

POWER MANAGEMENT:

HELPING ESL ACHIEVE LONG-TERM ENERGY SUSTAINABILITY GOALS





ESL: CENTURY-OLD FINANCIAL INSTITUTION WITH A STRONG COMMUNITY FOCUS

Founded in 1920 by philanthropist and founder of Kodak, George Eastman, ESL Federal Credit Union (ESL) has evolved from a vision to support employees' financial needs to a leading community financial institution in Rochester, NY. As they've expanded over the century, managing energy consumption and sustainability has become a complex endeavor.



ROCHESTER, NY
POPULATION: 200,000+

A Large and Unique Footprint

With facilities of different ages and types, reflecting the institution's expansive growth, spread across multiple counties, energy consumption patterns and needs vary greatly. From full-service branches with varied lobby sizes and lighting needs, to standalone ATM facilities, to corporate locations like their Rochester Headquarters and Farmington based Data Center, a multitude of energy opportunities and challenges awaited them.

Finding a Strategic Energy Partner

Motivated by a desire to adopt eco-friendly solutions, and recognizing the intricacies of these challenges, ESL understood the importance of seeking external expertise. This is where Power Management Company (PMC), ESL's trusted energy educator, consultant and advocate, stepped in.



"The ESL leadership team recognized the need for a specialized approach to addressing their energy management needs. By choosing us they gained access to a team with a 25+ year track record of success, an unwavering commitment to great customer service, an eye for detail and a finger always on the pulse of an ever-changing energy market."

– Jerry Walter, Executive Vice President, Power Management Company

ACHIEVING SUSTAINABLE ENERGY EFFICIENCY AND COST SAVINGS

At Power Management Company (PMC), our journey with ESL started with an in-depth exploration of their specific energy goals. Our approach combined the efforts of our dedicated energy experts, with real industry insights and data to create a strategic energy plan that met ESL's unique needs.

Some of these energy priorities included:

- Optimizing energy purchases organization wide
- Gaining control of energy costs
- Achieving long-term energy pricing certainty
- Upgrading facility lighting solutions
- Partaking in solar energy solutions

Focused on Future Sustainability Goals

As a trusted partner and energy educator, we wanted to not only provided ESL with solutions, but also a fresh perspective on managing energy costs today and well into the future.

In the following sections, we'll take a closer look at how we approached implementing ESL's strategic energy plan, and we'll give you a closer look at the positive impact those changes have made on their business and the environment.



ENERGY RISK & COST MANAGEMENT



LED LIGHTING UPGRADES



COMMUNITY AND ON-SITE SOLAR



"Power Management's commitment and expertise made the entire process not only beneficial organization wide, but also enlightening. We gained insights we hadn't considered before, and a trusted partner whose approach puts an emphasis on strong customer service, and knowledge building. Their team didn't just offer solutions; they transformed our understanding of what's possible in energy management."

– Trish Rissone, Manager, Building Support Services, ESL Federal Credit Union

ESL By the Numbers

26
BRANCHES
IN OPERATION

910+
EMPLOYEES
ON STAFF

411,000+
CREDIT UNION
MEMBERS

PROJECT IMPLEMENTATION SNAPSHOT

Lighting Upgrades

Various locations were converted to LED lighting to increase efficiency and reduce consumption. ESL's headquarters alone, their largest facility, was upgraded with over 2,400 interior and exterior LED light fixtures. The existing interior technology, T8 and T5 fluorescent lamps, were replaced with LED tubes and the existing ballasts replaced with new LED drivers. All exterior lights were also replaced with new LED fixtures.

2,400+
LIGHTS
UPGRADED

Solar Array

ESL and PMC worked closely to design the most economical solar PV solution and identify optimal project size and scope. Numerous possibilities were evaluated and a **20kW ballast roof mounted solar array** on the Ridgeway branch was determined to be the best option. PMC installed a solar PV system and managed the project including design, material procurement, permitting and construction, and system commissioning.

15%
NYSERDA
REBATE
APPLIED
TOWARDS
SOLAR ARRAY

The **array consists of (58) 345W US-made solar modules** and two string inverters with optimizers, which maximizes the system's production and efficiency. ESL received a NYSERDA Rebate which paid for 15% of the project cost. The system is also equipped with real-time system monitoring to assist with managing the energy data from the solar array and establish baselines and benchmarks for future production. The application offers minute-by-minute data tracking to indicate exactly which panels are in use, how effectively they are producing energy, how much energy is saved, and more.

