



# 2021-2022



## FirstEnergy's Pennsylvania Utilities Commercial and Industrial Energy Efficiency Program Guide for Program Allies

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**FirstEnergy**<sup>®</sup>

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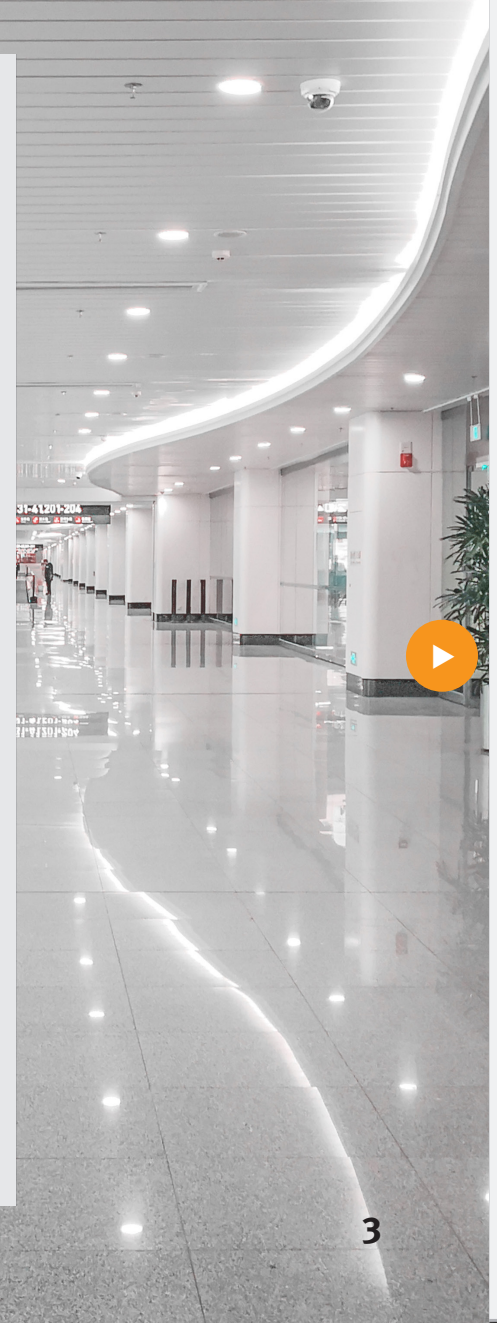
# Welcome

FirstEnergy's Pennsylvania utilities offer a suite of energy efficiency programs to benefit all customer sizes and project types. With incentives on products and services, customers can cut down on energy costs, saving them money on utility bills. Specific incentives and measures can be found in the following categories:

- Agriculture
- Custom Lighting
- Custom Equipment
- Appliances and Electronics
- HVAC
- Food Service Equipment
- Facility Audits
- Outdoor / Streetlighting
- Solar
- Combined Heat and Power

By becoming a program ally, you can position yourself as a trusted resource and guide for customers looking to take advantage of these incentives. There are several benefits of becoming a program ally that range from increased name recognition and trustworthiness to a dedicated support team and trainings. Becoming a program ally is a relatively easy way to increase your sales and profit margins.

FirstEnergy's Pennsylvania Utilities Commercial and Industrial Energy Efficiency Program appreciates your interest in becoming a program ally and is ready to support you on the path to becoming one.







# Why Become a Program Ally?

## Increase Sales

Be first in-line to offer your customers incentives on energy-efficient equipment and upgrades, boosting your sales and increasing profit margins.

## Grow Your Profile



Have your name listed on our Find a Program Ally Tool, which not only helps you reach a larger audience but also helps you build trust with customers.

## Gain Program Support

Rely on a dedicated support team of energy advisors, who are there to answer any questions you have and to keep you up to date about new offers and incentives.

## Receive Trainings, Sales Tools and Resources

Learn about the latest energy-efficient products and incentives with trainings that keep you informed! We also provide sales tool that are great for educating customers on the perks of upgrading their appliances.

## Access Our Easy Online Portal

Simplify the rebate application process by using our online portal! We make it easy for you and your customers to apply for and receive incentives.

