

## Case Study: Tapping Under-utilized Assets to Save Money on Electricity Bills and Implement Green Energy Use

**Aetna Building Maintenance** is a sustainability-focused organization that provides a broad array of customized facility, office, and building support services throughout the Midwest

**Key Challenge:** The complexity of implementing a solar deployment project

### Situation:

- **Business problem**
  - Aetna wanted to reduce electricity expenses
  - Aetna had an ongoing commitment to sustainable products and services, and wished to extend this commitment to its energy use
- **Area of opportunity:**

Aetna wanted to generate solar energy at its properties in order to:

  - Hedge against rising electric rates
  - Reduce electricity costs and increase profits
  - Gain marketing benefits from being “green”

### Action Steps:

- Alta Energy determined the viability of installing solar on each portfolio property by:
  - Developing, with Aetna, the key criteria for deploying solar
  - Analyzing the available rooftops for potential solar systems
  - Evaluating the electric rates, system installation costs and available incentives
  - Generating an economic analysis for each property, using property-specific data
  - Prioritizing and rank-ordering each property by Aetna’s criteria
- Alta Energy identified the property that would reap the greatest electric bills savings
- Alta Energy developed and issued an RFP, reviewed bids, and provided Aetna with standardized bid summaries to ensure fair comparison
- Aetna selected winning bidder who installed 54kW rooftop PV system on their first property

### Results

Aetna will now:

- Recoup money in approximately 4 years, with a project IRR of nearly 15%
- Offset more than 30% of the company’s electricity usage
- Eliminate 37 MT yearly of CO<sub>2</sub>
- Generate revenue from unused roof space
- Demonstrate cost-effective corporate sustainable practices to clients and community