

LIGHTING UP SAVINGS IN THE MULTIFAMILY MARKET

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Efficiency as a Resource: Sept 2015



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MULTIFAMILY ENERGY SAVINGS
PROGRAM**



focus on energy™

Partnering with Wisconsin utilities

WHAT IS FOCUS ON ENERGY?

- Wisconsin's statewide energy efficiency program
- Legislature created the program in 1999, and expanded it in 2005
- Increasing Wisconsin's energy independence
 - Helping implement energy efficiency projects that would not otherwise happen



MULTIFAMILY ENERGY SAVINGS PROGRAM

- Custom and prescriptive offerings for 4+ unit buildings.
 - Condos, apartments, student housing, assisted or independent living buildings are all eligible.
- Trade Allies (TA)- access the program's technical staff for help upselling equipment, confirming energy savings, product eligibility verification.

COMMON AREA LIGHTING PACKAGE (CALP)

- Trade Ally delivered offering
- Lighting fixtures operating more than 12hrs/day
- Simple, yet effective
 - Customer's \$179 co-pay goes to the Trade Ally
 - Trade Allies paid directly by program upon project completion
 - Trade Ally incentives up to \$2,500 in product per building

TRADE ALLY REQUIREMENTS

- Willingness to serve hard-to-reach multifamily buildings
- Approved Focus TA Enrollment Form and W-9
- Signed copy of CALP Trade Ally Agreement
- Proof of current Wisconsin Electrical Licensure
- Evidence of qualifying insurance levels noted in CALP Agreement
- Work must be completed within 90 days of approval

PROJECT PRE-APPROVAL

- After being onsite, TA submits the application & provides spec sheets
- Upon receipt of the application and specs, Franklin sends CALP code confirmation email as approval to proceed
- Code must be placed on the Final Package Application in order to be processed

EQUIPMENT AND INCENTIVE LEVELS

Existing Equipment	Replacing Equipment by Measure	Trade Ally Reimbursed Amt	Prescriptive Incentive per Added Fixture
2L T12- 34W or 40W Lamps -12+ Hr	2L RWT8 (28W)- Low Ballast Factor- 12+ Hr	\$35.00	\$25.00
2L T12- 34W or 40W Lamps -24 Hr	2L RWT8 (28W)- Low Ballast Factor- 24 Hr	\$35.00	\$25.00
Interior Incandescent Fixture -12+ Hour	Interior CFL Fixture -12+ Hour	\$60.00	\$30.00
Interior Incandescent Fixture -24 Hour	Interior CFL Fixture- 24 Hour	\$60.00	\$30.00
Interior Incandescent Fixture -12+ Hour	Interior LED Fixture -12+ Hour	\$75.00	\$45.00
Interior Incandescent Fixture -24 Hour	Interior LED Fixture- 24 Hour	\$75.00	\$45.00
Exterior Incandescent Fixture ≥ 12 Hour	Exterior CFL Fixture ≥ 12 Hour	\$60.00	\$30.00
No Occupancy Sensor	Fixture mounted occupancy sensor ≥ 200 Watts	\$15.00	\$10.00
No Occupancy Sensor	Fixture mounted occupancy sensor < 200 Watts	\$15.00	\$10.00
No Occupancy Sensor	Occupancy Sensor controlling ≥ 200 Watts	\$60.00	\$15.00
No Occupancy Sensor	Occupancy Sensor controlling < 200 Watts	\$60.00	\$15.00
Incandescent or CFL Exit sign	LED Exit sign	\$58.00	\$10.00

