



2019 Inspiring Efficiency Award Winners **Marketing & Innovation**

September 5, 2019



Housekeeping

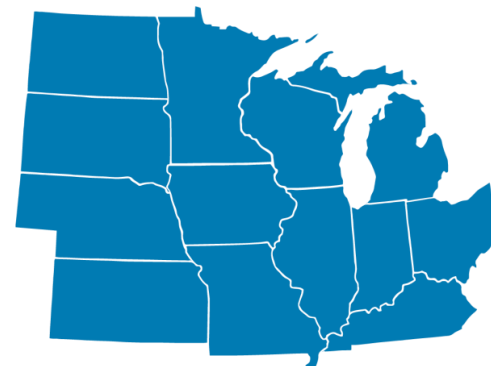
- Attendees are muted
- Questions? Enter them in the question box
- Webinar will be recorded and sent out after

About MEEA

The Trusted Source on Energy Efficiency

We are a nonprofit membership organization with 160+ members, including:

- Utilities
- Research institutions
- State and local governments
- Energy efficiency-related businesses



As the key resource and champion for energy efficiency in the Midwest, MEEA helps a diverse range of stakeholders understand and implement cost-effective energy efficiency strategies that provide economic and environmental benefits.



Inspiring Efficiency Awards

- Honor the Midwest's top energy efficiency leaders and programs
- Presented at MEEA's Midwest Energy Solutions Conference in Chicago
- Categories
 1. Education
 2. Impact
 3. Innovation
 4. Leadership
 5. Marketing

Applications due
Friday, Sept. 13



focus on energy[®]

Partnering with Wisconsin utilities

Strategic Energy Management (SEM) Initiative

Timothy Dantoin

Large Energy Users Program, Field Staff Manager

Manager, Wisconsin SEM Leaders Initiative

Senior Engineer

Leidos Inc.



MEEA Webinar on 2019 Inspiring Efficiency Award Winners
September 5, 2019



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INNOVATION Award: Focus on Energy's SEM Leaders Initiative

Timothy Dantoin, Field Staff Manager
Large Energy Users Program
dantoint@leidos.com; 920-366-3744

What is Focus on Energy?



- Wisconsin's statewide energy efficiency and renewable energy program
- Partnership with 107 Wisconsin utilities
- Working with eligible residents and businesses since 2001
- Provides financial, technical, educational and other resources to encourage energy savings and reduced utility bills

Focus on Our Goals



- Help Wisconsin residents and businesses manage rising energy costs
- Promote in-state economic development
- Protect our environment
- Control Wisconsin's growing demand for electricity and natural gas

Focus by the Numbers

- Delivered more than \$1 billion in economic benefits over the past eight years
- Supports 1,200 jobs a year in Wisconsin
- Served more than 183,000 residences and 6,500 businesses in 2018 (not including pilots)
- Provides \$5.16 in benefits for every \$1.00 invested (2018)



Focus on Energy Business Programs

Program	Customer Eligibility
Large Energy Users	Over \$60,000 monthly energy spend and either +1 MW electric demand or 100,000 therms per month
Business Incentives	Less than 1,000 kW demand
Small Business	Less than 40,000 kWh in July and August
Ag, Schools & Gov	Except 4 yr campuses and municipal wastewater facilities qualifying as “large” and Ag product mfgs
Design Assistance	New construction bldg envelope and mechanicals
Renewable Energy	Prescriptive incentives solar PV and geothermal and competitive incentives for cost-effective projects

