

MULTIFAMILY COMMON AREA LIGHTING UPGRADE SUCCESES

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PROGRAM**



focus on energy™

Partnering with Wisconsin utilities

WHAT IS FOCUS ON ENERGY?

- Wisconsin's statewide energy efficiency program
- Legislature created the program in 1999, and expanded it in 2005
- Increasing Wisconsin's energy independence
 - Helping implement energy efficiency projects that would not otherwise happen



MULTIFAMILY ENERGY SAVINGS PROGRAM

- Custom and prescriptive offerings for 4+ unit buildings.
 - Condos, apartments, student housing, assisted or independent living buildings are all eligible.
- Trade Allies - access the program's technical staff for help upselling equipment, confirming energy savings, product eligibility verification.

COMMON AREA LIGHTING PACKAGE (CALP)

- Trade Ally delivered offering
- Lighting fixtures operating more than 12hrs/day
- Simple, yet effective
 - Customer's \$179 co-pay goes to the Trade Ally
 - Trade Allies paid directly by program upon project completion
 - Trade Ally incentives up to \$2,500 in product per building

RESULTS

2014

- 251 buildings completed
- 2.5M kWh annual
- 23.4M Lifecycle kWh
- \$350,000 in incentives
- Avg 10,787 kWh per Application
- Avg \$1,717 per Application

January-June 2015

- 262 buildings completed
- 2.75M kWh annual
- 29.9M Lifecycle kWh
- \$467,152 in incentives
- Avg 9,265 kWh per Application
- Avg \$1,573 per Application

LESSONS LEARNED

- Multifamily owners love the low co-pay and like “Free” even better
- Trade Allies like the fixed pricing but most would like the incentive increased
- Having “caps” for incentives and for Trade Allies is important
- Setting a baseline for measures is important and the baseline must be conveyed to the Trade Allies

LIGHTING CATALOG

Year Over Year Results

- 68% increase in volume of applications w/catalog
- 64% increase in volume of measures
- 43% increase in unique customers
- 14% increase in unique Trade Allies





INDIVIDUALLY OWNED CONDOMINIUMS DIRECT INSTALL PROGRAM SUCCESSES

IN-UNIT DIRECT INSTALL (DI) PROGRAM

- **NO COST** Installation by the Focus on Energy DI team
- **NO COST** LEDs or Specialty CFLs for Fixtures/Lamps
- **NO COST** Low Volume/High Pressure Showerheads and Aerators, Pipe Insulation, and LED Exit Sign Retrofits



HOW WE MARKET TO CONDOS

- We target the largest condo management companies
- For Direct Install:
 - Attend their Condo Association meetings
 - Have a show and tell with samples
 - Specific education of the owners on why it is important
 - Show the DI Video: <http://youtu.be/hgQbrQ0iCC4>
- For CALP/ Prescriptive/ Custom
 - Have to show them the numbers
 - Get buy in from the Management Co, Condo Board first

2015 RESULTS

- 257 condos completed (10% of total units completed)
- 132 units scheduled for install
- 15 kW saved; 2.7M Lifecycle kWh; 36,000 LC Therms
- It has taken 2-3 meetings with the condo associations to get them to commit
- Besides DI, other prescriptive measures are gaining traction
- Refrigerator recycling referrals have increased

OTHER TACTICS FOR INCREASING PARTICIPATION

- River Falls Municipal Utilities Case Study
 - 2014 mailer to 57 customers owning 111 buildings
 - 32 email follow-ups, several phone calls to owners
 - 27 buildings, 411 units participated in DI
 - 2 properties also completed CALP
 - 27 kW; 4.0M LC kWh; 105,000 LC Therms saved
 - \$310,300.00 worth of product and labor installed for this municipal utility



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