RESULTS

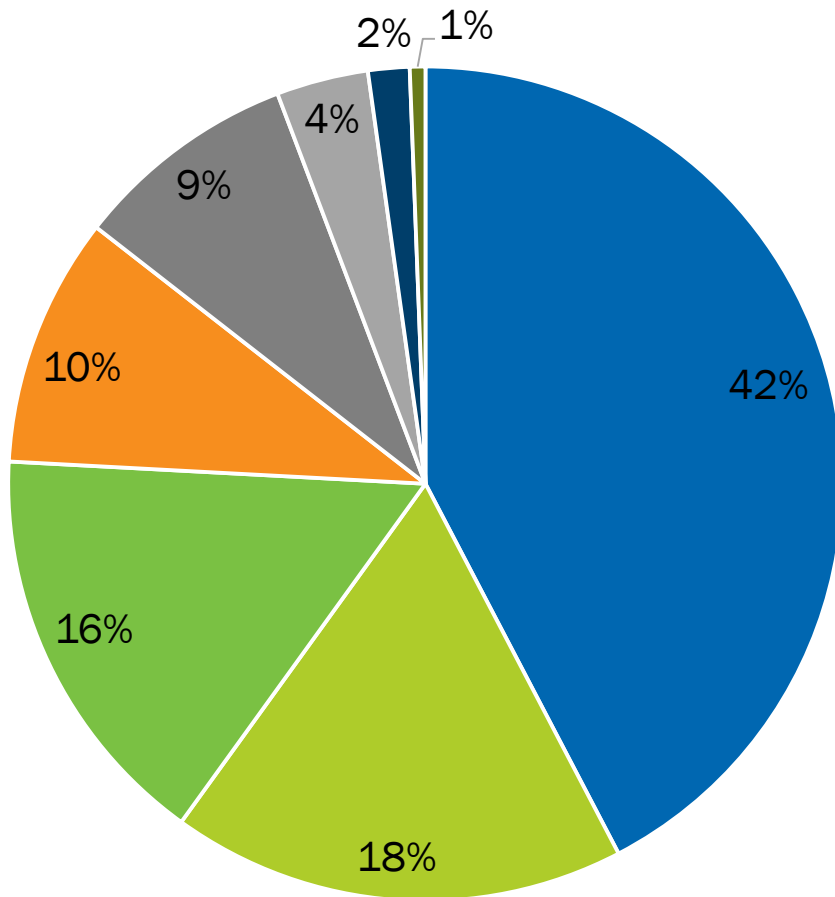
2014

- 251 buildings completed
- 2.5M kWh annual
- 23.4M Lifecycle kWh
- \$350,000 in incentives
- Avg 10,787 kWh per Application
- Avg \$1,717 per Application

January-June 2015

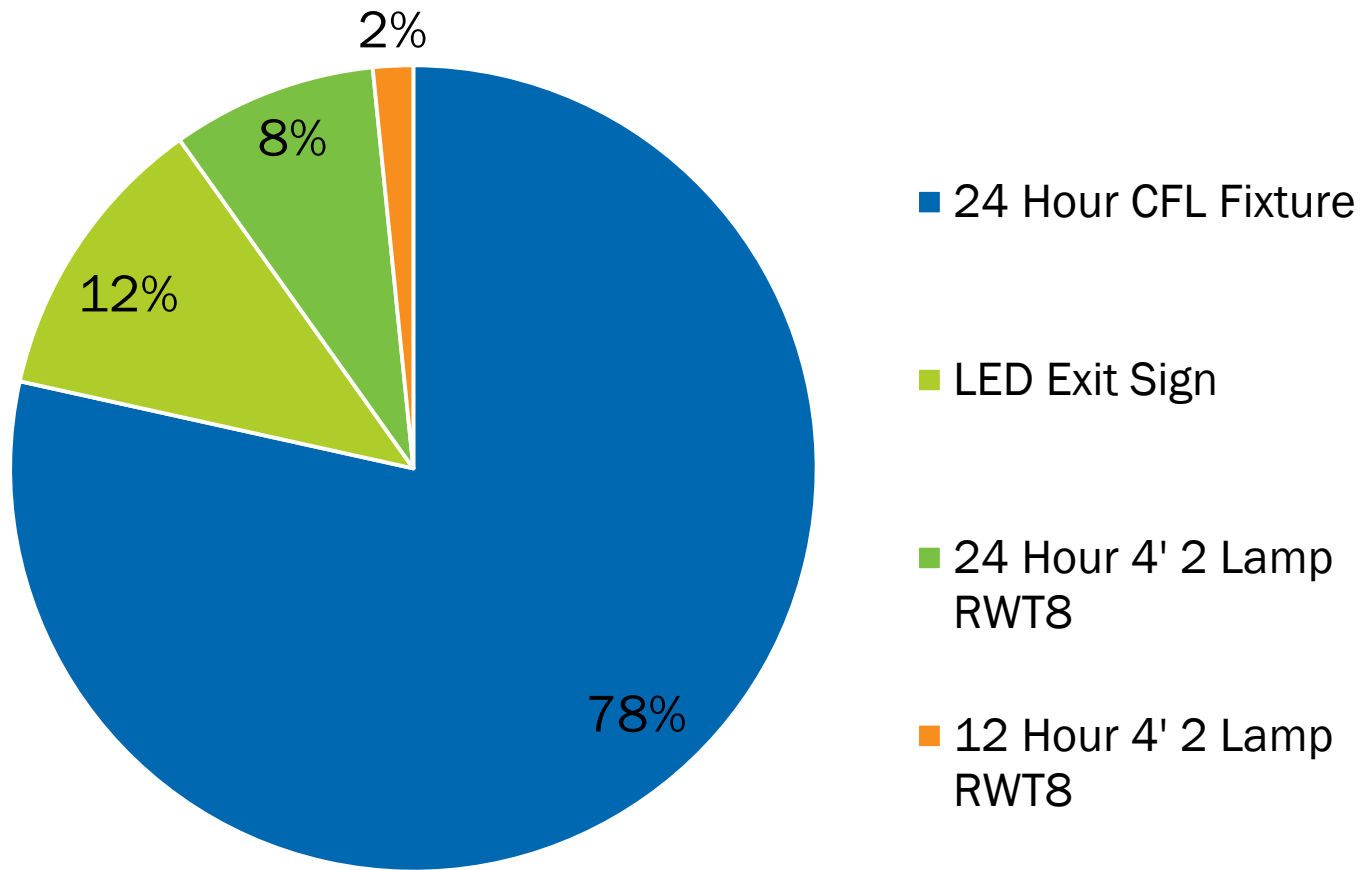
- 262 buildings completed
- 2.75M kWh annual
- 29.9M Lifecycle kWh
- \$467,152 in incentives
- Avg 9,265 kWh per Application
- Avg \$1,573 per Application

