
Wisconsin Focus on Energy's Apartment and Condo Efficiency Services Program

**Association of Energy Services Professionals
National Energy Services
Conference and Expo**

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Carter Dedolph, Focus on Energy-Multi-Family Programs

What is Focus on Energy

- Wisconsin's statewide energy efficiency and renewable energy program
- Legislature created the program in 1999, expanded in 2005
- Aimed at increasing Wisconsin's energy independence by helping residents and businesses implement efficiency and renewable energy projects that would not occur otherwise

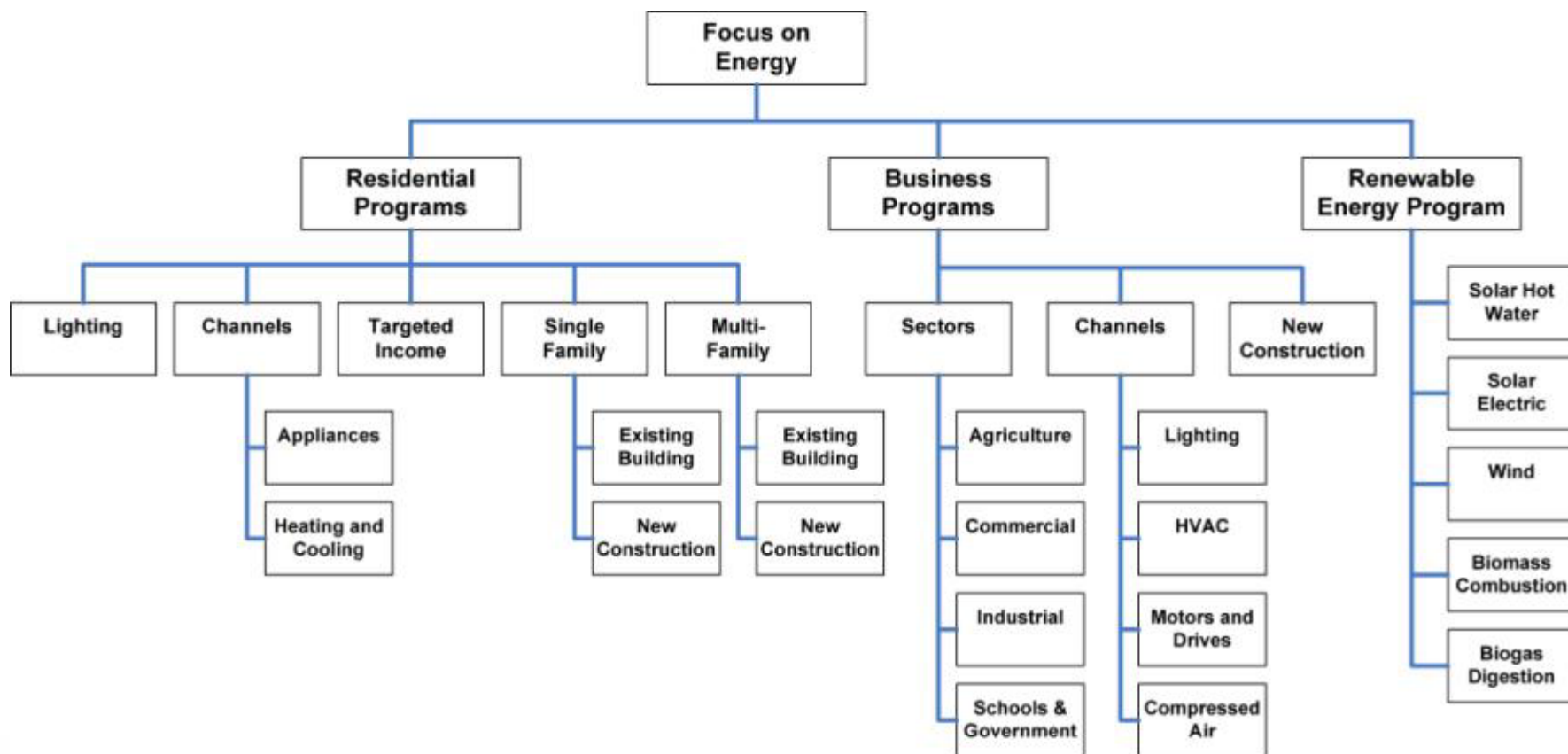
Focus on Energy Serves

- Residential customers
 - Single and multifamily buildings
 - Homeowners as well as renters
- Businesses
 - From family farms to large industry (paper, metal casting, food processing, etc.)
 - Schools and government to business facilities (health care, hospitality, grocery stores, etc.)
- Communities
 - Cities and community groups that want to be more sustainable

Focus on Energy

- Public Benefits program
- Oversight by Public Service Commission of Wisconsin
- Program Administrator, several sub-contractors for implementation
- More than 54,000 businesses and 834,000 residents have participated in Focus programs from 2001 to 2007

Focus on Energy Programs



Focus on Energy Services

Technical assistance

- Unbiased advice from experts
- Industry specific experience

Incentives & financial assistance

- Rebates that mitigate first cost of choosing efficiency or renewables
- Up to 30% of project costs in some cases

The impetus to take action

Program History

- 2001 Existing Buildings program
- 2003 New Construction program
- 4 units and greater

