054

SRP | Program Overview | Printed on recycled paper

FY25 Standard Program Cheat Sheet

Multifamily Delineation

- SRP's Multifamily Program – ICF
 - Retrofits of individually or master-metered multifamily homes
 - EnergyStar Multifamily New Construction Certified Homes
- SRP's Standard and Custom Programs – Resource Innovations
 - New construction and major renovation projects 4-stories or taller
 - Independent and assisted living care facilities
 - Skilled nursing facilities
 - Dormitories



EEA Membership & Benefits



If you are interested in becoming an EEA Member, reach out to kbenton@resource-innovations.com

Contact Us



Outreach Manager

Micah Rose

602-315-4998

mrose@resource-innovations.com



General Program Inquiries:

srpmechanical@resource-innovations.com

srplighting@resource-innovations.com

Questions?

CONTACT US

- (602) 236-3065
- etechrebates@srpnet.com

WEBSITES

- Savewithsrpbiz.com/eTech
- Savewithsrpbiz.com/ev

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thank you!