



focus on energysm

Partnering with Wisconsin utilities



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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

Specialized Market	Facilities Benchmarked
Hospitals	71
Grocery	171
Retail	116
Hotels	14

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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