

NYSERDA's Small Commercial Kitchen Pilot Program

CEE Partners Meeting Presentation
September 19, 2006
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NYSERDA's Motivation:

- Restaurant sector is characterized by a significant number of small businesses that are not served by the energy efficiency community (difficult to reach, have limited cash flow, and are generally resistant towards new technologies)
- Restaurants have significant energy use and cost per square foot
- Restaurant equipment constitutes a large part of overall electric use (~50% in NYS). Traditional DSM programs only address a portion of the electric usage.



Why a Kitchen “Pilot”?

To understand the:

- Characteristics of the market (owner decision making, financial stability and interest in long term improvements, operating characteristics, new construction vs. retrofit)
- Primary service support organizations for restaurants
- Distribution and wholesale channels
- Usage characteristics (electric, gas, water)
- Market actor characteristics (owners, franchises, chains)
- Types of equipment sold and supported
- Customer types most receptive to participation
- Effective outreach and support activities



Baseline Assessment – Key Findings

- Area suppliers and reps are focused on customer relationships
- Not much knowledge or awareness across the board about efficiency, NYSERDA, or efficient equipment
- Best market segment to target are medium/large established owners w/5+ years
- Toughest market to influence will be small places less than five years old, and their respective suppliers (the Bowery boys)
- Key selling point for any equipment: SPEED



Specific Pilot Goals

- 100 pre-rinse spray valves installed and used
- 50 “mini-audits” of commercial kitchens delivered
- 30 NYSERDA Small Commercial Energy Audits performed
- 5 restaurant suppliers partnered with, and participating in, the pilot
- 1 restaurant chain agreeing to participate by installing a high efficiency kitchen ventilation system, along with subsequent monitoring and verification
- 1 restaurant chain brought into the New Construction program (one or more sites)



Pilot Strategies

- Component of the existing Small Commercial Audit Program (**significant savings opportunities are available on the building envelope, lighting, and HVAC systems; demand savings from controls and fuel switching; and equipment savings from high efficiency products**)
- Establish and maintain relationships with suppliers
- Establish and maintain relationship with associations
- Direct outreach to restaurant owners
- Outreach to chains in collaboration with US EPA (longer term)



Equipment Types

Cooking:

- Combination ovens
- Convection ovens
- Electric griddles
- Electric fryers

Holding:

- Electric steamers
- Holding cabinets

Refrigeration:

- Reach-in refrigerators
(solid door and glass door)
- Reach-in solid door
freezers

Other:

- Ice makers
- Pre-rinse spray valves