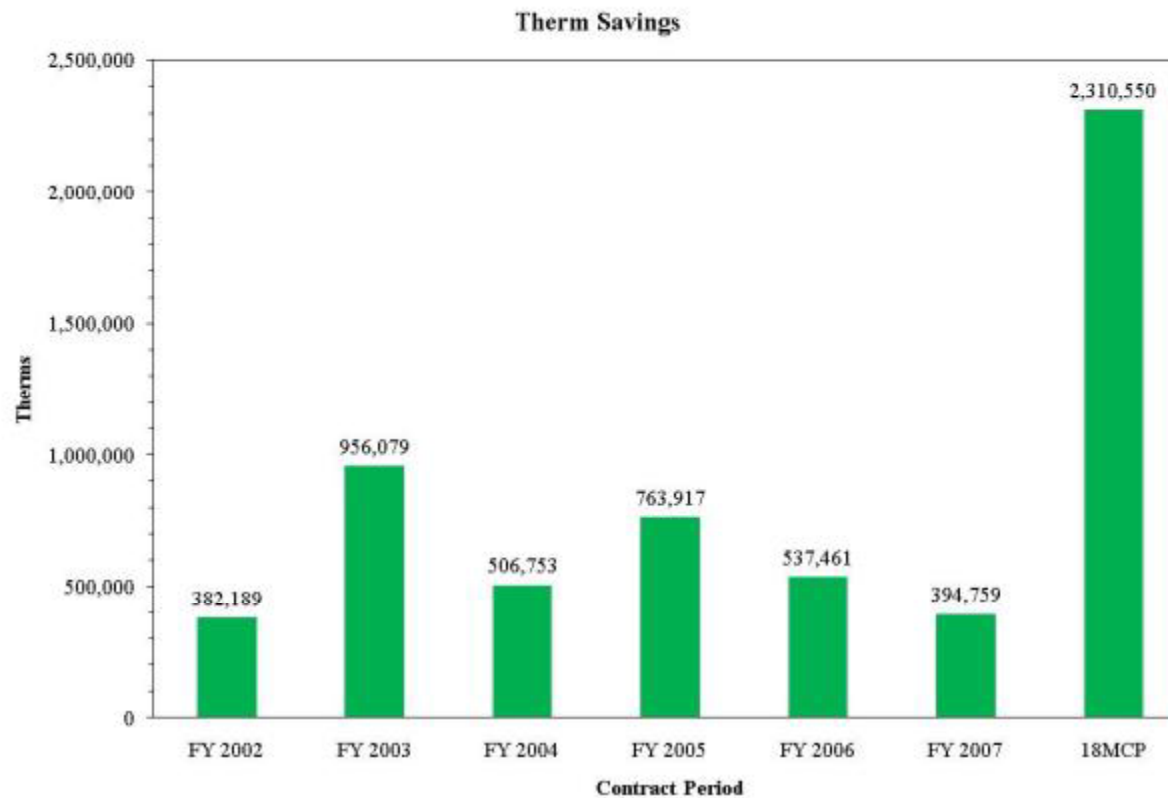


Multi-family Contribution to Residential Program

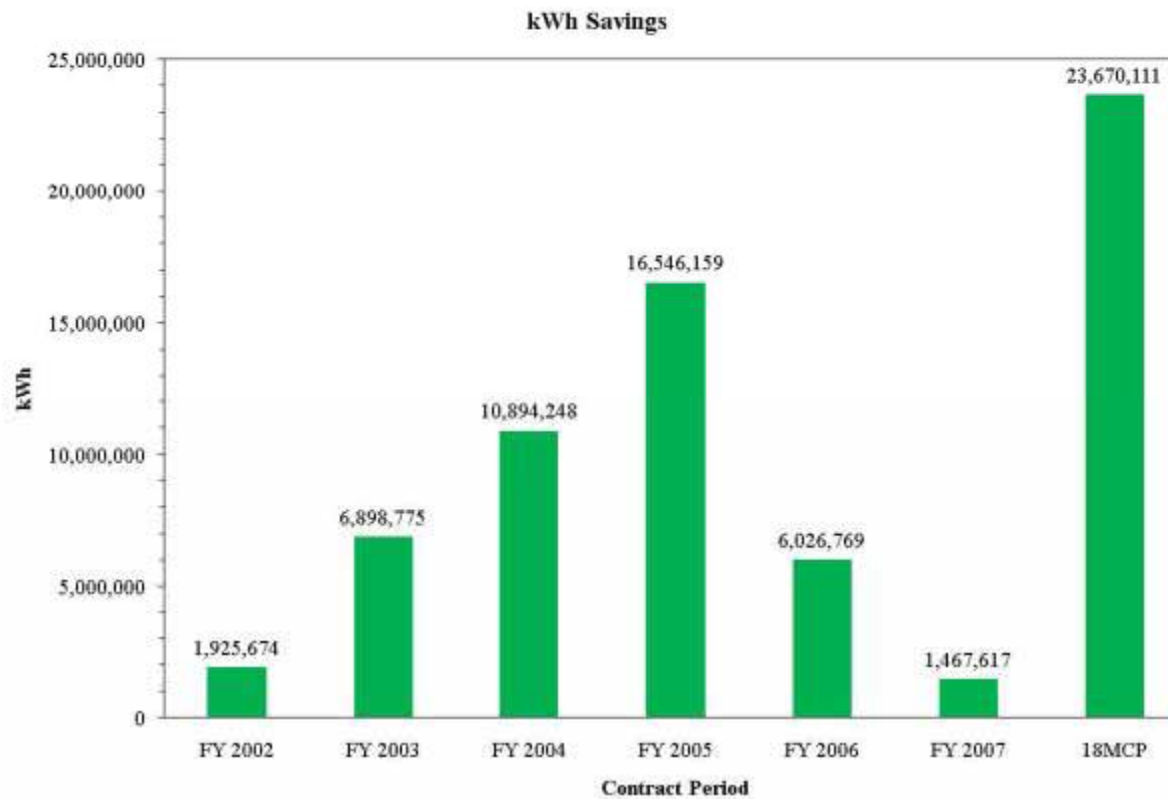
- 20% kWh (70% from ENERGY STAR Lighting Program)
- 60% therms (20% from Efficient Heating and Cooling Program)



Historical Therm Savings



Historical kWh Savings




Multi-family Rental Housing in Wisconsin

- 25% of Wisconsin's residents live in rental housing



Multi-family Rental Housing in Wisconsin

- 24% of Wisconsin's housing units are rental units (658,000 units)
 - 1 - 4 unit buildings are 50% of the rental buildings
 - Buildings with 5 units and greater are 50% of the rental units
- 

Multi-family Rental Housing in Wisconsin

Who pays?

