

Focus on Energy

Moving Away from the Rebate Model

What is Focus on Energy?

- Wisconsin's statewide energy efficiency and renewable energy program
- Legislature created the program in 1999; expanded in 2005
- Helps implement projects that would not occur otherwise
- Customer eligibility based on their electric and/or natural gas utilities

Focus on Energy Offers...

- Residential, Business and Renewable Energy Programs
 - Single and multifamily homes
 - Commercial, industrial, agricultural and school/government buildings
- Education, technical expertise and financial assistance

Focus Accomplishments 2001 – 2007

- More than 54,000 businesses and 834,000 residents have participated in Focus
- More than 3,000 Wisconsin businesses partner with Focus to sell energy related goods and services
- By 2007, Wisconsin's residents and businesses were saving more than \$164 million *annually* thanks to Focus programs

Wisconsin ENERGY STAR[®] Homes

WISCONSIN



Background

- Building performance in new construction
 - Builds from the national ENERGY STAR for Homes program
 - Adds building standards that are VALUABLE to the Wisconsin building industry
- The program has certified over 10,000 new homes since 2000

The Basics

- Primary focus is on the details of construction and installation to deliver building performance – not products
- Performance path based on building air tightness
- Service includes:
 - Pre-construction plan analysis
 - Consulting, including three site visits during construction
 - Final testing / certification of building performance

The Early Days

- Needed to train and recruit consultants, create a market ,and educate builders

Builder Rewards	Consultant Rewards
For each of three site visits	For each certified home
Technology rewards	
Bonuses for education, market information, etc.	

Today

- Over 500 builders throughout the state have certified at least one home since program inception

Builder Rewards	Consultant Rewards
\$100 / certified home	None
Technology rewards	

Business Programs

Background

- Services delivered by four sectors
- Energy Advisors in the field working with customers
- Various training and support services offered
- Still have a carrot but it's advancing toward more efficient equipment

Targeted Groups

- Market providers
- Commercial
 - Healthcare, hospitality, grocery, large buildings, data centers
- Industrial
 - Pulp and paper, food processing, plastics, metal casting, water and wastewater

Channel Efforts

- Upstream efforts
 - Manufacturers, distributors, contractors
 - Lighting, HVAC, rotary equipment
- Goal to influence more efficient product brought into market and recommended and sold to customers

Approaches for Customer Targets

- Coordination with national efforts
 - Support of ENERGY STAR and DOE's Industrial Technologies program
- Technical support
- Training opportunities
- Energy team facilitation

Training Opportunities

- Building Operator Certification
- Preventative Operations and Maintenance Best Practices Training
- One-2-Five[®]
- Practical Energy Management[®] & Smart Strategies[®]

Smart Strategies[®]

- Six step process toward energy management
- Participant interaction is key
- Encourages planning and action



Moving the Market with Training

- Impact evaluation completed in 2008
- Program now gets energy savings credit for customer training
- More customers willing to acknowledge Focus' influence via training

Energy Teams

- Next step after energy management trainings
- Focus facilitates the team process
- Started in industrial sector – moving into larger organizations in commercial

Contact Information

Mindy Guilfoyle
Commercial Technical Manager
mguilfoyle@franklinenergy.com or 888.598.4376

www.focusonenergy.com