Focus on
Energy
Structure

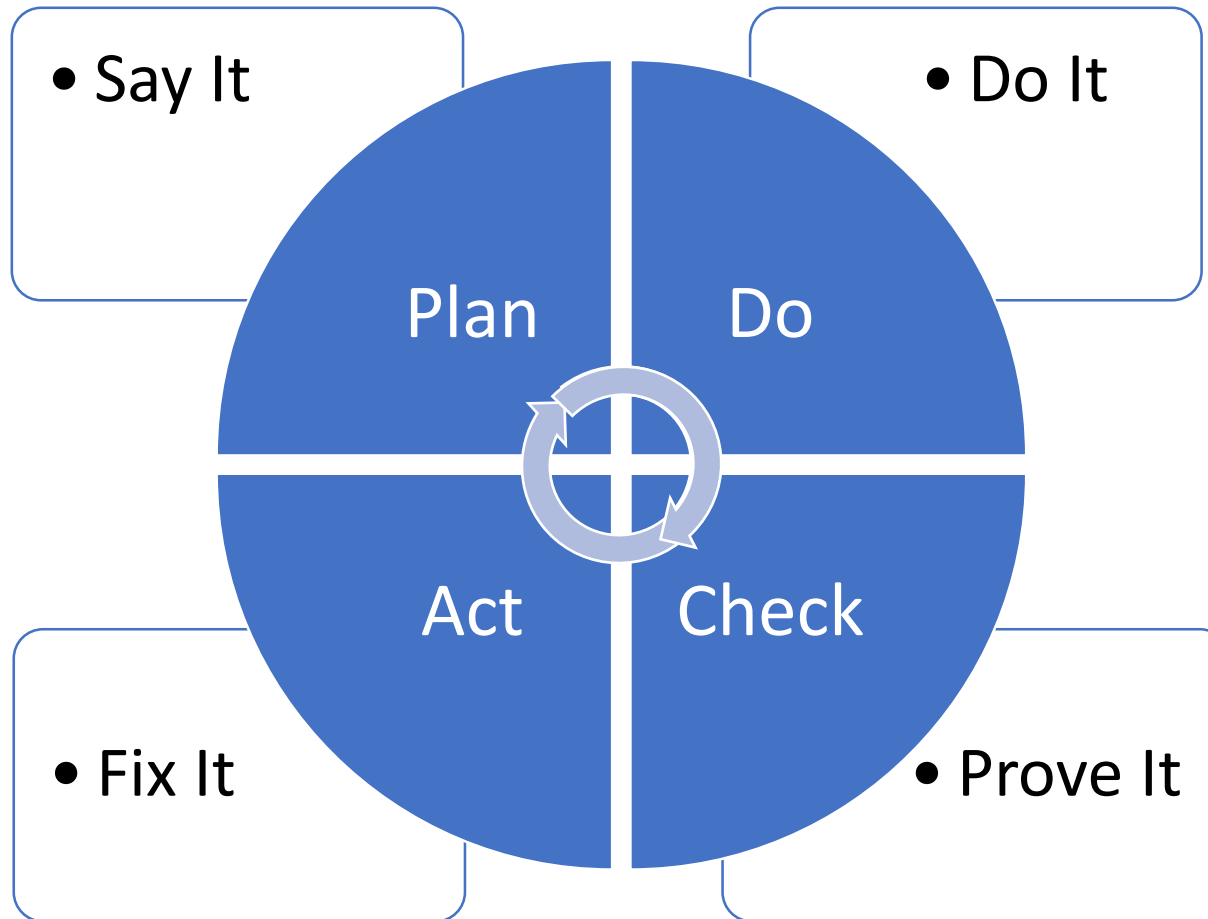
- Each LEUP customer has assigned Energy Advisor
 - Focus on Energy Advisors (EAs) coordinate with customers, utility account reps and trade allies
 - Technical support provided for:
 - identifying opportunities
 - quantifying opportunities
 - applying for incentives
 - accessing other resources
- facilitating energy management

Support for Large Energy Users

Improving energy performance by
integrating energy considerations into
organizational decision-making through
the application of *continuous improvement*
principles and practices.

Strategic Energy Management (SEM)

Continuous Improvement in General



Continuous Improvement takes Many Forms

- Lean Manufacturing
- TQM
- ISO 9001
- Six Sigma
- The 5 Whys
- ISO 18001
- ISO 14001
- Kaizen
- Value Stream Mapping
- 5S
- **ISO 50001 (aka SEM)**

