

Energy efficiency and demand reduction are important issues today in business and industry. The costs associated with each can weigh significantly on the success or failure of a business to produce a profit or to even stay in business.

In order to assist your business with these issues, your city has teamed up with the Oklahoma Municipal Power Authority (OMPA) to participate in the cost-saving Demand and Energy Efficiency Program called DEEP.

The DEEP plan may provide incentives to your company for implementing energy-efficient projects by awarding rebate amounts with matching funds up to \$100,000 annually.

Lowering demand and energy costs have both short-term and long-term effects on business operation, community and business growth, product quality and availability and services provided.

In the short term, costs are reduced which helps improve the cash flow of a business or industry. This has the long-term effect of keeping a business competitive, growing and producing in the community.

When the business grows, more jobs are created in the community and demand for other products and services increases creating a more robust economic climate.

DEEP projects are intended to encourage these types of actions.

# Ca\$h in on DEEP Energy Savings!

With increasing energy costs you may be thinking of possible ways your business can save money.

Never fear, because OMPA and DEEP are once again looking for ways to help your business keep energy costs down while profiting your business.

DEEP has helped business owners with rebate awards towards the installation of high-efficiency chillers and central air conditioning units to help save on cooling costs for their businesses. Some have even found a way to take advantage of the energy savings in both the summer and winter, pocketing cool savings through the installation of ground-source heat-pump systems. Not only are ground-source heat-pump systems an efficient way to save energy on your cooling bills, but they may reduce, or even eliminate, natural gas energy costs.

Another DEEP project award wasn't for heating or cooling the air, but for compressing it. One

business replaced an inefficient compressor system with a new system utilizing a smaller compressor.

In order to shed some light on possible savings, many business owners have elected to upgrade their old lighting systems. With 100-watt incandescent bulbs and magnetic ballasts no longer being made, and T12 lamps being discontinued in July of 2012, it's no wonder that the T8 and T5 lamps with electronic ballasts are now making savings appear brighter than ever!

All together, since the inception of DEEP, business and industry customers in the OMPA member cities have saved an estimated combined total of over 13,000,000 kWh of energy and reduce electric demand by more than 1,800 kW.

Your business could be the next one to save energy with a DEEP project and award. For details on the program or to find out how you can begin Saving Energy and Saving Dollars, contact your local municipal electric utility or OMPA Energy Services Engineer, Tom Willis at [twillis@ompa.com](mailto:twillis@ompa.com).

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<small>100 YEARS OF LIGHTING THE WAY</small> <b>PONCA</b> <b>City</b> <b>ENERGY</b>		 <small>Demand and Energy Efficiency Program</small>		Date <u>9/11/2012</u>
TO THE ORDER OF:	<u>Mertz</u>			<u>\$58,367.38</u>
<u>Fifty-eight thousand three-hundred and sixty-seven dollars and 38/100</u> <small>NON NEGOTIABLE</small>				
For:	<u>DEEP Project</u>			<u>Charles L...</u>