



Targeted Marketing Strategies that Increase Energy Efficiency Program Participation of Commercial Companies

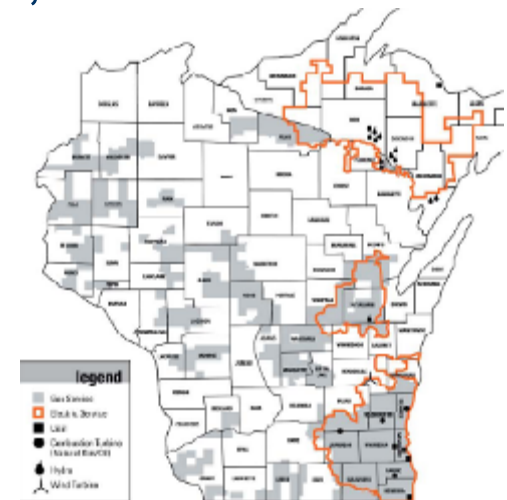
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***Fred Dreher, Franklin Energy Services, LLC
Jan Peiffer, Franklin Energy Services, LLC
Judy Mathewson, We Energies***

ACEEE 2008 Summer Study

We Energies - Overview

- Number of Customers – Approximately 1.1 Million Electric Customers
- Territory – 18,400 square miles, most customers in SE Wisconsin
- Generating Capacity – Approximately 5,700 MW
 - 13 hydro plants
 - 6 coal plants
 - 5 combustion turbine plants
 - 2 wind turbine stations (90 wind turbines)
- Average C/I rate at about 7¢-8¢/kWh



We Energies - EE Programs

- Custom
- Prescriptive
- Request for Proposal (RFP)
- New Construction
- Small Commercial and Non-Profit
- Multi-Family
- Energy and Awareness

We Energies - EE Programs

- “Energy Incentives from We Energies”
- Program timeline between January of 2005 to December of 2008
- Program Goal:
 - Save 55MW of Peak Demand
 - Demand savings must occur between 1 p.m. and 4 p.m., Monday through Friday, June through August.

