



Creating Energy-Efficient Organizations

Energy Incentives
from
We Energies



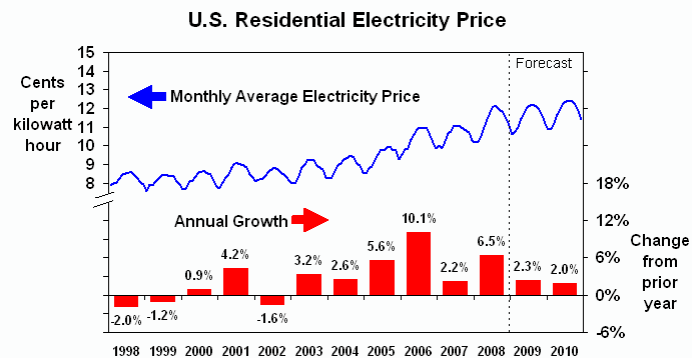
Overview

- Why do you want to improve energy efficiency?
- Who qualifies for the programs
- Program Features & Benefits
- Next Steps for Implementation
 - How do I sign up?



Current State of Energy Use

- Natural Gas: ↑9 - 10% annually
- Electricity: ↑5 - 6% annually
- Trends



Short-Term Energy Outlook, February 2009

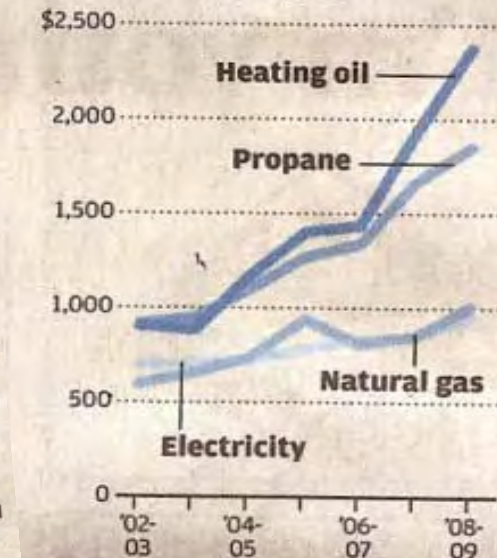
Heating costs will increase this winter

Rising cost to heat the home

This winter, households that use natural gas are expected to see an 18 percent increase in their bill.

Average consumer winter costs for heating fuels

Winter season: Oct. 1-March 31



SOURCE: Department of Energy AP

Slide 3

k6

could be neater, hard to read

kboettcher, 1/7/2009

Non-Profit Program

Non-Profit / Charitable Organizations

- If you are recognized by the IRS in any category below, you likely qualify for this program:
 - 501(c)(3) religious, charitable or educational organization
 - 501(c)(4) promoting social welfare of the people of the community
 - 501(c)(6) professional and trade associations and societies
 - 501(c)(13) cemetery company involved in burials and general activity
 - 501(e) providing cooperative services for hospitals
 - 501(k) providing child care



Program Features

- Identify and manage your energy usage
 - Personal service
 - Dedicated staff—familiar with your business' needs
 - Free on-site energy assessment
 - Resource for ongoing energy advisement
 - \$\$\$ Incentives for energy project implementation
 - Freedom to work with the contractor of your choice
 - Energy management planning opportunity
 - Benchmark with your peers
 - Access to renewable programs



Program Features

- ***Prescriptive Projects***

- Electric & Natural Gas
- Established incentives
- Reward eligible customers for replacing less efficient equipment on a one-for-one basis with pre-defined, energy-saving technologies.