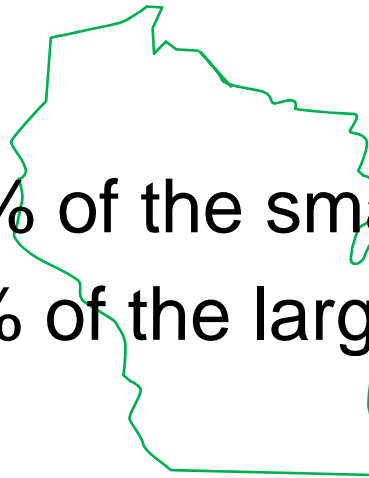
Heating

Tenant 90% of the smaller buildings

Owner 50% of the larger buildings

Electricity

Tenant 90% of all buildings



Multi-family Rental Housing in Wisconsin

- Heating system
 - Forced Air
 - 90% of the smaller buildings
 - 20% of the larger buildings
 - Hydronic Boiler
 - 5% of the smaller buildings
 - 40% of the larger buildings



Multi-family Rental Housing in Wisconsin

- Heating fuel

Natural gas

85% of the smaller buildings

60% of the larger buildings

Electricity

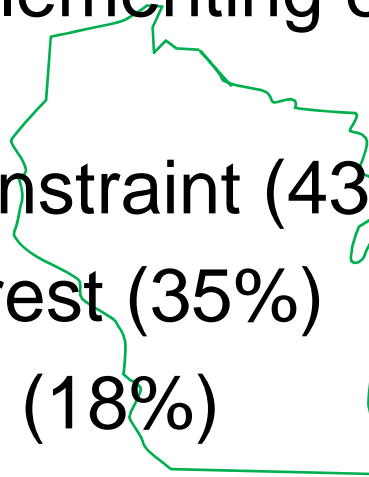
5% of the smaller buildings

30% of the larger buildings



Multi-family Rental Housing in Wisconsin

- Barriers to implementing energy efficient measures
 - Financial constraint (43%)
 - Lack of interest (35%)
 - Lack of time (18%)



Multi-family Rental Housing in Wisconsin

- Responsibility for energy efficiency
 - Owners believe energy efficiency is the tenant's responsibility
 - Tenants believe energy efficiency is the owner's responsibility



Program Delivery

- Existing Buildings
 - Owner/Manager contacts the program
 - An Energy Advisor is assigned to the project
 - No cost site assessment



Program Delivery

- Existing Buildings
 - Grant Proposal with recommendations, incentive amounts, and estimated savings
 - Installation
 - Verification
 - Payment



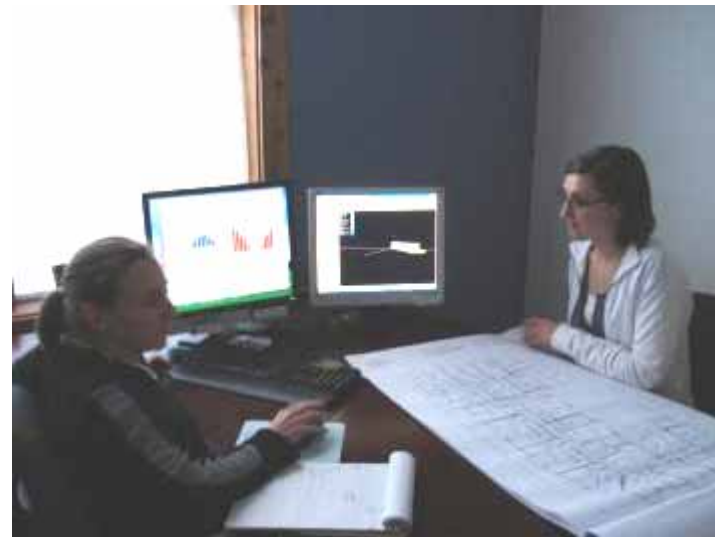
Program Delivery

- Direct Install
 - Owner/Manager contacts the program
 - Direct Install Manager explains the program to the Owner
 - Direct Install Teams install the products
 - Information and coupon leave behinds in each unit