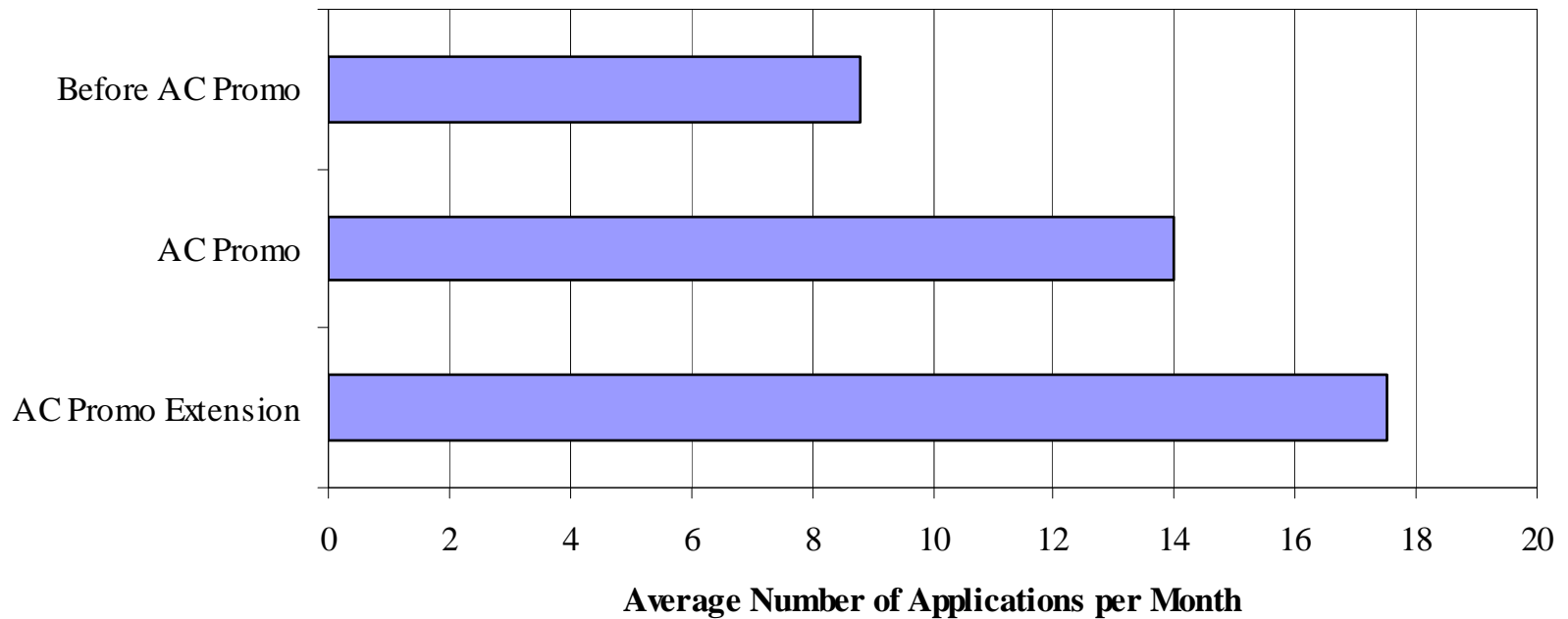
Four Key Elements to Program Marketing

- The Importance of Timing
- Good Communication
- Trusting What Works
- Taking Reasonable Risks

Importance of Timing – Cool Bonus Reward

- Prescriptive AC measures were lagging
- Determined to offer short-term bonus from \$25/ton to \$75/ton
- Offered bonus beginning in March, to meet summer demand
- Proved to be the wrong timing as distributors purchase equipment in October
- Extended bonus into fall and the summer of following year

Importance of Timing – Cool Bonus Reward Results



Good Communications

- Trade ally involvement imperative
 - Constant communications
 - Involve in some design aspects
- Community meetings – customers
- Newspaper articles
- Web site pages

Trusting What Works

- Maintaining a competent call center
- Develop compelling case studies
 - Specific and concise
 - Targeted to customer and measure

Case Study Matrix

Technology ↓ Building Type	HPT8 Conversion	Occupancy Sensors	HBF	Food Service	RTU's	Chiller	VSD Air Compressor	Other
Office					Guhring			
Industrial			1) Waukesha Engine 2) Rockwell Automation				Pierce Mfg.	
Hospital	Appleton Medical Center							
Retail			Wheel & Sprocket					
Warehouse		West Bend Warehousing	Sysco					
School (P/S/U/C)						MATC		
Grocery			Outpost Foods					
Hotel/Motel				Embassy Partners				
Government						War Memorial		Kenosha LED Traffic Lights

Case Study Examples



Energy Incentives from We Energies SUCCESS STORY

Incentive: \$111,840 (From the Energy and Focus on Energy combined program structure)

Customer: Yazaki's Engine

Project: Prescriptive High-Bay Lighting

Total Cost of Project: \$346,600

Savings Achieved: \$220,000/yr, 35% kW and 3,200,000 kWh/yr

Date of Lead: Customer/Onsite Energy Services

Goal Complete: March 21, 2008

Why is this a success story?

Yazaki's Engine had an ongoing commitment to doing the right thing for the quality of life across the globe in maximum efficiency and low cost. Because of this commitment and the value of a good working environment and applying technology to improve the quality of life, the new lighting system was a natural choice. The new lighting system consumes energy, reduces waste, makes the plant more competitive, increases safety, and reduces the risk of injury to our employees. All of these benefits, combined with the low maintenance of the system, are a success story for Yazaki's Engine.

The Energy Incentives from We Energies Prescriptive program helped create a benefit in multiple ways:

- Prior to program participation the facility primarily had old inefficient high bay lighting. A similar facility in the area was also participating in the program and had high efficiency bay lighting installed. The incentive allowed Yazaki's Engine to purchase the high efficiency bay lighting at a significantly reduced cost.
- An immediate amount of the lighting project was the improved working environment with significantly enhanced light levels and lighting quality. The primary goal of the lighting project was to improve the working environment and lighting quality.



