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
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
Strategic Energy Management (SEM) Initiative

Timothy Dantoin
Large Energy Users Program, Field Staff Manager
Manager, Wisconsin SEM Leaders Initiative
Senior Engineer
Leidos Inc.
INNOVATION Award:
Focus on Energy’s SEM Leaders Initiative

Timothy Dantoin, Field Staff Manager
Large Energy Users Program
dantoin@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

<table>
<thead>
<tr>
<th>Program</th>
<th>Customer Eligibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Energy Users</td>
<td>Over $60,000 monthly energy spend and either +1 MW electric demand or 100,000 therms per month</td>
</tr>
<tr>
<td>Business Incentives</td>
<td>Less than 1,000 kW demand</td>
</tr>
<tr>
<td>Small Business</td>
<td>Less than 40,000 kWh in July and August</td>
</tr>
<tr>
<td>Ag, Schools &amp; Gov</td>
<td>Except 4 yr campuses and municipal wastewater facilities qualifying as “large” and Ag product mfgs</td>
</tr>
<tr>
<td>Design Assistance</td>
<td>New construction bldg envelope and mechanicals</td>
</tr>
<tr>
<td>Renewable Energy</td>
<td>Prescriptive incentives solar PV and geothermal and competitive incentives for cost-effective projects</td>
</tr>
</tbody>
</table>
• 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
Improving energy performance by integrating energy considerations into organizational decision-making through the application of continuous improvement principles and practices.
Continuous Improvement in General

- Prove It
- Fix It
- Do It
- Say It

Plan
- Do
- Check
- Act

- Fix It
- Prove It
Continuous Improvement takes Many Forms

- Lean Manufacturing
- ISO 9001
- The 5 Whys
- ISO 14001
- Value Stream Mapping
- ISO 50001 (aka SEM)
- TQM
- Six Sigma
- ISO 18001
- Kaizen
- 5S
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 is about collecting & applying energy-related information

Data capture system

The data flows via the capture system to some form of data historian

Sub-meters measure resource flows

Decision Makers have access to the information

...for Process Control, Operator Control, Financial Control, Improvement Opportunities Identification, Performance Tracking
Creating a Baseline via Regression Analysis

\[ y = mx + b \]

- \( m = \) energy per variable unit
- \( b = \) base load

\( R^2 = \) correlation coefficient

Energy Use

Production Volume or Weather

Base Load

Variable Load
From Baseline to Performance Tracking

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

Why?

Expected vs. Actual Electricity Consumption

KWH
95,000
90,000
85,000
80,000
75,000
70,000
65,000
60,000

Expected
Actual

Baseline

• 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

- 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

What lessons did you learn from your implementation of this program?
Questions ?
“Wisconsin Is In” Campaign

Jessica Wagner
Marketing & Communications Manager
Focus on Energy
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
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.

<table>
<thead>
<tr>
<th>BRAND WHY</th>
<th>Why we exist</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRAND ARCHETYPE</td>
<td>How we relate to customers</td>
</tr>
<tr>
<td>BRAND POSITIONING</td>
<td>What differentiates us</td>
</tr>
</tbody>
</table>
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
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

Getting in on energy efficiency is easier than you think.

It can be as small as switching to LED light bulbs, or as large as going solar. No matter how you get in on energy efficiency, you’ll save on your bills while contributing to more jobs and money-saving right here in our state.

Banner Advertisement

When you’re in for energy efficiency,

Wisconsin is in for job opportunities.

Get in on energy efficiency >

For Your Home  For Your Business
Tactics: Ag & Business

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

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

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/agribusiness

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

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

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

WISCONSIN 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)
Campaign Results

• 2018 evaluation – 7% increase in program awareness statewide from 2015

• WisconsinIsIn.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

Facebook (2018)

Google ads (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

Jessica Wagner, PCM
Director of Marketing & Communications
Jessica.Wagner@focusonenergy.com
608.230.7018
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
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
Thank you!

Anna Connelly
Midwest Energy Efficiency Alliance
aconnelly@mwalliance.org