

CEE Industry Partners Lighting Breakout

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What is Focus on Energy

- Wisconsin's statewide resource for energy efficiency and renewable energy
- 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

- Investor owned utilities all participate, Municipal and Cooperative utilities can opt in
 - Serve approximately 95% of the state
- Residential, Renewable & Business Programs
- Communities
 - Cities and community groups that want to be more sustainable

Focus Business Programs

Four Sectors: Commercial, Industrial, Agricultural, and Schools/Government

- Prescriptive Lighting
 - one-for-one change out, proven technologies, minimal risk
- Custom Lighting for other projects
 - Must use recognized technologies and clearly show how savings is derived
 - Incentives paid based on first year kW & kWh savings, higher tier for emerging technologies
- Whole Building Track for New Construction
 - energy modeling as basis for incentive



Comprehensive Lighting Program

- Comprehensive program should
 - Capture additional savings from dimming ballasts, controls, and multi-system savings
 - Have flexibility to reward more creative solutions
 - Promote full facility upgrades (not cherry picking)
 - Utilize local designers/specifiers
 - Need incentive structure that makes it worthwhile

Whole Building Lighting Pilot

Why?

- Success with High Bay Fluorescent
 - Great savings and participation, but many good projects put on back burner
 - Comprehensive designs losing out to anyone who sells high-bay fluorescent fixtures

Whole Building Lighting Pilot

- Team effort between sector leads
- Targets S & G and C & I customers
- Emphasis on comprehensive approach
 - Using everything in the designers arsenal to reduce energy
 - Does not sacrifice lighting quality
- Promoted to Lighting providers and End users
 - Good relationships with independent LCs
 - Schools team has targeted audience

Take your bottom line to a whole new level with whole-building lighting

Announcing Focus on Energy's Whole-Building Lighting Pilot Program

To reach maximum energy (and dollar) savings you need to think big. Swapping standard lighting fixtures for energy efficient ones can lead to a sound payback. But, taking a big, comprehensive energy-savings approach for your entire facility can lead to an outstanding return on investment.



New for 2009, our Whole-Building Lighting Pilot Program is designed to bring your operations staff together with lighting design professionals to collaborate and think "outside the box" to reduce energy use. Together they can spend additional time to evaluate alternatives to standard lighting design and use advanced design strategies to increase energy efficiency.

A comprehensive approach yields comprehensive results

When you take a whole-building approach to energy efficient lighting, you'll benefit from performance that exceeds ASHRAE standard 90.1-2004. Whole-building lighting design will also reduce your:

- energy consumption and electric demand
- carbon footprint
- problems of glare and reflection
- operating costs—while providing better light quality

Explore, challenge and maximize your building's lighting potential

The pilot program's incentives are enhanced to encourage aggressive energy savings and promote a comprehensive whole-building approach over a less-costly partial upgrade. The more aggressive the design approach toward reducing energy use, the more rewarding the grant will become. **In addition, the grant will allow both parties to receive funding, with 90 percent for the customer and 10 percent for the lighting designer.**

With the help of a lighting certified designer (LC) or a professional engineer (PE) trained in lighting design, your building can benefit from current lighting design tools, professional expertise and a thorough understanding of available technologies. By fostering a team approach between your building's operations staff and a lighting system designer, you'll be well positioned to achieve maximum energy savings while maintaining appropriate lighting levels.

Apply for the Whole-Building Lighting Pilot Program by August 1, 2009!

Participation is easy—just follow the simple steps below.

1. Fill out the application at focusenergy.com/wholebuildinglighting. Applications must be received by August 1, 2009.
2. Once your application is received, Focus will send you a handy spreadsheet to help you benchmark the proposed upgrade area.
3. Once your participation is approved, Focus on Energy staff will guide you through the rest of the process. Installation must be completed by October 31, 2009.

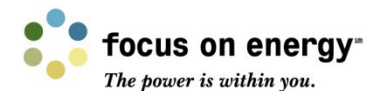
Hurry! During the introductory pilot period, the program is limited to 10 projects.

Questions? Call 800.762.7077 to learn more about how you can participate in this exciting opportunity to reduce your company's energy costs.