Wisconsin's SEM Leaders Initiative

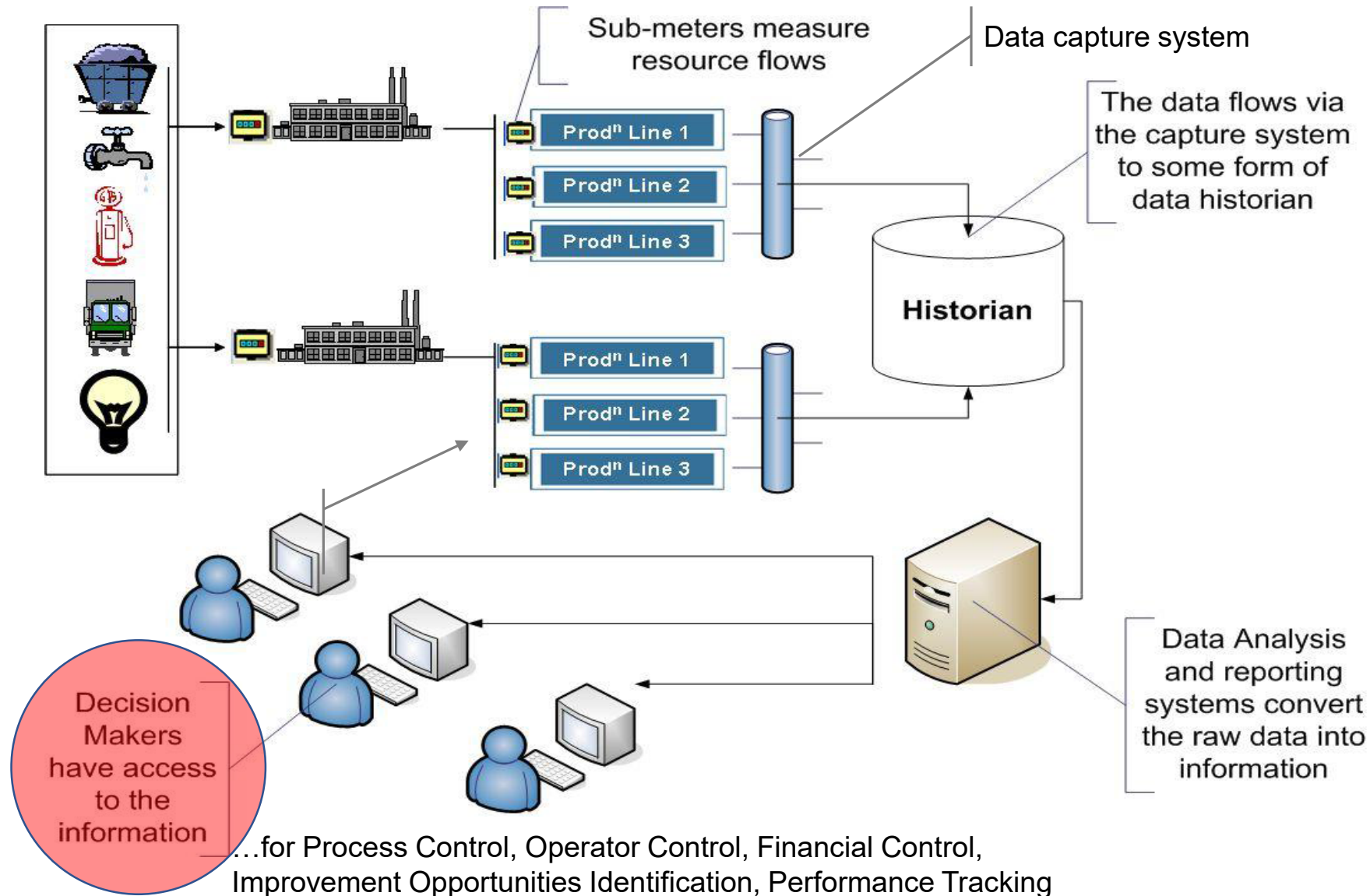


- Inspired by an active Focus LEUP customer
- Supported by the Focus program administrator
- Launched in 2015 with 30 participants
- Concluded in 2018 with 27 making it their self-defined “finish line”
- 5 participants achieved ISO 50001 Certification
- 8 participants achieved or pursuing 50001 Ready recognition from US DOE