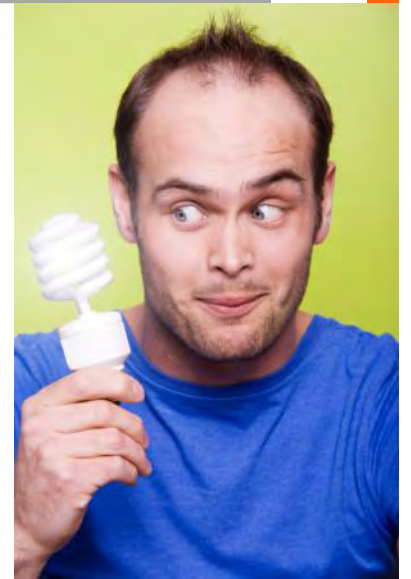
- ***Custom Projects***

- Electric & Natural Gas
- Improvements not identified in the Prescriptive program.
- Available for more complicated projects, or those that incorporate alternative technologies.
- Must be pre-approved by the program for qualification.



Program Benefits

- ***Reduce Energy Costs:***
 - Standardized incentive opportunities exist for many common energy-saving lighting and natural gas improvements.
 - Upgrade fixtures and equipment at a fraction of the total with subsidized project costs.
- ***Be Part of the Solution:***
 - As a **community leader**, you have an opportunity to set the standard.
 - ***Promote Goodwill:*** Customers and tenants are proud to support local energy-efficient organizations.



Positive Outcomes for All

Customers:

- *Lower energy and maintenance costs*
- *Increase building value*
- *Improve appearance and comfort in the building*
- *Build goodwill*

- ***Improved bottom line***
- ***Satisfied customers***
- ***Positive environmental impact***

We Energies:

- *Encourage energy-efficient building upgrades*
- *Reduce the strain on the grid*
- *Ensure small businesses remain a vital force in our economy.*



Slide 8

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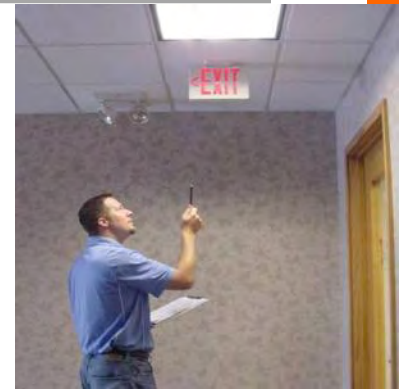
idea for green section

kboettcher, 12/31/2008

Program Details

Free Energy Assessment

- **NO COST** walk-thru Energy Assessment by an Energy Advisor
- Organizes recommendations by energy- and cost-saving priority
- Easy to plan energy-efficiency projects for your building



Program Details

FREE Direct Installation

Energy-Efficient Water Equipment

- Saves Water & Energy to Heat Water
- Low-flow showerheads, kitchen and bathroom faucet aerators (or low-flow sprayers)
- Free installation in small-commercial, non-profit & multi-family buildings

Energy-Efficient Lighting

- Compact Fluorescent Light Bulbs (CFL)
 - Free installation in each multifamily building (5 max. per living unit)



Prescriptive Incentives

Natural Gas Equipment

- Water Heater Replacement
- Boiler Replacement
- Boiler Controls
- Furnace Replacement
- Indirect Water Heater
- Building Insulation
- Pipe Insulation
- Steam Traps

Electric Equipment

- Efficient Fluorescent Lighting Fixtures
- Exit Lighting
- Parking Garage Fixtures
- Outdoor Lighting
- Occupancy Sensors
- Air Conditioning Units

... and more!



Custom Incentives

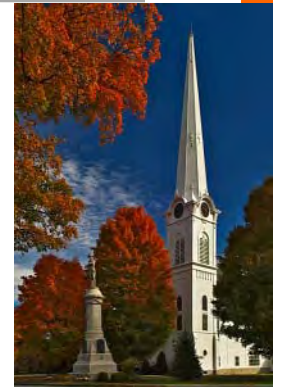
- Available for project and technologies not offered in the Prescriptive Incentives program
- Pre-approval is necessary *prior* to beginning a project



Non-Profit Program

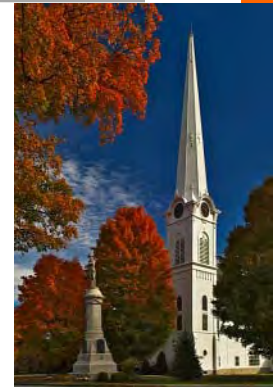
Non-Profit / Charitable Organizations

- ***Free direct installation*** of several energy-saving products
 - High-efficiency showerheads or sprayers
 - Faucet aerators
- ***Prescriptive Incentives***
- ***Custom Incentives***
 - A ***25 percent bonus*** is available for non-profit customers installing a natural gas custom project.