Program Delivery

- New Construction
 - Owner/Developer, Architect, Contractor contacts the program
 - Initial Meeting to explain the program and generate or eliminate possible measures
 - Measures Meeting
 - First energy model from Technical Assistance Firms



Program Delivery

- New Construction
 - Grant Proposal with recommendations, incentive amounts, and estimated savings
 - Second/Final energy model from Technical Assistance Firm
 - Verification
 - Payment



Existing Buildings

- 978 Buildings
- 29,500 units
(Largest 598 units)
- \$815,658 Rewards
(Largest \$34,596)

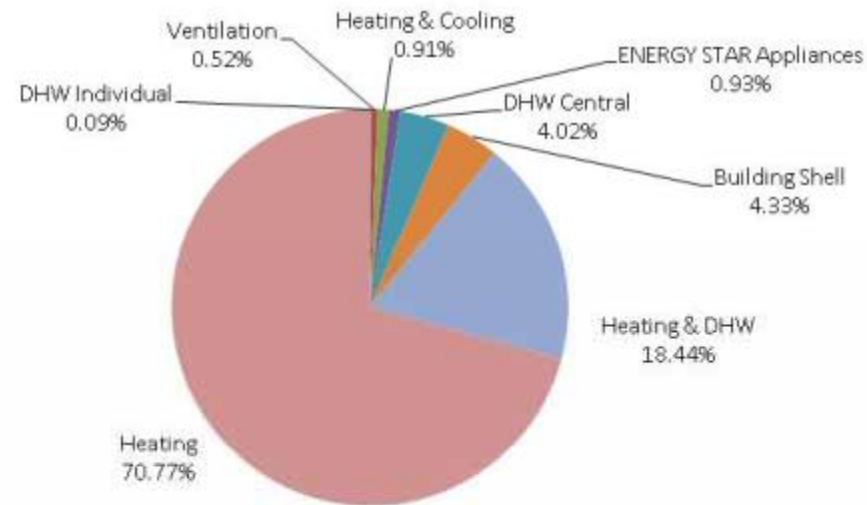


Existing Buildings

- Largest Savings Projects
 - 349,543 kWh
 - 138 kW
 - 36,064 Therms
- Average project:
 - 434 kWh/unit
 - 0.058 kW/unit
 - 45 Therms/unit



Frequency of Therm Measure Categories Existing Buildings



New Construction

- 110 Buildings
- 2926 units
(Largest 359 units)
- \$1,090,000 Rewards
(Largest \$139,587)

