

CEE Member Programs: Commercial Programs

A. Organizational Details

1. What organization sponsors the program(s)? Public Service Commission of Wisconsin and the Statewide Energy Efficiency and Renewables Administration (SEERA)
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: Joint Public Service Commission and Utilities
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? 150,000 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*): Office Buildings

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.

Until this time our whole building offering has been on a case by case basis utilizing ENERGY STAR benchmarking, pilots of retrocommissioning and other studies to help customers. We are transitioning to a formalized program that will include benchmarking, retrocommissioning and other yet to be determined whole building approaches targeted to large commercial buildings.

C. Overview of Program Offerings

10. In the following table, please list, by name, all programs that impact commercial buildings. *Navigate through the table with the tab key.*

- 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*)RFP Bid Program

- 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*)Motors & Drives

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. Focus on Energy Business Programs: Commercial Sector www.focusonenergy.com	B,E	All	E	Participating Utility	Y		D	Tom Quasius/ tquasius@franklinenergy.com	2001 18 month current*	\$8,467,500	
2. Focus on Energy Business Programs: Technology Channels & Initiatives	A	1,2,4,7	NC/E	Participating Utility	N	N	U	HVAC & Lighting: Erinn Monroe/ erinnm@weccusa.org Food Service: Mindy Guilfoyle/ mguilfoyle@franklinenergy.com	2004 18 month current*	\$3,121,543	
3. Focus on Energy Business Programs: Schools & Government Sector www.focusonenergy.com	B	All	E	Participating Utility	Y		D		2001 18 month	\$10,044,932	
4. Focus on Energy Business Programs: New Construction www.focusonenergy.com	A,B	All	NC	Participating Utility			U/D		2007 18 month	\$1,001,524	
									* The length of your budget cycle in years **normal budget cycle is 12 months. During this transition year it is 18 months (7/1/07 - 12/31/08)	Total:	\$22,635,499

11. Do your commercial programs reference one or more energy efficiency specifications?
 Yes → *Please list:* ENERGY STAR, CEE Ice Machines, CEE High Performance T8's, Food Service Technology Center Food Service equipment
 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.

Beginning July 1, 2007, verified net KW, kWh and therm savings are used to assess program impacts.

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.

The Focus on Energy Business programs use the sector programs (Commercial, Industrial, Schools & Government and Agriculture) to target end users, and use a channel strategy for lighting, HVAC, rotary equipment and New Construction to engage trade allies to market energy efficient options with these technologies.

16. Are past program evaluations available to the public?

Yes → Please tell us how these can be obtained. www.focusonenergy.com, then click on evaluation

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@ceel.org or fax to Susan at 617-589-3948