SEM Leader - Participants

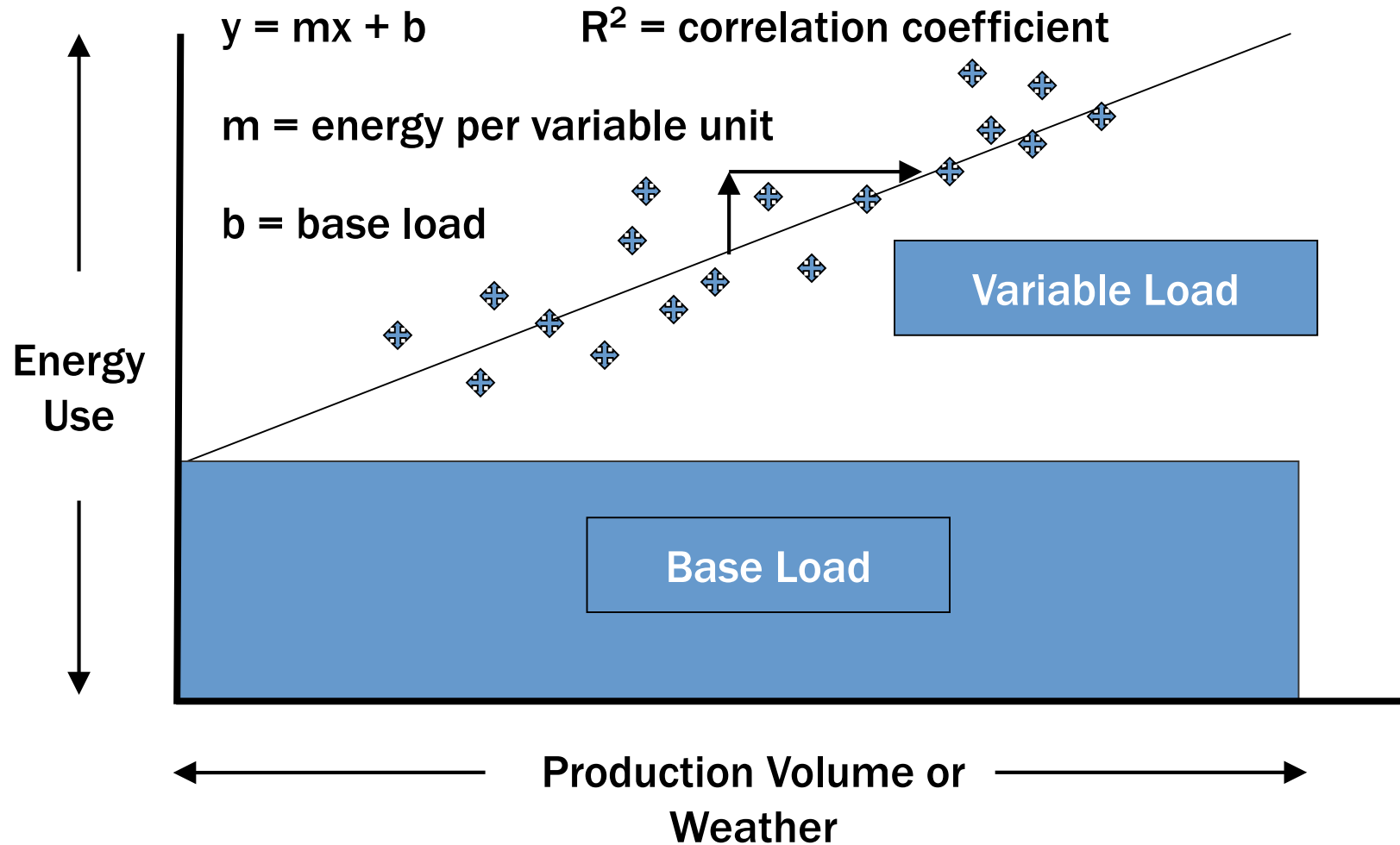


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SEM is about
collecting &
applying energy-
related information

Creating a Baseline via Regression Analysis



From Baseline to Performance Tracking

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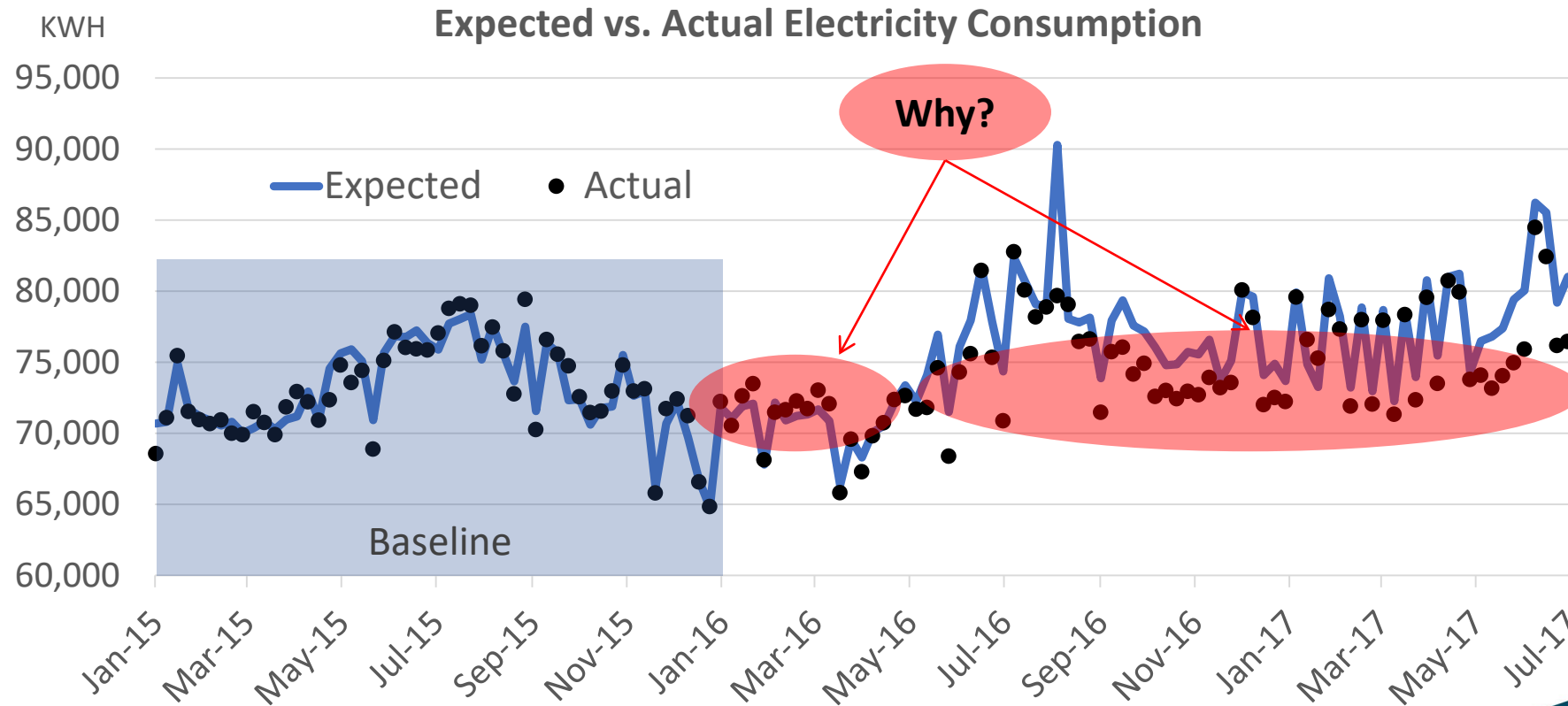
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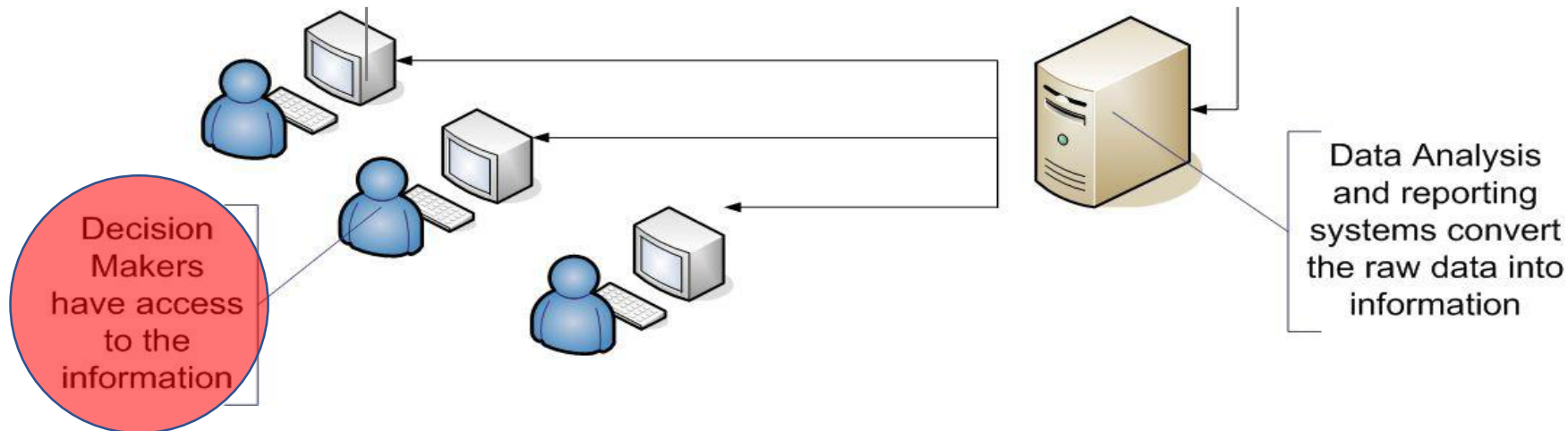
B