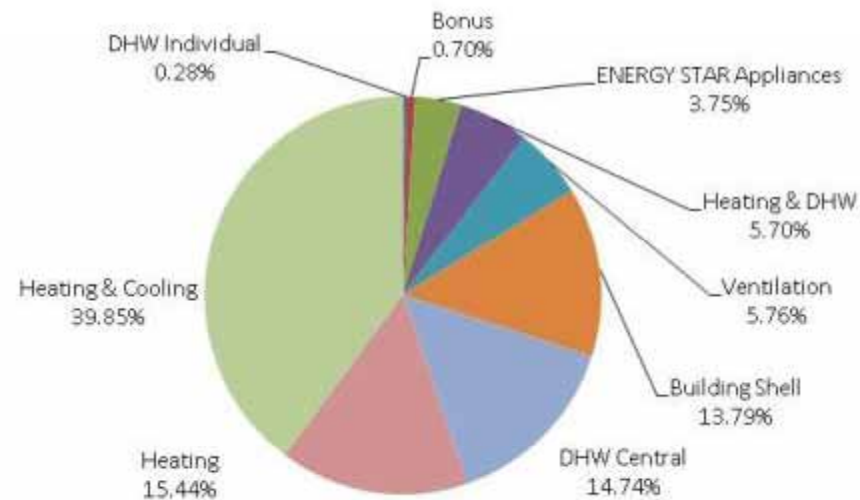


New Construction

- Largest Savings Projects
 - 666,000 kWh
 - 191.662 kW
 - 144,400 Therms
- Average project:
 - 2059 kWh/unit
 - 0.532 kW/unit
 - 179 Therms/unit



Frequency of Therm Measure Categories New Construction



Direct Install

- 2236 Buildings
- 33,827 units
(Largest 300 units)
- \$0 in rewards

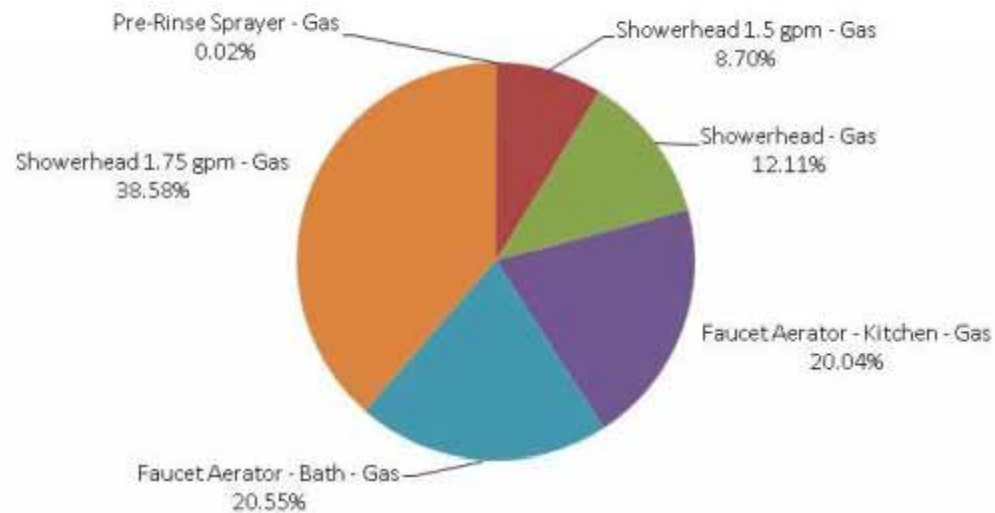


Direct Install

- Largest Savings Projects
 - 342,080 kWh
 - 7.409 kW
 - 16,490 Therms
- Average project:
 - 427 kWh/unit
 - 0.02 kW/unit
 - 38 Therms/unit



Frequency of Therm Measure Categories Direct Install



Direct Install

- 136,000,000 million gallons of water saved



Energy Efficiency Measures

- Prescriptive
 - Per unit measure
 - Self service
- Custom
 - Unique to building
 - Tier 1 and Tier 2 for single or multiple measure categories



Strategies for Measure Implementation

- Static Measures
 - Large amount of savings per measure
 - Potential small number of units implemented
 - Difficult to increase the numbers due to capital investment
 - Difficult to ramp or down



Strategies for Measure Implementation

- Dynamic Measures
 - Small amount of savings per measure
 - Potential large number of units implemented
 - Easy to sell to owner or manager
 - Easily ramped up or down depending on need



Strategies for Measure Implementation

- Market Provider Driven
 - Small incentive paid to contractor for installation and bringing project to the program
- Incentive Driven
 - Increasing the incentive amount to the owner for a limited time