## Support Sustainability

Play a part in supporting sustainable practices, helping to lower energy waste and costs for your customers. It's a great way to stand out to potential customers as a trustworthy resource.







## How to Become a Program Ally

Register as a new user via the **Program Ally Portal**.

- 1 Confirm your email.
- 2 Select the utility and the program.
- 3 The program team will review your information.
- 4 If all conditions are met, your information will be approved.



**Download** contact information for territories >>







# Territory Map

See the map to the right for information on which program manager to contact for support according to your location.

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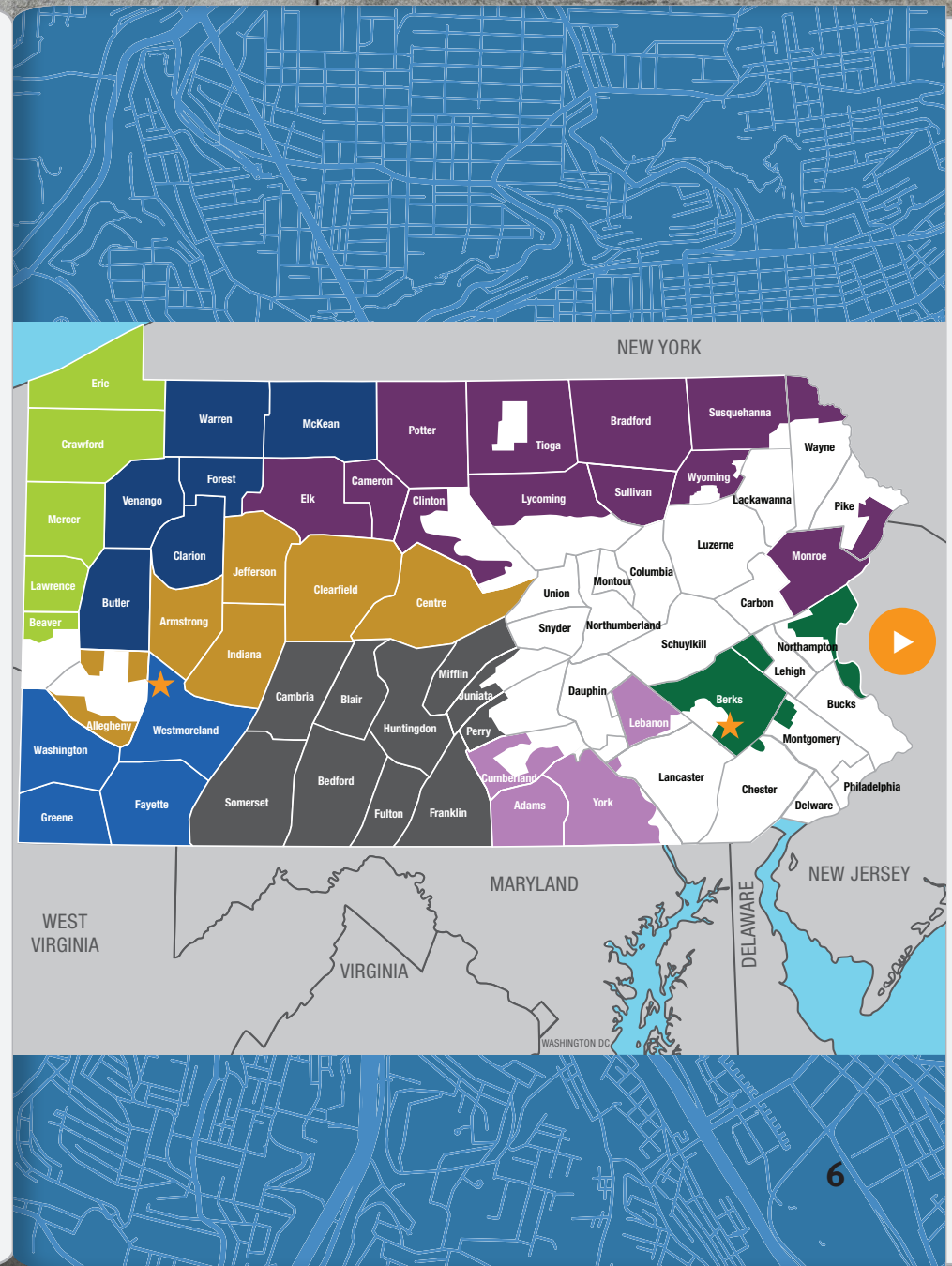
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## Key Program Contacts

