focus on energy
Partnering with Wisconsin utilities
Leveraging Benchmarking

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Washington, DC
April 12, 2011
What is Focus on Energy?

Wisconsin utilities’ statewide program for energy efficiency and renewable energy
Ways Benchmarking is Used

• Gateway to value-added services
• Component of practical energy management program
• Raise awareness to increase program participation
Gateway to Services

• Formalized in Focus on Energy’s Building Performance with ENERGY STAR® pilot
  – Targeting of retail chain accounts
  – Buildings with lowest scores get additional services
  – Competition for most improved and highest average
Practical Energy Management®

• Important early step in the Practical Energy Management® (PEM) process
• Emphasize with customers
  – Knowing a baseline helps you set a direction
  – What gets measured, gets done
Leveraging to Increase Participation

• Opportunity to engage new customer base
• Beginning initiative based on recent launch of senior care category
• Looking to engage increased number of nursing home and assisted living facilities for program participation
Success within Specialized Markets

- Focus on Energy’s benchmarking progress

<table>
<thead>
<tr>
<th>Specialized Market</th>
<th>Facilities Benchmarked</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitals</td>
<td>71</td>
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<tr>
<td>Grocery</td>
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<tr>
<td>Retail</td>
<td>116</td>
</tr>
<tr>
<td>Hotels</td>
<td>14</td>
</tr>
</tbody>
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Additional Benefits

• Individual locations
  – It’s not the score, it’s the energy intensity

• Portfolio opportunities
  – Compare within your facility portfolio

• Helping customers take a different look
  – Look at different metrics that are customer specific
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