KWH SAVINGS AS A % IN 2014

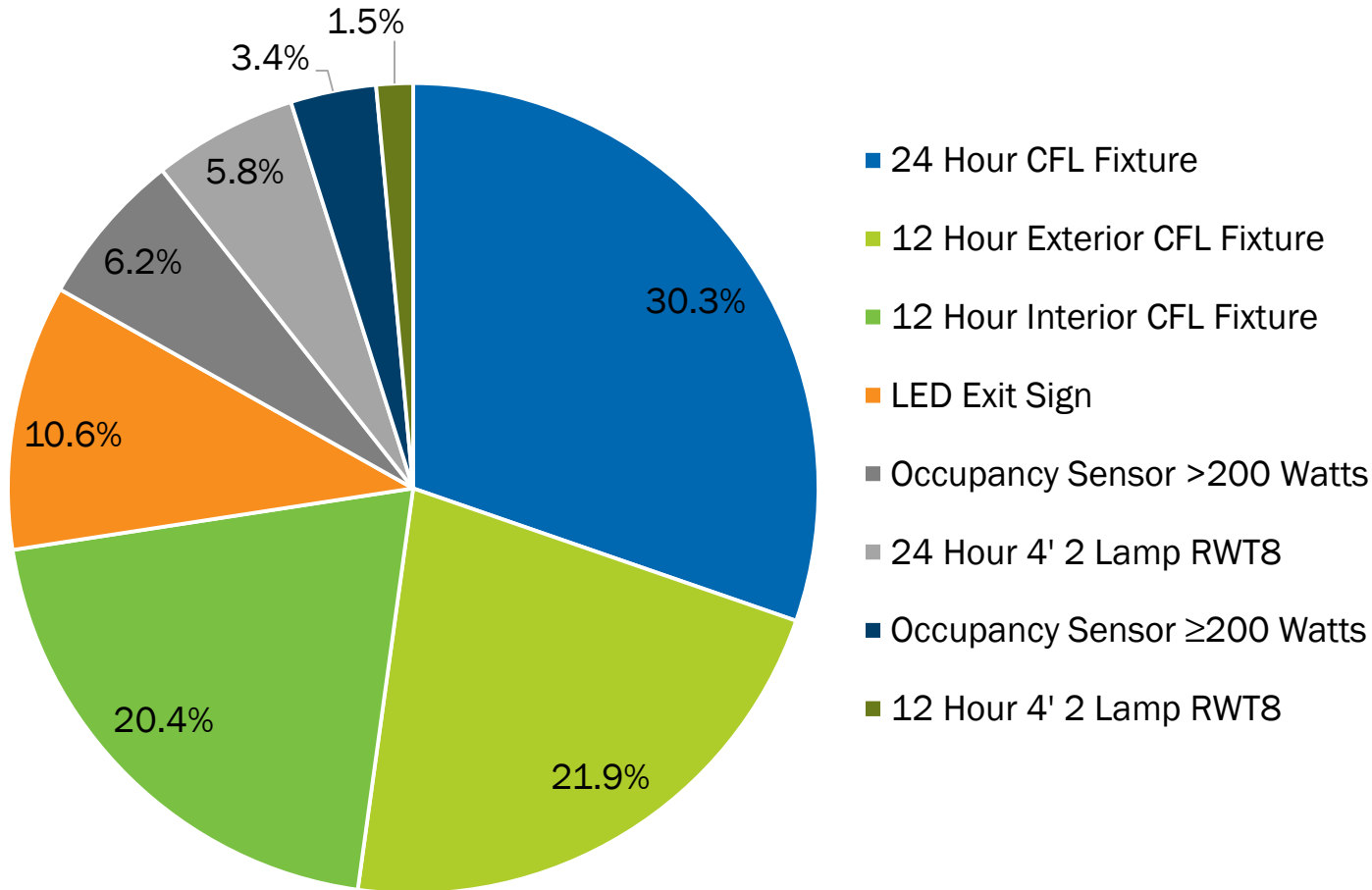


- 24 Hour CFL Fixture
- 12 Hour Exterior CFL Fixture
- 12 Hour Interior CFL Fixture
- LED Exit Sign
- Occupancy Sensor >200 Watts
- 24 Hour 4' 2 Lamp RWT8
- Occupancy Sensor ≥200 Watts
- 12 Hour 4' 2 Lamp RWT8

KW SAVINGS AS A % IN 2014



MOST FREQUENT MEASURES COMPLETED



LESSONS LEARNED

- Multifamily owners like the low co-pay and like “Free” even better
- Trade Allies like the fixed pricing but most would like the incentive increased
- Having “caps” for incentives and for Trade Allies is important
- Setting a baseline for measures is important and the baseline must be conveyed to the Trade Allies and evaluators

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