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# Program Operations and Navigation

FirstEnergy's Pennsylvania utilities offer prescriptive, custom and midstream energy solutions to businesses and organizations of all types and sizes:



>400kw

Large commercial and industrial businesses



up to 400kw

Small commercial and industrial businesses



Governmental, educational and non-profit entities

To help businesses implement these energy solutions, FirstEnergy's Pennsylvania utilities provide a listing of program allies but do not approve, recommend, endorse or otherwise promote any program ally. The requirements to become a program ally are not restrictive or burdensome, and the program ally network is open to all who are interested.

**Read the full description** of FirstEnergy's Pennsylvania Utilities Commercial and Industrial Energy Efficiency Program policies for program allies.

Below are common areas where FirstEnergy's Pennsylvania utilities offer solutions that Program Allies install and maintain. Click icons below for more information.



Agriculture



Appliances & Electronics



Combined Heat and Power



Lighting



Custom Equipment



HVAC



Solar



Food Service



Facility Audit Incentive



Instant Discounts

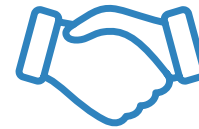




## Customer Approach

FirstEnergy's Pennsylvania utilities advocates a four-part concierge approach to customers.

To enable customers to take full advantage of incentives on prescriptive and custom measures, FirstEnergy's Pennsylvania utilities offer a 180-day window after implementation or installation for customers to apply.



### Advocate

Work to align your customers' concerns about energy use and demand with ways in which you can help.



### Identify and Prioritize

Assist customers in finding the most cost-effective energy- and demand-saving opportunities.



### Build Trust

Serve as a trusted ally for your customers to build a long-term relationship.



### Provide On-Going Guidance

Provide expert advice to customers when needed to cultivate continued consultation and implementation of energy-efficient measures.





## Program Ally Resource: The Portal

On top of all the benefits previously listed on page 3, the online portal is an important resource that can increase sales and customer satisfaction, including faster rebate processing and 24/7 rebate status checks.

Things You Can Do  
with the Portal:

1

**Submit** rebates online immediately for fast processing or save them to submit later once the work is done.

2

**Track** the status of all applications in a single location.

3

**Receive** additional work from customers who will find your name listed in the Find a program ally tool.

4

**Access** program ally features, including reports and document libraries.

5


**Stay** in touch with email updates and notifications from the program.






# Code of Conduct

FirstEnergy's Pennsylvania utilities expect program allies to adhere to a Code of Conduct. Please see below for details.

- 
- 1 Avoid conflicts of interest in all business practices and interactions.
  - 2 Comply with applicable laws, ordinances, regulations, codes and requirements of FirstEnergy's Pennsylvania utilities.
  - 3 Fulfill contractual obligations made with end-use customers.
  - 4 Work in an ethical fashion to provide services in the best interest of the customer.
  - 5 Any work that is done and submitted to the FirstEnergy Program will be done in a manner that does not adversely affect the FirstEnergy program business, operations, reputation or goodwill.
  - 6 Maintain respect in communication and interaction with FirstEnergy Program Implementer representatives, Administrator representatives, utility staff and customers.



As a program ally, you acknowledge that there will be ramifications for non-compliance with the following:

- the Program Ally Code of Conduct
- the Customer Service Requirements
- the Program Ally Participation Requirements
- the Program Ally Invoice Policy and Procedures

**Download** the full program requirements and code of conduct.





There you will find everything you need to know about submitting a successful application.

[illegible]

## Contact

If you have questions about the Program Ally program and would like further information, please contact one of the key program personnel listed below:

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