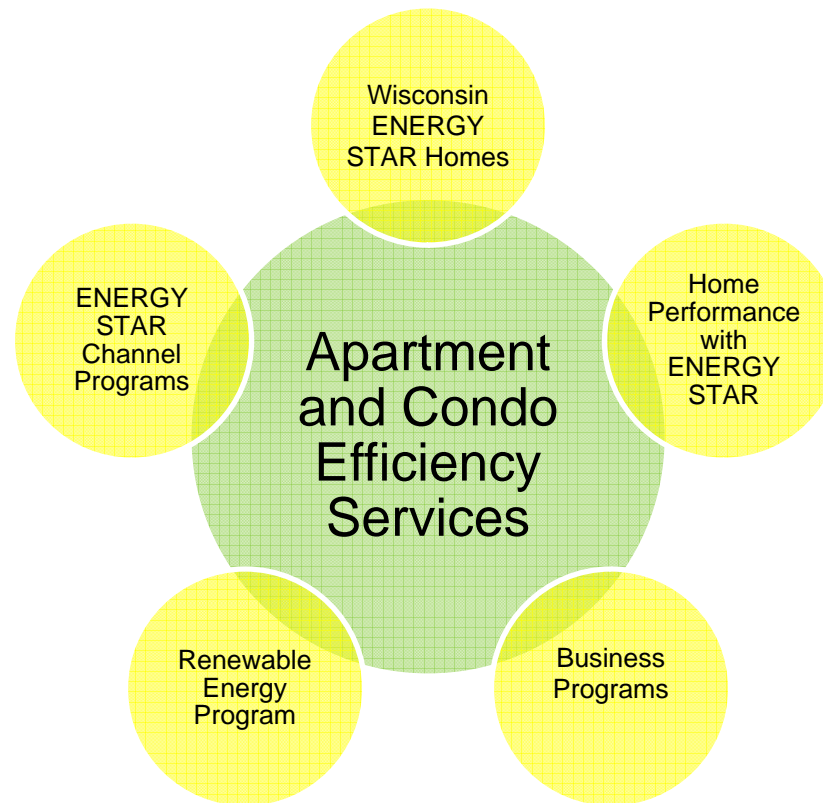
The image shows a screenshot of a 'MARKET PROVIDER INCENTIVE APPLICATION' form. The form is titled 'APARTMENT & CONDO MARKET PROVIDER INCENTIVE APPLICATION' and features the 'Focus on Energy' logo. It is a multi-section document with various fields for data entry, including sections for 'CUSTOMER INFORMATION & MEASURE EQUIPMENT INFO INSTALLED', 'MARKET PROVIDER USE INFORMATION', and 'MARKET PROVIDER SIGNATURE'. The form is designed for contractors to apply for incentives related to energy efficiency measures in apartment and condo buildings.

Program Promotion

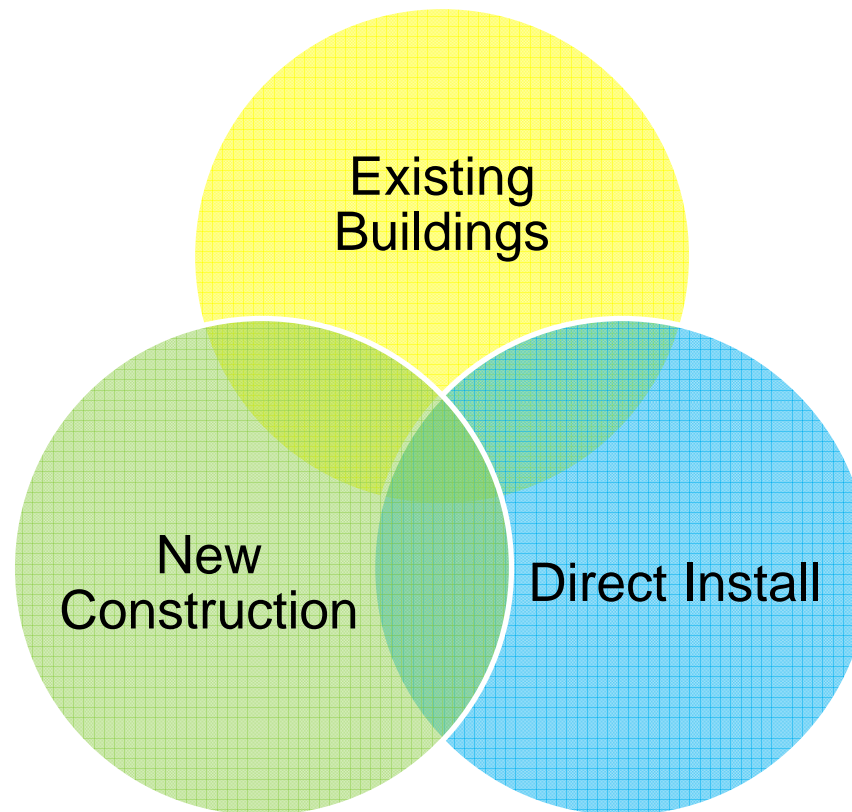
- Direct Mailings
 - Owners
 - Market Providers
- Apartment and Condo Associations
 - Newsletters
 - Tradeshows
 - Presentations