Energy Incentives from We Energies SUCCESS STORY

Customer: Rockwell Automation

Project 1: Decommission five 20 MVA transformers and still load to remaining transformers

Source of lead: Rockwell Automation

Total project cost: \$102,739

Incentive: \$12,840

Savings achieved: kWh: 103.9; kWh/yr: \$76,000, \$65,115/year

Completion date: Sept. 19, 2008

Project 2: Retrofit 653 - F40T12 with PF475's and electronic ballasts

Source of lead: Rockwell Automation

Total project cost: \$75,982

Incentive: \$35,270

Savings achieved: kWh: 76.2; kWh/yr: 326,639; \$44,240/year

Date complete: March 30, 2008

Project 3: Replace 626 - 400W metal halide fixtures with 626 - F32T8 fluorescent fixtures

Source of lead: Rockwell Automation

Total project cost: \$138,891

Incentive: \$41,667

Savings achieved: kWh: 142.1; kWh/yr: 737,202; \$47,182/year

Date complete: Sept. 16, 2008

Why is Rockwell a success story?

As a Wisconsin manufacturer headquartered in Milwaukee and competing worldwide, Rockwell Automation recognizes the importance of matching electrical power consumption with manufacturing demands as a vital component to cost reduction and profit maximization.

Taking advantage of the Energy Incentives from the We Energies program was key for Rockwell Automation to adhere to its corporate operating strategy and meet its operating goals.

Specifically, the Custom and Prescriptive Program Incentives allowed Rockwell Automation to:

- 1) Realize immediate cost savings.
- 2) Improve lighting levels and lighting quality.
- 3) Reduce excessive unused transformer capacity and power.

Taking Reasonable Risks

- Engineer Bonus (\$100/kW installed)
- Trade ally after-work gatherings (as opposed to breakfast)
- *Customer blitzes*
- *Short-term promotions*
- *Energy Stewards*

Customer Blitz (“Green Blitz”)

- Quickly increase awareness to medium-sized customers
- Sent postcards; 20 minutes to save 20%
- Full staff effort for 6 weeks
- 320 customers visited (10% response);
500kW achieved w/in 6 months and excess
of 1MW w/in a year.

Customer Blitz (“Green Blitz”)

Introductory
postcard



Time is Money

Learn how you can save up to 20 percent on your energy bill in just 20 minutes.

- Learn about Energy Incentives from We Energies.
- Know what other businesses like yours have done to save money.
- Understand how easy it is for you to make changes, receive incentives and realize benefits for years to come.

We will contact you shortly to schedule a 20-minute appointment.

Energy Incentives from We Energies
888-603-5519
www.we-energies.com/EE



Follow up after
meetings



There's Still Time to Save.

Thanks for taking time to meet with a representative from the Energy Incentives from We Energies program. At that meeting, we:

- Provided information about our programs.
- Shared what other businesses like yours have done to save money.
- Showed how easy it is for you to make changes, receive incentives and realize benefits for years to come.

It is not too late to benefit from the Energy Incentives from We Energies program. Call us to discuss your specific needs, or visit our Web site to learn more.