Expected kWh per Week = (3.66 x Actual Tons) + (46 x Actual CDD) + 47,791 kWh



- Senior Management – Summary Reports
- Process & Cost Owners – Budget & Production Reports
- Supervisors – Monitor & Improvement Decisions
- Operations & Maintenance – Immediate Action

Decision Makers



SEM Leaders - Innovation

How does this
program emphasize
creative thinking to
address a market
need ?

- Emphasis on building customers' management best practices rather than identifying and funding immediate project opportunities.
- Stems directly from customer-identified market need.
- Provides guidance and generous incentives for:
 - reaching SEM implementation milestones
 - Assessing and enhancing energy data acquisition
 - Upgrading operational control capabilities;
 - and achieving ISO 50001 status

SEM Leaders – Lessons Learned

What lessons did you learn from your implementation of this program?

- Outcomes highly dependent on factors out of our control
 - participants' staff capabilities, motivation, and turnover; and
 - company business priorities and conditions.
- SEM is not a cookie-cutter, one-size-fits-all solution for participants nor the Focus on Energy program itself.
- Along the way, we...
 - Refined regression modeling techniques and finding presentation formats
 - Adjusted customer engagement and coaching practices
 - Challenged program reporting and evaluation assumptions
 - Learned a great deal about expectations and limitations of SEM as a DSM program offering

Questions ?



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Partnering with Wisconsin utilities

“Wisconsin Is In” Campaign

Jessica Wagner

Marketing & Communications Manager

Focus on Energy



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The “Wisconsin Is In” Campaign