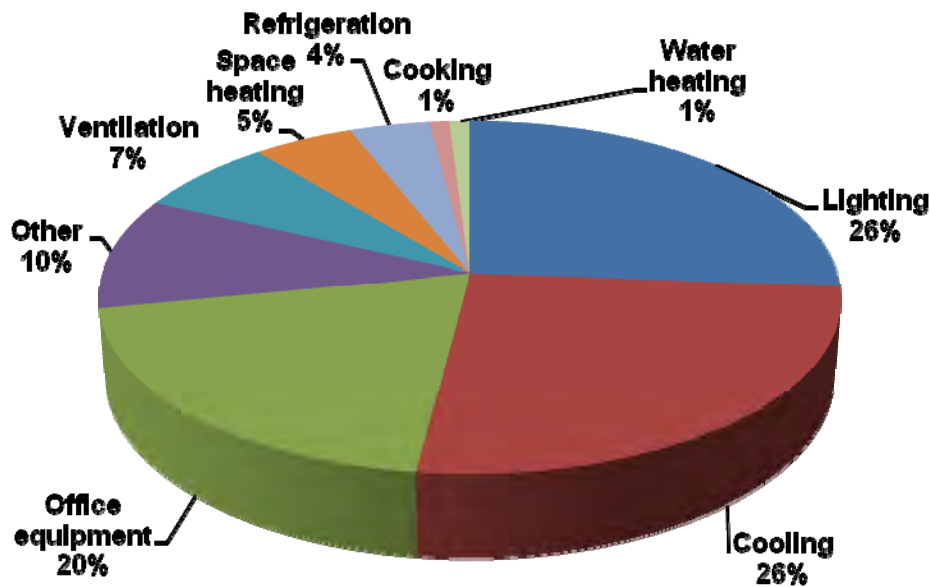


Typical Energy Cost

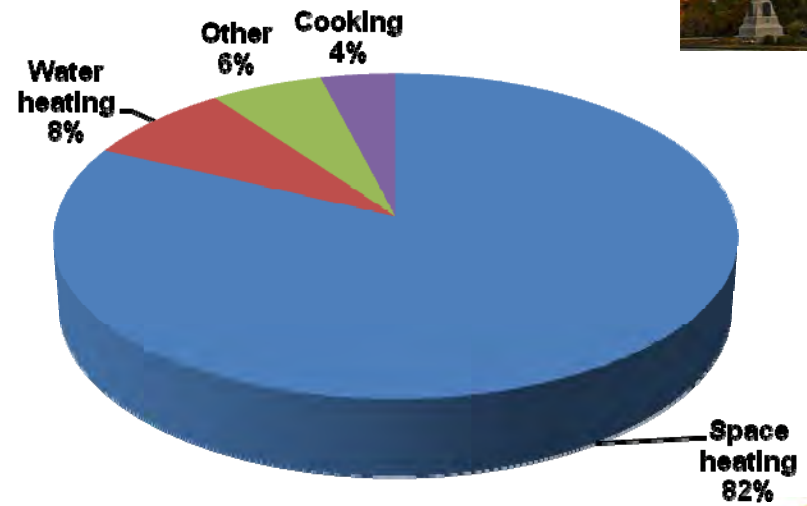
Schools



K-12 Electricity Usage

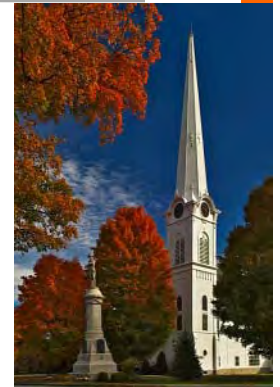
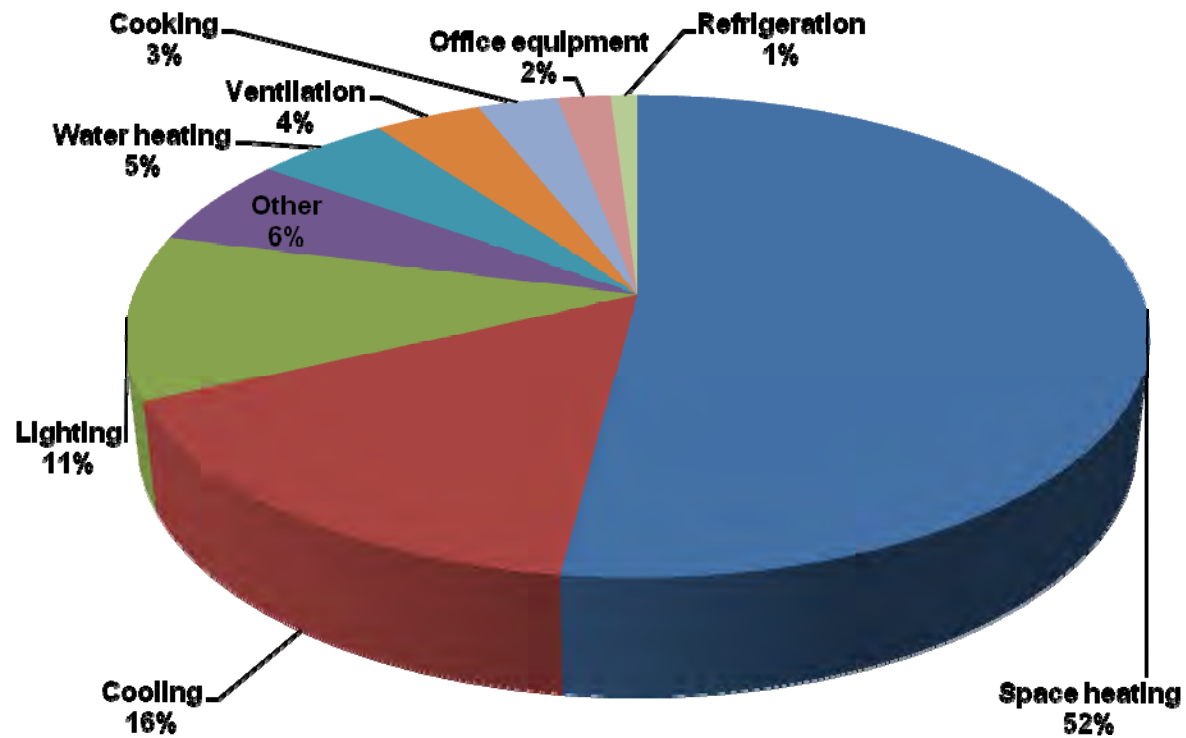


K-12 Natural Gas Usage



Typical Energy Cost

Churches



Success Story: Saint Anthony School



Energy Upgrade:

Custom High-Efficiency Boiler w/
Cutout Controls

Project Cost: \$95,765

Incentive Paid: \$15,402

Annual Savings:

- 17,746 therms of natural gas
- \$19,876 utility savings

Payback Period: 4 years



Other Programs

- The We Energies Education and Awareness program can speak to your employees, membership or group about ways to identify and reduce energy usage and expenditures - at your organization and in their own home.



Other Programs

- The We Energies Renewables Program
 - Non-Profit Electric customers are eligible
 - Designed to assist in adoption and utilization of renewable energy technologies
- Energy for Tomorrow® is a voluntary program for customers willing to pay a premium to support renewable energy development. Customers purchase solar PV, biomass, and wind power.



In Summary, We Ask You To . . .

- Schedule an energy assessment
- Consider the benefits
 - Financial
 - Social
 - Environmental
- Share what you learn



Contact Us



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www.we-energies.com/EE

We Energies Support Staff



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Thank you!

Questions?