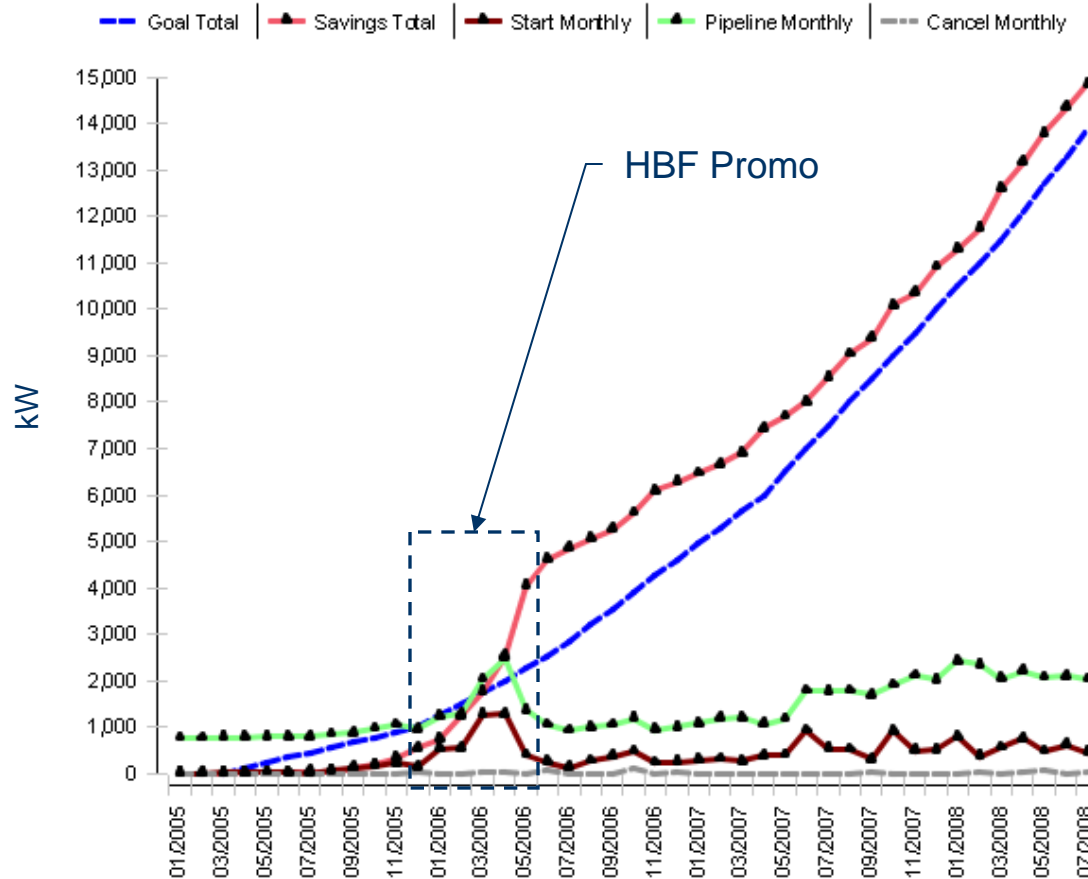
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Short Term Promotions

- Have run several promotions within these programs. Some of these include
 - Cool Bonus Rewards (discussed above)
 - Compressed Air (\$70/hp to \$100/hp)
 - High-Bay Fluorescent Conversion (\$35/fixture to \$70/fixture)
- Most significant outcome from high-bay fluorescent conversion
 - 6.6MW w/in 120 days

