



FOCUS ON ENERGY Commercial Sector

The Company



focus on energy™
The power is within you.

Focus on Energy, Wisconsin's energy efficiency and renewable energy initiative, works

with Wisconsin residents and businesses to manage rising energy costs, promote in-state economic development, control growing demand for electricity and natural gas and protect the environment. Customers served by participating utilities, including all investor owned utilities (IOUs) in Wisconsin, are eligible to receive Focus on Energy services and incentives.

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus helps to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled.

In 2007, Focus on Energy received the ENERGY STAR® Award for Sustained Excellence in Program Delivery for achievements in the residential and commercial markets.

Goals and Objectives

Focus on Energy's Commercial Sector is designed to help commercial customers understand how a strategic approach to energy management can lower operational expenses, improve bottom lines, protect the environment for future generations, and foster a safe and comfortable work environment. Net goals for the 2009 program cycle are to save 64,000,000 kWh of electricity and 799,750 therms of natural gas, and achieve 12,800 kW of demand reduction.

Description

Focus on Energy's Commercial Sector promotes benchmarking with EPA's energy performance rating system as a key component of strategic energy management. Smart Strategies® trainings, modeled after the ENERGY STAR Guidelines for Energy Management, guide customers through the step-by-step process of developing an energy management plan. The program also offers prescriptive incentives for a range of ENERGY STAR qualifying commercial food service equipment.

▶ Target Customers

Focus on Energy serves approximately 200,000 commercial businesses in Wisconsin. It uses a tiered account management structure to strategically target program resources and ensure cost-effective program delivery. Large customers with multiple facilities are proactively targeted and receive a high level of support, including assistance with benchmarking their energy performance, establishing energy teams, developing energy management action plans, and identifying energy efficiency opportunities. Smaller customers are primarily served through prescriptive incentives, interactive web-based tools, and informational materials providing guidance on implementing energy efficiency improvement projects.

▶ Marketing and Outreach

Since 2004, Focus on Energy has employed a strategic market segmentation approach, targeting the most energy-intensive segments of the commercial market: restaurants, grocery, healthcare, and hospitality. This sector approach is a key component to both strategic marketing and customer management.

By distributing customers into market sectors, program administrators are able to specify the key criteria to assign customers to one of three tiers. The sector differentiation is important as it allows sector specific data to assess potential opportunity. For example, the number of hospital beds is a key factor for hospitals; hotels have important identifiers such as banquet facilities and pools.

Within each sector, customers are assigned to one of three tier levels which determine the level of service and incentives that are offered. This approach allows staff to identify and effectively manage smaller projects by streamlined program delivery methods. Focus on Energy staff can then utilize their time and expertise to proactively target large energy savings opportunities.

Market segmentation is also a strategic tool for sector specific marketing. It facilitates opportunities to leverage industry associations, to utilize trade allies, to conduct outreach at trade shows, and to target "hard to reach" segments. Each sector has its own team dedicated to working with the market segment, and they develop



messaging and incentives specifically directed to meet the sector's needs, opportunities, and business drivers.

► Process

From measuring energy performance to providing recognition for customer achievements, Focus on Energy offers services and incentives to support each step of the strategic energy management process.

Measure Energy Performance

As the first step in helping the customer develop a strategic approach to energy management, top tier accounts receive a high level of technical support in benchmarking with EPA's Portfolio Manager. For mid-level accounts, use of Portfolio Manager demonstrates the customer's commitment to strategic energy management. Customers must benchmark their energy performance before the program will conduct a walkthrough facility audit.

Identify Opportunities

Focus on Energy assists customers in identifying energy efficiency improvement opportunities by conducting facility assessments and offering financial support for feasibility studies. Two dynamic online tools—the Energy Efficient Grocery Store (www.energysavingstool.org) and the Smart Strategies Hotel Tour (www.focusonenergy.com/hotel)—allow customers to move through a virtual property to identify efficiency opportunities that may be applicable to their own facility, estimate cost savings based on user inputs, and print out a report summarizing opportunities and estimated savings. These sector-specific tools engage customers with quick estimates and energy saving opportunities by type of energy use. The tools provide a useful introduction to the space types and energy end uses that customers will track when benchmarking with Portfolio Manager.

Provide Financial Support

Focus on Energy incentives cover a range of energy efficiency opportunities, including:

- Prescriptive incentives for straightforward energy efficiency improvement projects typically involving one-for-one equipment replacement.
- Custom incentives for more complex projects improving whole building energy performance, including new construction and major renovation.
- Retrocommissioning incentives covering up to 85% of the cost of a systematic evaluation of building

systems, with additional incentives to offset the cost of implementing energy efficiency measures.

- Grants for feasibility studies and buy-downs for specific maintenance work.
- Funding for large capital projects are awarded through a competitive bid process.

Track Energy

Focus on Energy encourages customers to re-benchmark, using Portfolio Manager to track energy performance over time. Customers participating in the retrocommissioning pilot receive an incentive bonus for establishing a baseline in Portfolio Manager and adopting an energy management plan.

Recognize Customers

Focus on Energy issues press releases for customers that demonstrate a high level of commitment to energy efficiency improvement.

Results

Since 2001, the Focus on Energy program has helped Wisconsin businesses save more than \$100 million in annual energy costs by providing expert advice, technical project support, and financial assistance to support energy efficiency improvements.

Achievements:

- For the 18-month contract period (June 2007-December 2008), Focus on Energy's Commercial Sector gross energy savings included over 146 million kWh, 2,329,777 therms of natural gas, and reduced peak electric demand by over 36,003 kW.
- In 2008, the program benchmarked 208 buildings totaling 12 million square feet of commercial space. Additionally, the program trained participants on the benchmarking process, which will result in the benchmarking of at least 39 additional facilities.

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