SHORE HOTEL

Beachfront property uses intelligent energy storage to curb power costs

Customer Profile: 164-room LEED Gold-certified beachfront hotel in Santa Monica, CA

GridSynergy® Solution
Software-controlled energy storage coupled with EV charging

Benefits
- 35% demand charge savings
- Greater energy cost predictability
- Further improved standing in the community as green leader
- Increased ability to attract local patrons as well as visitors

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>
> – Kevin Cunanan, Director of Operations, Shore Hotel

Opened in 2011 as a replacement for two aging beachfront properties, the 164-room LEED Gold-certified Shore Hotel has beautified the Santa Monica beachfront and bolstered the city's reputation for sustainability. Built from locally sourced materials, with a solar-heated pool, native landscaping, maximum natural light sources, and many more environmental features, Shore Hotel is a big draw for eco-savvy leisure and business travelers from more than 150 countries, as well as Santa Monicans on a "staycation."

More than a motto, sustainability is a principle that Shore Hotel Vice President Jon Farzam and his team continue to apply in all their interactions, not only with hotel guests, but also with employees and city residents. Recently, recognizing the increasing prevalence of electric vehicles on the city's streets, Shore Hotel has installed a DC fast charging station in the hotel's parking garage, even allowing EV owners to park free during their 30-minute charging period.

"Sustainability is one of the three pillars of our mission statement," Farzam says. "Just as we have programs to incentivize our employees—such as full reimbursement of carpooling or public transportation costs—we want the public to know that when they come down here, they can charge their electric cars up to a full charge in just 30 minutes without a parking fee."

THE HIDDEN COST OF GENEROSITY

Providing EV charging is the right thing to do for the community—and it's good for business. The cost of kilowatts used is negligible, especially compared to the goodwill it generates. Yet, like a riptide looming off Santa Monica's shore, there is a hidden cost of this generosity: the electricity demand charge. This is a surcharge that commercial energy users pay based on the highest 15 minutes of electricity usage each month.

EV charging is a sporadic, high-usage activity that creates a spike of demand on the grid, triggering a demand charge. Even a couple of EV charges per month can result in a surprisingly high addition to the hotel's energy bill. Some estimates put the average demand charge for a commercial building at between 30 and 70 percent of the total electricity cost.

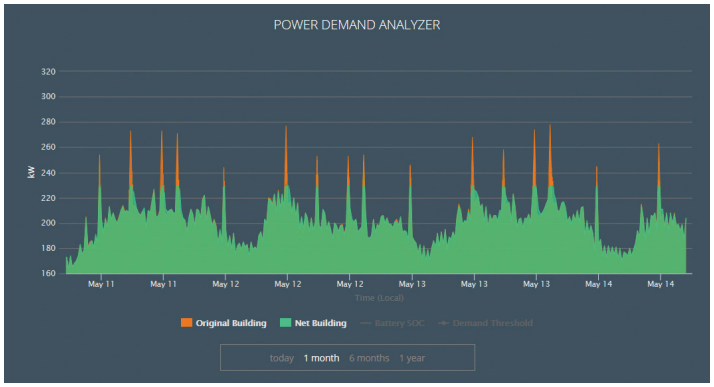
When he started discussing the EV charging project with the local utility company, Shore Hotel's Director of Operations, Kevin Cunanan, found out just how high that extra cost might be. Fortunately, he and his team found a way to mitigate the effects of those spikes by linking their selected EV charging station to an energy storage solution from ENGIE Storage.

EXPERIENCE LENDS CONFIDENCE

ENGIE Storage was able to show how its energy storage solution could identify the EV charging draw and immediately discharge enough power to avoid a demand charge-inducing spike.

Cunanan recognized this as a good sign. "[ENGIE Storage] was very organized," he says. "They walked us through what they were going to do, mapped out what resources it would entail, explained how they were going to work with the City to get funding for the EV charging project, and even forecasted what our savings would be. That's what the other vendors couldn't, or wouldn't, do."

Based on the hotel's usage history, ENGIE Storage projected that Shore Hotel would reduce its demand costs by as much as 35 percent. There was no charge to install or maintain the energy storage system. "Other vendors wanted to split the installation cost with us," Cunanan says. "[ENGIE Storage] made this energy storage decision easy."



ENGIE Storage helps keep Shore Hotel under the demand charge threshold. Orange spikes show how much power the hotel avoided drawing from the grid during surges in demand.

A PROMISING START

Through a partnership with EVgo, ENGIE Storage installed a DC fast charger in a designated space in the hotel's parking garage, adjacent to a 60 kWh-capacity GridSynergy® energy storage system. The GridSynergy hardware installed on site is comprised of a custom-sized lithium-ion battery and a smart controller. The cloud-based GridSynergy software tracks facility loads on a second-by-second basis and automatically discharges or charges the storage system as needed to flatten the power load curve.

ENGIE Storage uses the GridSynergy software to monitor the system and reports on the savings in demand charges, which it shares with Shore Hotel.

Cunanan says the hotel is looking to install additional EV charging stations through new locally funded programs. As a sustainability leader, Shore Hotel will be first in line for these programs, which is good news, since the interest in Shore Hotel's fast charging station is heating up. And as Southern California's hot summer days have Shore Hotel guests turning down their thermostats, the ENGIE Storage system will help the hotel's operations team keep its cool.

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About ENGIE Storage
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