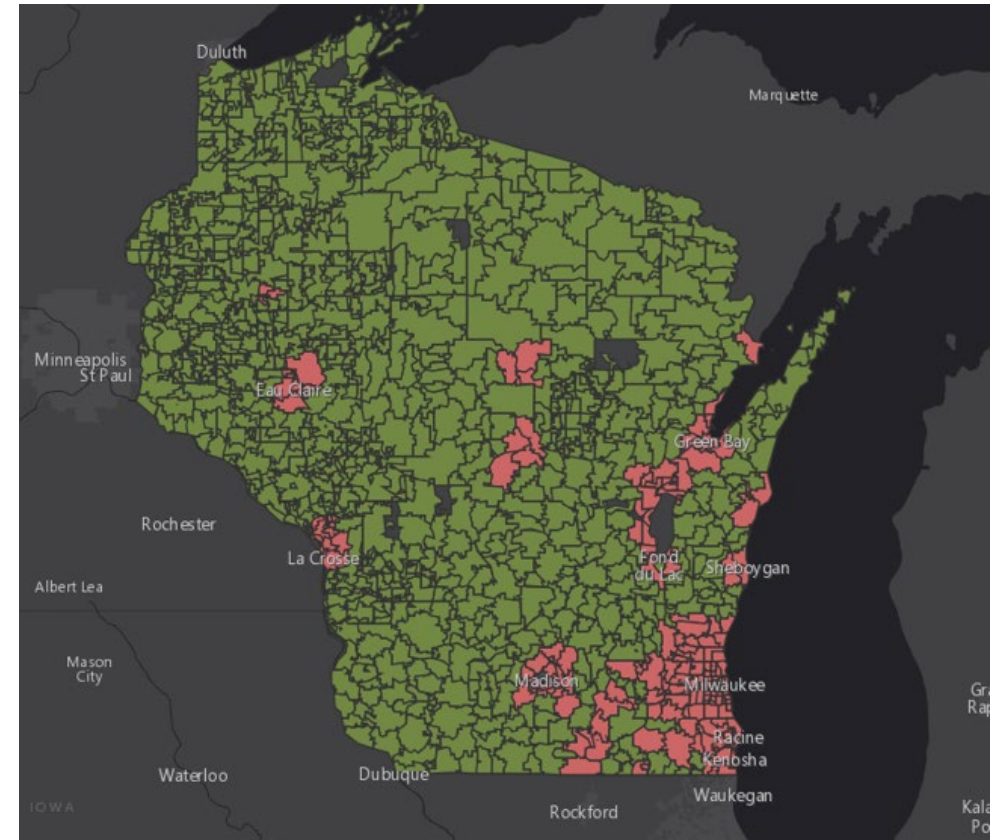
Jessica Wagner, Focus on Energy

September 5, 2019

The “Wisconsin Is In” Campaign

Why a rural campaign?

- **Rural audiences commonly overlooked**
 - Often isolated and difficult to reach using cost-effective mass marketing strategies
- **Receive fewer benefits and incentives from Focus on Energy**
 - In 2014/2015 participation study, ratio of incentives per capita for rural residents almost 50% lower than urban residents
 - 40% of Wisconsin's population resides in rural ZIP codes but receive only 28% of incentives



Green = Rural


Initial Goals & Intent

- Increase overall awareness of Focus on Energy
- Increase rural engagement and participation in Focus programs
- Promote state pride messaging and support through energy efficiency initiatives
- Use more relatable messaging for energy efficiency and specialized marketing techniques



Branding Background

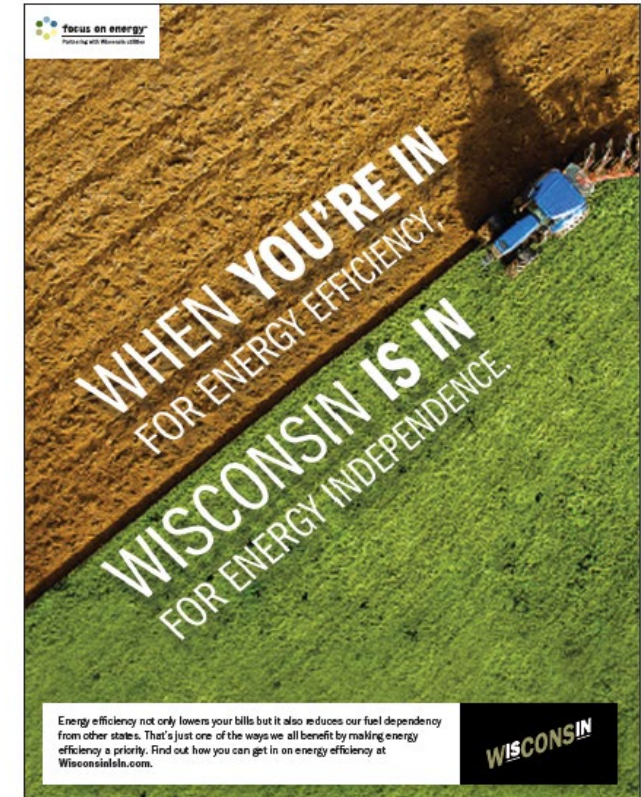
- Reviewed customer satisfaction open-ended surveys and Claritas data
- Brand archetype: Explorer
- Developed the reasons to believe
- Positioning statement with value proposition:
 - Focus on Energy enables the independent spirit of Wisconsinites by helping them advance both home and community prosperity through simple, proven energy efficiency and renewable energy services.

