

# MEETAP

**Municipal  
Energy  
Efficiency  
Technical  
Assistance  
Program**



A State of Wisconsin initiative designed to protect tax payers and promote energy efficiency in our schools.

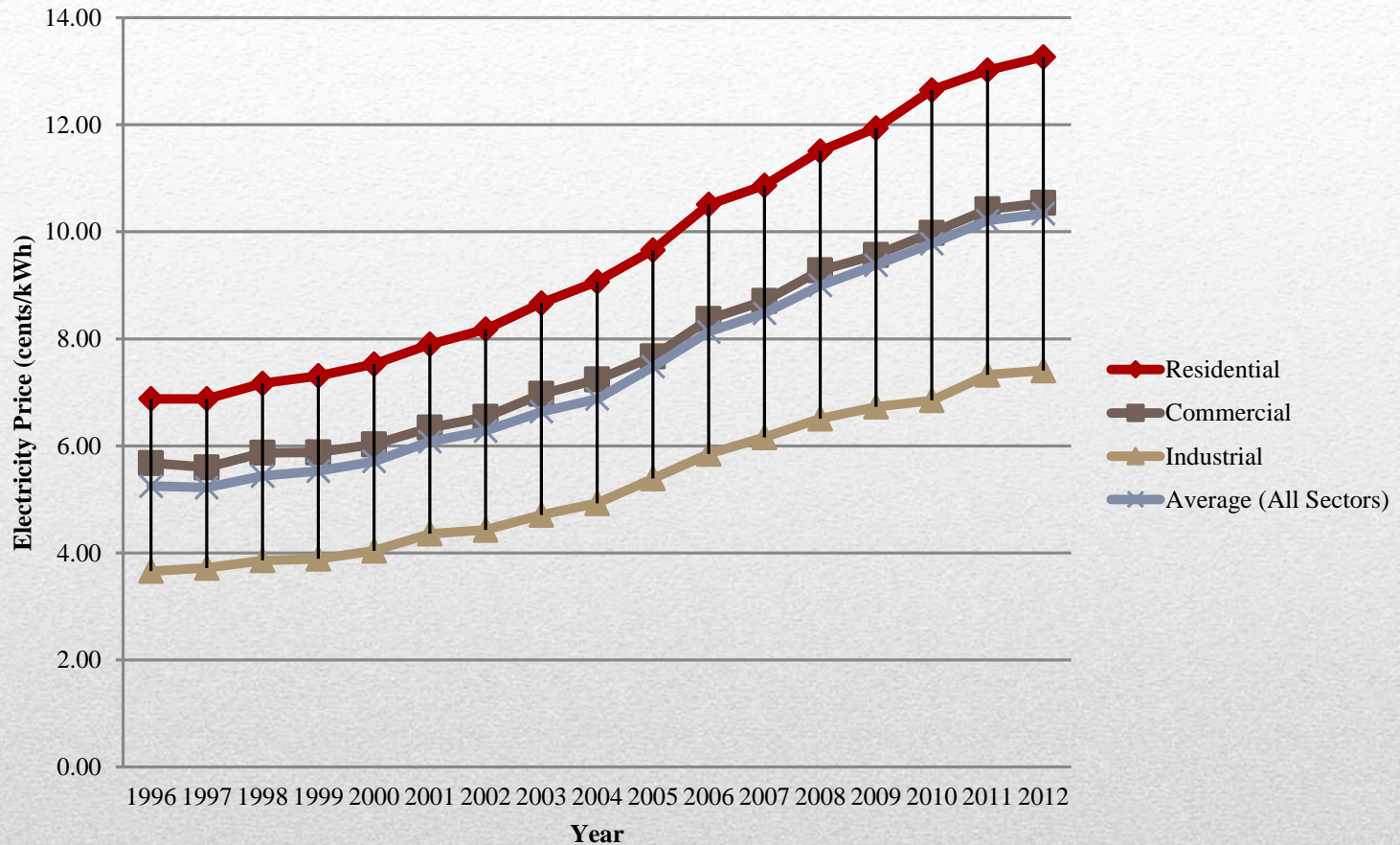
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- Enabling Legislation - State of WI statutes allow for energy and life safety improvements (as well as critical deferred maintenance).
  - WI Statute 66.0133 Energy Savings Performance Contracting
  - WI Statute 121.91(4)(o) Revenue Limit Exemption for Energy Conservation Purposes
- \$400,000 grant from DOE to support efforts
- 55 school districts raised \$23 million last year for energy projects. A lot of new ESCOs in the market, education lags.

