

CEE Member Programs: Commercial Programs

A. Organizational Details

1. What organization sponsors the program(s)? Madison Gas & Electric
2. Which of the following best describes the program sponsor? (*Check one.*)
 - Utility
 - Nonprofit "efficiency utility"
 - State Government
 - Regional Program Administrator
 - Public Service Commission
 - Other:
3. Please list the State(s) where the program is offered. (*If programs differ across state lines, please fill out one questionnaire form for each state.*) Wisconsin
4. What is the geographic scope of the program(s)?
 - Smaller than statewide
 - Statewide
 - Service territory in more than 1 state (*describe*)
5. How large is the customer base served by your commercial programs? 10,000 customers
6. Do you differentiate your programs according to specific commercial target markets?
 - No
 - Yes → Please mark all that apply:
 - Commercial Real Estate (separate owner/tenant)
 - Hospitality
 - Restaurant/Food Service
 - Corporate Real Estate (owner-occupied)
 - Retail
 - Schools
 - Health Care
 - Other (*please specify*):

B. Whole Building Program Approaches

7. Please mark all of the following whole-building elements that you include in your program? *Please see the attachment for general descriptions of whole-building program elements and examples.*
 - Obtain upper management commitment to program
 - Measure whole-building energy performance (benchmark)
 - Identify and screen building candidates and project opportunities (e.g., scoping studies, screening audits, RCx)
 - Re-assess building performance
 - Coordinate recognition
 - None
 - Other (*specify*)
8. Do you incorporate ENERGY STAR®'s Portfolio Manager benchmarking tool in your commercial programs? Yes No
9. Please briefly describe your whole-building program approach and how you are measuring improvement in whole-building energy performance.

For some customers, we benchmark the energy use, in terms of kWh/SF and therms/SF prior to visiting the customer. We do not reassess energy intensity after the project is complete but this would be valuable.

C. Overview of Program Offerings

10. In the following table, please list, by name, all programs that impact commercial buildings.

- Please categorize the **Program Type** by letter in the second column, using the scheme below (*List all that apply*):

A. Prescriptive B. Custom C. Standard Performance Contract D. Loan or financing E. Other (*specify*)

- Please categorize the **Technology Type** by number in the third column, using the scheme below (*List all that apply*):

1. Lighting 2. Commercial Kitchens 3. Data Centers 4. HVAC
 5. Retrocommissioning 6. Building Envelope 7. Other (*specify*)

Program Name & Website	Program Type (A - D)	Tech. Type (1-6)	New construction (NC) or Existing Bldg. (E)	Eligibility E.g. Sq. ft or kW limit (provide)	Training? (Y/N)	Audits? (Y/N)	Focus: Upstream (U) and/or Downstream (D)	Contact Person/email	Year Begun & Length of Budget Cycle*	Current Program Budget	
1. Shared Savings-NC	A,B	6	NC		y		d	Randy Popp rpopp@mge.com	2007, 1 yr	n/a	
2. Shared Savings-E	A,B	1,4	E				d	Randy Popp rpopp@mge.com	2007, 1 yr	n/a	
3. Custom C&I program	B	1-4	NC,E		y	y		Scott Olsen solsen@mge.com	2001, 1 yr	n/a	
									* The length of your budget cycle in years	Total:	

11. Do your commercial programs reference one or more energy efficiency specifications?
 Yes → *Please list:* Energy Star may be referenced.
 No
12. Do your commercial programs co-sponsor marketing campaigns with ENERGY STAR?
 Yes → *Please list:*
 No

D. Program Evaluation and Performance

13. What specific indicators or metrics are used to evaluate and assess the impacts of program activity? For example, kW or kWh saved, trainings attended, rebates provided, etc.
None

14. For programs incorporating training, building benchmarking, or behavior improvements, are you receiving credit for savings from regulators? No Yes
If Yes, how is program credited?

15. Please briefly describe the most unique feature(s) of your program.

We typically, benchmark (therms/SF and kWh/SF - and compare them to similar buildings) the facility prior to meeting with them as well as look over two years of monthly energy use data. This helps define the relative efficiency of the building and provides some indication of potential energy efficiency opportunities. During the walk through we address their energy concerns and offer the top few (2-4) energy efficiency improvement opportunities. A report describing the findings is issued to the customer.

16. Are past program evaluations available to the public?
 Yes → Please tell us how these can be obtained.
 No → Check one:
 Past evaluations are confidential
 Program has not been evaluated



Thank you for taking the time to complete this summary! Please return to sloucks@cee1.org or fax to Susan at 617-589-3948