 BRAND WHY	Why we exist
 BRAND ARCHETYPE	How we relate to customers
 BRAND POSITIONING	What differentiates us

Wisconsin Is In

- Overall notion: When we all commit to energy efficiency individually, the entire state benefits collectively
- Created three versions of the campaign targeting different priorities – all highlighting the proven successes of Focus on Energy
 - Energy independence
 - Job opportunities
 - Economic growth

Shared Mail - 8.5x11



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Barriers

- How do we reach an audience that isn't typically targeted?
- How do we make energy efficiency easy to understand for the average rural resident?
- How do we make the rural resident care about energy efficiency?
- This audience requires more communication = less cost-effective channels
- Doesn't conflict with outreach efforts with the other rural programs
- Only targets 582 zip codes

Tactics

- Designated large budget of \$867,000 for targeted marketing :
 - Official landing website (WisconsinIsIn.com)
 - Direct and shared mail
 - Streaming radio, television, and newspaper advertisements
 - Web video
 - Mobile display
- Pushed out campaign materials to rural market gradually
 - Helped analyze which methods were most effective and build upon those marketing tactics



Tactics: Umbrella & Residential



WisconsinIsIn.com Landing Page




Banner Advertisement



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Tactics: Ag & Business



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Partnering with Wisconsin utilities

“Waupaca Foundry *is in* to drive towards its 2020 vision of 25% energy intensity reduction.”

My Focus on Energy Story:
Marco Gonzalez, Waupaca Foundry Inc.
Waupaca County, Wisconsin

“As you can imagine, energy is one of the largest costs of manufacturing for our business.

With help from a Focus on Energy Advisor, we were able to identify the most promising energy savings opportunities, including:

- Plant-wide LED lighting upgrades
- Replacing outdated compressors
- Expanding electric and natural gas metering systems for monitoring real-time energy use

Because of these improvements, our company is the first U.S. metalcaster to achieve ISO 50001 Energy Management System certification.

By reducing our energy use, we’re showing our commitment to continuous improvement in environment sustainability, and setting the pace in our industry. As a result, we’ve accelerated our sustainability progress and competitiveness.”

Marco Gonzalez
Energy Manager
Waupaca Foundry Inc.

Focus on Energy partners with Wisconsin utilities to help businesses improve energy usage.

Power Your Profitability
Call Focus on Energy today at **1-800-762-7077** or visit:
focusonenergy.com/business

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GET IN ON ENERGY EFFICIENCY



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Partnering with Wisconsin utilities

“An energy audit opened my eyes and now our dairy *is in* for increased productivity.”

My Focus on Energy Story:
Dave Daniels, Mighty Grand Dairy
Kenosha County

“Like everyone else, we were looking for ways to increase milk production but really had not thought about our energy use.

Then my daughter suggested an energy audit from Focus on Energy.

We improved barn ventilation with quiet, breeze-like, high-volume low-speed (HVLS) fans. We also installed cooler, extended life LED lights for long day simulation.

Not only did we save energy, our cows are content and comfortable, and producing more milk.

It all started with a free energy audit from Focus on Energy.”

Dave Daniels
Partner,
Mighty Grand Dairy

Focus on Energy partners with Wisconsin utilities to help agribusinesses improve energy usage.

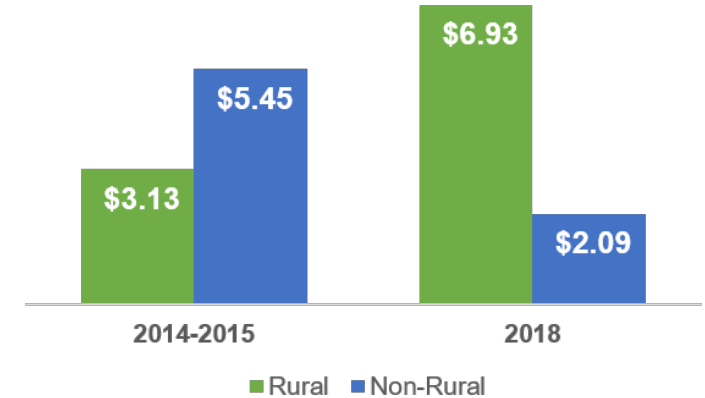
Power Your Profitability
Call Focus on Energy today at **1-800-762-7077** or visit:
focusonenergy.com/agribusiness

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GET IN ON ENERGY EFFICIENCY

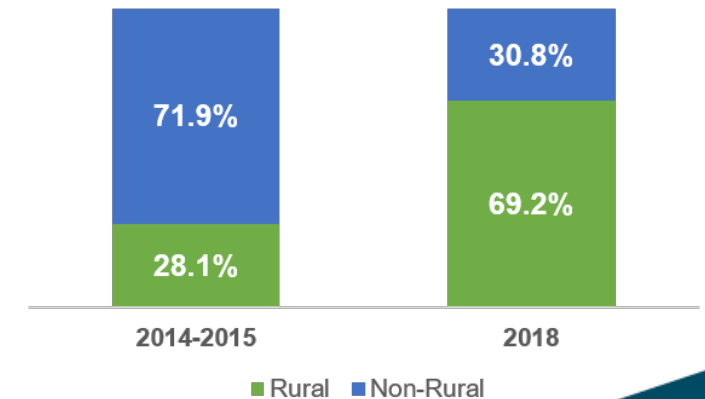
Campaign Results (Jan. 1 – July 31, 2018)