Inter-Program Promotion



Intra-Program Promotion



What's next?

- Air Sealing
- Commissioning and Retro-commissioning
- New Delivery Methods

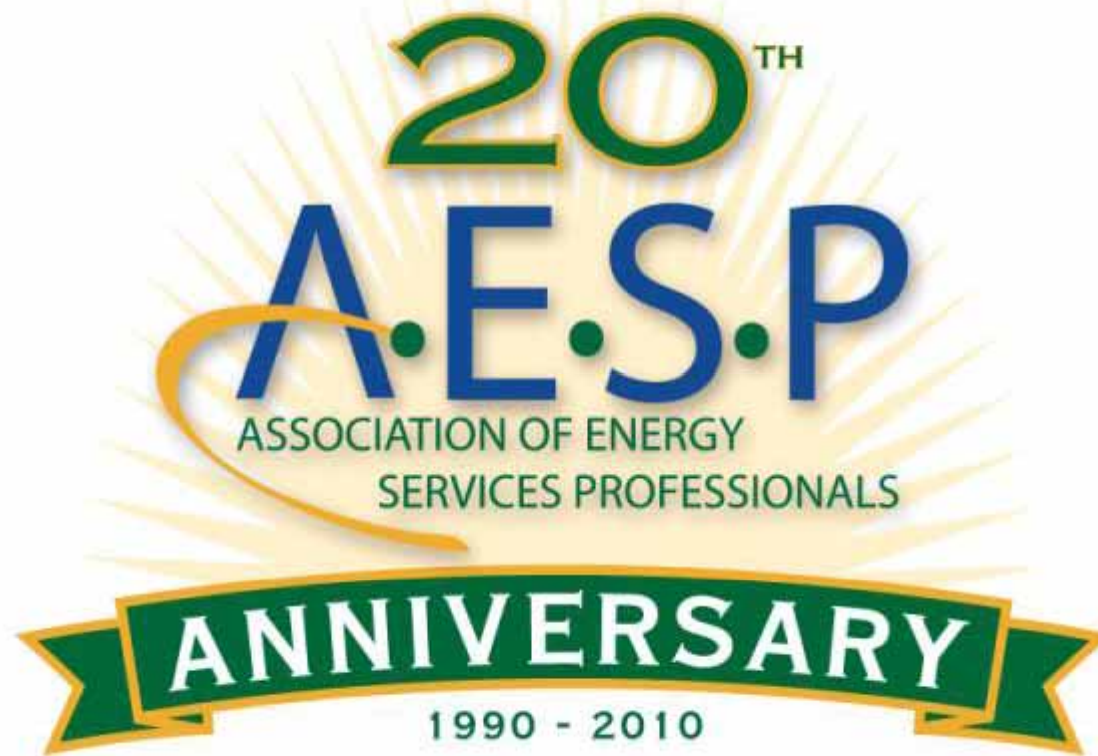


focus on energysm

The power is within you.

Thank you!

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