800.762.7077 focusenergy.com



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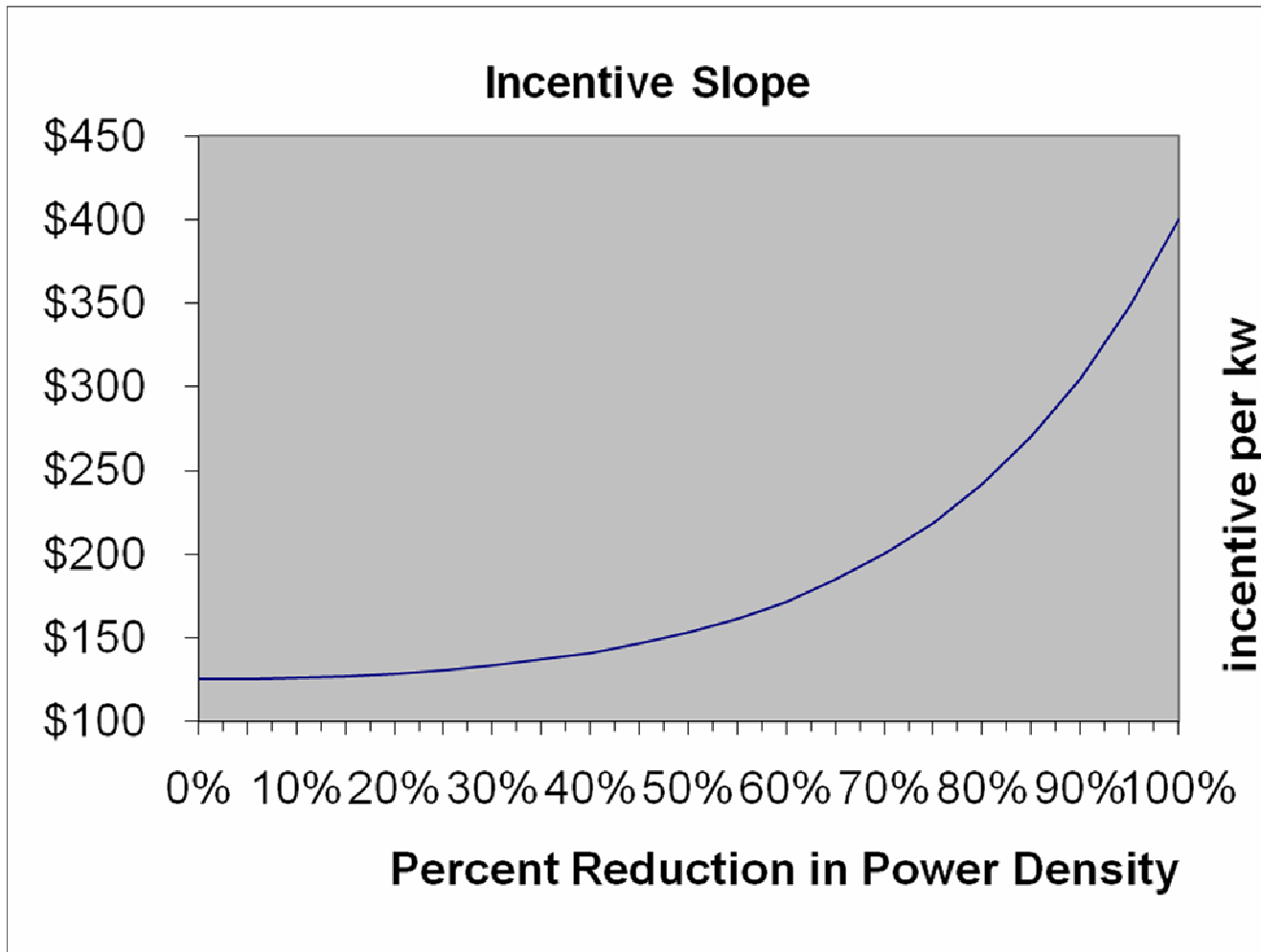
WBL Pilot Program Structure

- Designed to encourage businesses and lighting design professionals to think “outside the box” to reduce energy through advanced lighting design.
- Offers additional financial support for the additional time needed to evaluate alternatives to standard lighting design and using advanced design strategies to increase energy efficiency.

WBL Pilot Program Structure

- Financial incentives awarded are non-linear, recognizing that an aggressive approach is more costly, both in hardware and design time.
- A team approach is encouraged between the building representative and the lighting system designer to research various methods to achieve energy savings while maintaining appropriate lighting levels.
- The more aggressive the design toward energy reduction, the more rewarding the grant will become. The grant will allow both parties to receive funding with 90% for the customer and 10% for the lighting designer.

Non-linear incentive



WBL Pilot Program Requirements

- Baseline assessment of building
- The designer must be an LC or PE.
- Design review by whole team
- Must incorporate 70% or more of the qualified floor area.
- Design must result in lighting power density that is at least 10% better than code & meet IES recommendations.
- New construction and areas that have been upgraded within the last two years are excluded.

Lessons learned so far

- Spurred a lot of interest from independent lighting designers
 - Potential 10% incentive is attractive
- Successful applications are getting at lighting with long paybacks
- Far more labor intensive
- Not really worth it unless a minimum 30% savings identified
- Potential for “gaming” exists

Thanks

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