- New Focus on Energy residential participants
 - 23,811 (+68% from 2017)
- Rural residential participant incentives
 - \$2.48 million (+9% from 2017)
- Rural business incentives
 - \$5.74 million (+16% from 2017)

Incentives per Capita

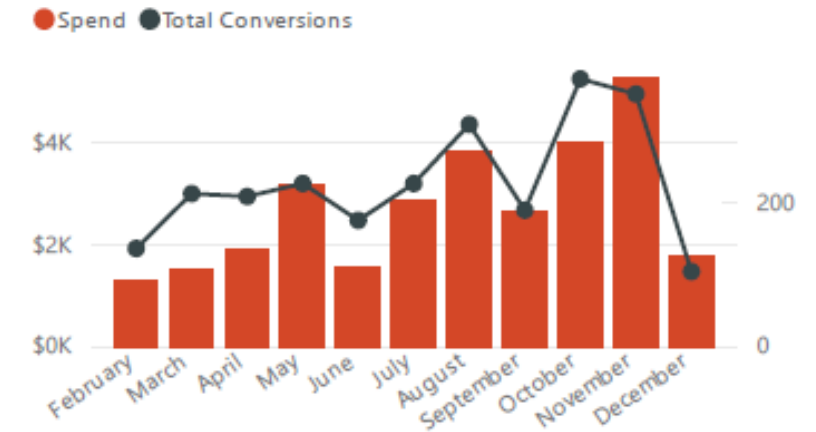


Incentives (% of total)



Campaign Results

- 2018 evaluation – 7% increase in program awareness statewide from 2015
- WisconsinIn.com:
 - Sessions 54,693
 - New visitors 44,519
 - 2+ page views 1,835
- Drove traffic to main Focusonenergy.com website
 - More than 15,000 users
 - #3 referral source



Google ads (2018)

Target Ad	Social Impressions	Social Link Clicks	Social Spend	Social CPC	Social CTR
GoingGreen	4,501,186	13,249	\$18,214	\$1.37	0.29%
Economic Growth	1,484,377	4,200	\$5,849	\$1.39	0.28%
Energy Independence	1,140,293	2,766	\$3,655	\$1.32	0.24%
Job Opportunities	1,876,516	6,283	\$8,710	\$1.39	0.33%
Home Owners	12,011,307	26,357	\$30,952	\$1.17	0.22%
Economic Growth	4,703,535	10,952	\$13,373	\$1.22	0.23%
Energy Independence	4,750,074	9,106	\$8,752	\$0.96	0.19%
Job Opportunities	2,557,698	6,299	\$8,828	\$1.40	0.25%
Total	16,512,493	39,606	\$49,166	\$1.24	0.24%

Facebook (2018)

Lessons Learned & Scalability

- Midwest states have similar rural challenges as Wisconsin
- Robust upfront research creates an informed brand campaign
- Dedicating funds to rural-only ensure more mass media tactics which are more likely to be seen by rural residents
 - Social/digital is more cost-effective but not always reaching rural targets
- Complements program-specific marketing and outreach



Scaling the Campaign in Wisconsin

- Extended the “Wisconsin Is In” campaign marketing materials and techniques program-wide for all participants
 - Lends to program-wide brand cohesion and structure
 - Promotes state pride initiative across Focus on Energy’s programs
- In-state video shoot at 16 rural locations to refresh creative
 - Digital ads
 - TV/display video



New Wisconsin Is In Video



Contact Information



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Thank you!

Questions?

Inspiring Efficiency Awards

Apply Today



Download an application:

www.meeaconference.org/awards



Don't need to be based in Midwest or a MEEA member

Must show impact in MEEA's 13-state region



Deadline: Friday, September 13



IEA Winners Webinar Series

Next up

Meet the Inspiring Efficiency Award Winners: Education

Wednesday, September 11
2 p.m. (CDT)



SAVE THE DATE



NOVEMBER
13-14
Omaha, NE

2019 **Midwest
Building Energy Codes
Conference**

A wide-angle, high-angle photograph of the Chicago skyline at dusk or dawn. The sky is a deep blue, and the city lights are beginning to glow. The Willis Tower is the most prominent building in the center. Other skyscrapers like the Trump Tower and the Aon Center are visible on the right. The city extends to the horizon, with a mix of high-rise buildings and lower-density areas.

SAVE THE DATE

2020
MIDWEST
ENERGY
SOLUTIONS
CONFERENCE

FEBRUARY 26-28, 2020
CHICAGO, IL

Thank you!

Anna Connelly
Midwest Energy Efficiency Alliance
aconnelly@mwalliance.org