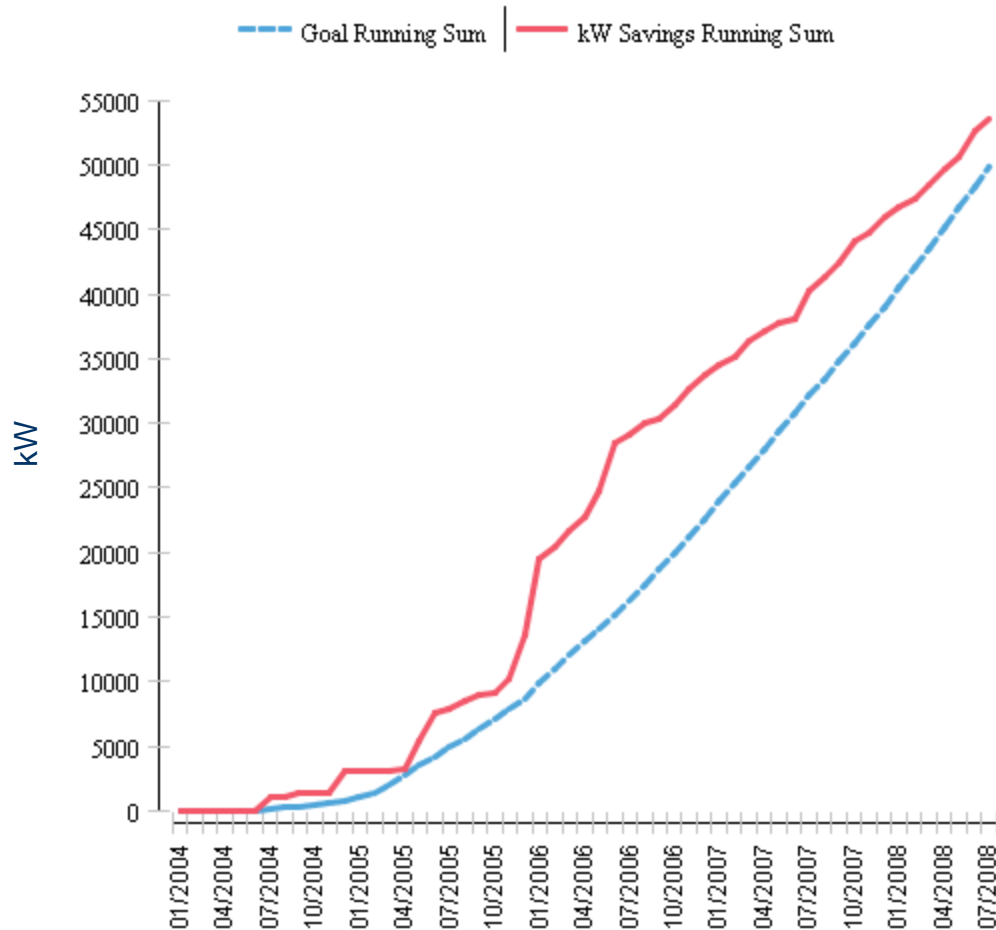
High Bay Fluorescent Results



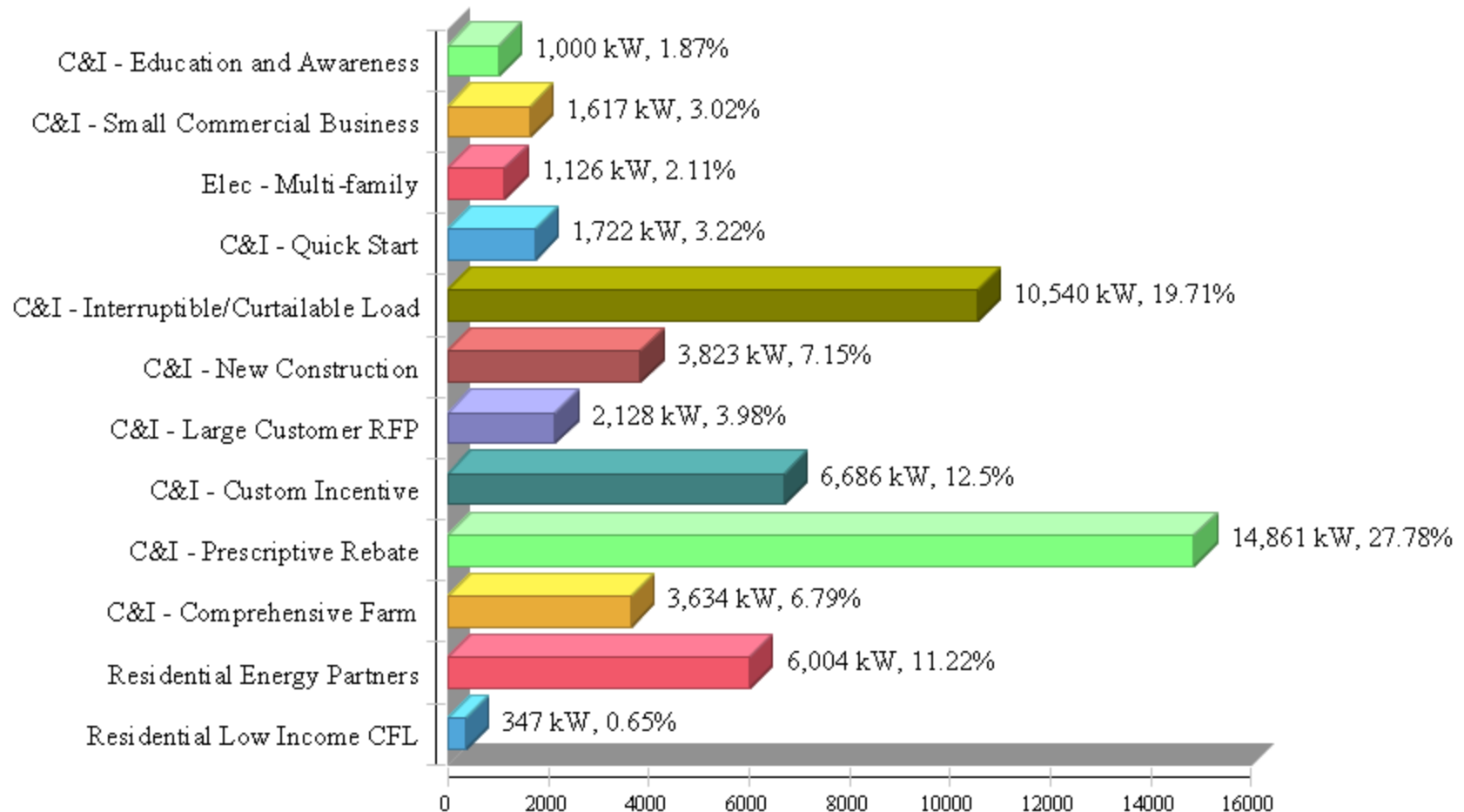
Energy Stewards

- Peer forum of religious organizations
- Process includes
 - Initial 2-hour informational/brainstorming meeting
 - Everyone is encouraged to make a statement of action
 - Interested parties receive “no-cost” energy survey
 - Implement measures
 - Track success of their efforts and efforts of other peers on secure internet site
- Taking success of this approach to the multi-family sector

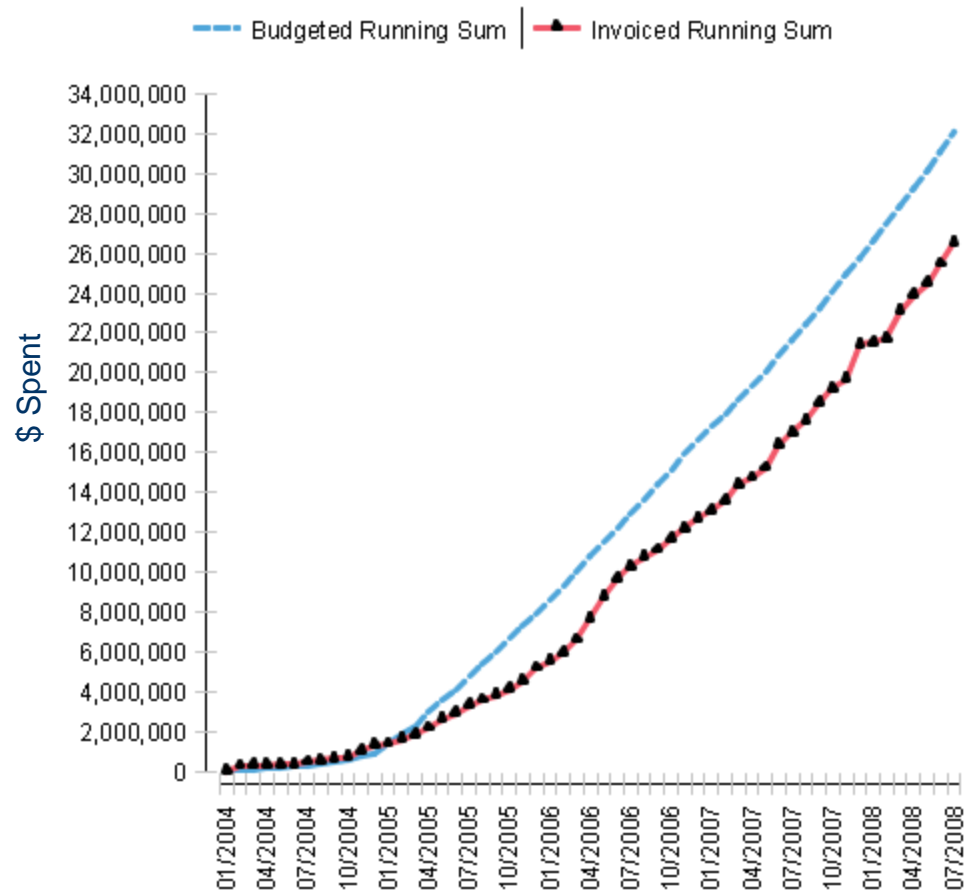
Results to Date – Energy Incentives from We Energies



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Conclusions

- Consider the timing
- Be cognizant of your market
- Try multiple tactics
- Do not be discouraged by what does not work
- Continually monitor program implementation

Questions?

Fred Dreher, Franklin Energy Services, LLC
262-424-2672, fdreher@franklinenergy.com

Jan Peiffer, Franklin Energy Services, LLC
262-284-3838, janpeiffer@franklinenergy.com

Judy Mathewson, We Energies
414-221-5424, judy.mathewson@we-energies.com