Rebates: Act Quickly and Confidently



"Rebates play a crucial role in projects like ESL's solar array installation. They not only make such initiatives financially viable but also more attractive. Our focus is always on maximizing these opportunities for our clients. Acting swiftly is key in securing these funds, as they are often available on a first-come, first-served basis. Our team's expertise and timely response ensure that ESL doesn't miss out on these valuable incentives, making their sustainable energy transition both cost-effective and timely."

– Michael Hedges, VP of Sales, Power Management Company

THE ENVIRONMENTAL IMPACT

32%
ANNUAL COST
REDUCTION

Lighting Upgrades

Fixture upgrades to the Headquarters and Farmington Data Center reduced lighting electricity usage by 461,522 kWh. This equates to an 11% reduction in overall electricity consumption and savings of greater than \$49,000 annually. Fixture upgrades to the branches aided in a 32% annual reduction in overall electricity consumption.

Environmental equivalency of:

- 992 Metric Tons of CO2
- 1,094 Tons of CO2
- 2,295 barrels of oil consumed
- Greenhouse gas emissions saved from 2,543,439 miles driven by an average passenger vehicle
- Carbon reduction from 16,405 tree seedlings grown for 10 years

\$24K+
ANNUAL
SAVINGS

Community Solar

Qualifying electric accounts have been enrolled in community solar projects beginning in 2021. Since 2022, the total annual savings to their utility invoices has reached \$24,121.

Environmental equivalency of:

- 1,773 metric tons of CO2
- 1,954 tons of CO2
- 96,852 trees planted
- 2,866,030 miles driven by average car

18%
ANNUAL KWH
REDUCTION

Solar Array

The solar array at Ridgeway branch went live in July 2017 and eliminates 18% of the annual consumption: 18,500 kWh.

Environmental equivalency of:

- 51 metric tons of CO2
- 56 tons of CO2
- 8.7 acres of carbon sequestered by U.S. forests in one year
- CO2 emissions from 8,176 pounds of coal burned

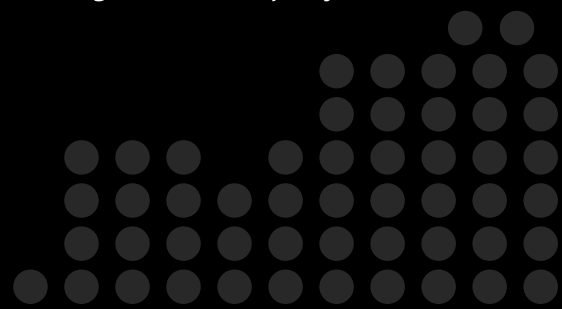
ESL'S STRATEGIC ENERGY JOURNEY: 3 KEY ACHIEVEMENTS AND THEIR IMPACTS

1 Electricity Consumption	Power Management's collaboration with ESL has led to a remarkable reduction in electricity consumption by 1.4 million kWh annually, emphasizing our commitment to sustainability.
2 Energy Conservation	Our energy conservation projects, including LED upgrades, community solar participation, and solar array installation, have resulted in annual savings of \$165,850 for ESL. Additionally, our strategic hedging approaches have effectively avoided costs of \$320,000.
3 Annual CO2 Reduction	These efforts equate to an impressive annual reduction of 2,816 metric tons of CO2, contributing significantly to environmental sustainability, comparable to removing 3,104 tons of CO2 annually. This showcases our dedication to delivering real, measurable results and fostering a sustainable future.



"The strategic energy solutions we've implemented demonstrate our proficiency in navigating complex energy landscapes and our dedication to sustainable practices. This collaboration is not just a reflection of our expertise but also of our commitment to providing energy management solutions with real environmental benefits."

– Eric Michaloski, Executive Energy Consultant, Power Management Company



READY TO REVOLUTIONIZE YOUR ENERGY MANAGEMENT?

If you're ready to navigate the complexities of the energy market, achieve significant cost savings, and make strides towards sustainability like ESL Federal Credit Union, then Power Management is here to help. Our team of dedicated experts are ready to provide tailored energy solutions and strategic market monitoring to meet your unique needs.



"At Power Management we aim to act not only as consultants, but also energy educators and advocates for our clients. Sensata and EMS understood that today's decisions can have big implications in the future. They put their trust in us to find the right solution, and I'm proud to say we delivered."

– John Burt, CEO and Founder, Power Management Company

GETTING STARTED ON THE PATH TO BETTER ENERGY MANAGEMENT IS EASY

Contact us today to learn more about how Power Management can become your trusted partner in energy management. Let's work together to exceed your energy needs and expectations.

YOUR SALES AND ACCOUNT TEAM



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