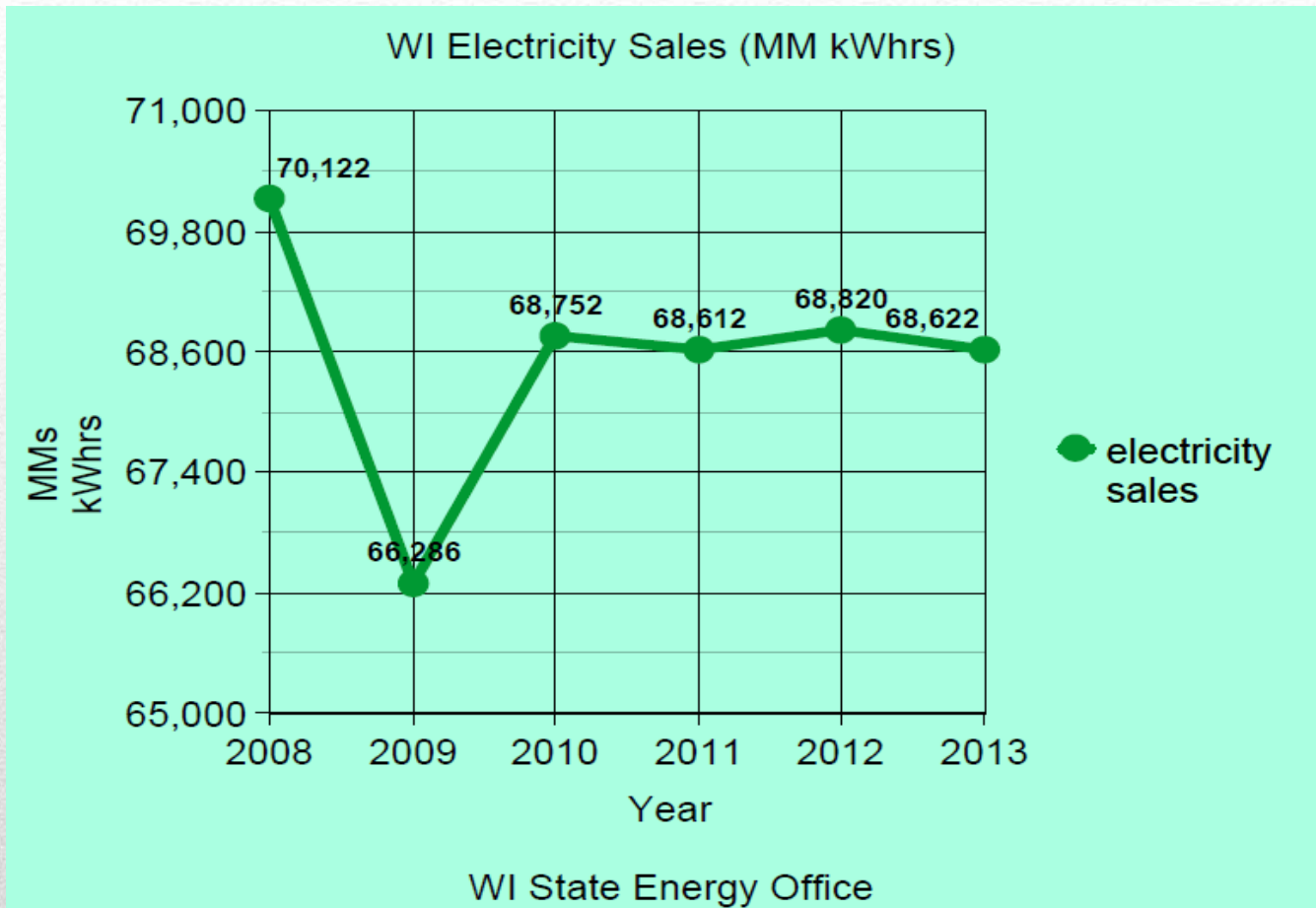
**Why MEETAP?**

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## WI Electricity Prices (in cents/kWh) from 1996 to 2012



# Utility Costs Are Rising



# Demand is Flat

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- **16.95 Powers and duties.**

The department shall, through a system of comprehensive long-range planning, promote the development and the maximum wise use of the energy, natural, and human resources of the state and develop and implement a:

- **cost-effective**
- **balanced**
- **reliable and**
- **environmentally responsible**

Energy strategy to promote economic growth

# State Energy Policy

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- Board of Commissioners of Public Lands- BCPL, low-cost financing for public entities
- “Up-Front” strategy: Decades of experience have taught us that it is best to have a clearly defined project and objectives, discuss M&V, facility operations, etc.. during the initial audit phase. NO SURPRISES/ fewer Change Orders. . .
- Project Management Assistance: Including assistance with RFQ, RFP, and contractor selection process, evaluating scope of work, cost-effectiveness calculations, assist with technical review of change orders, aid in final inspection of the work, and overall contract management. Assist in Measurement and Verification (M&V) of savings, assist in other activities designed to maximize

# What We Do for You

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- Tie in Focus on Energy as a Partner
- Inform legislators (email or have a brown bag for legislative staff) and Leg. Council
- List of Target Audiences
- Association of County Executives/Administrators
  - DPI leadership
  - WI Towns Association
  - League of Municipalities
  - Leverage contacts and attend conferences with Board of Commissioners of Public Lands- key financing partner

# Things to do

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- Schools are more cash-strapped than ever
- Inexorable electricity price increases can only be controlled by smart EE deployment
- Energy management is a specialized skill
- State of WI can serve the role of “honest broker” in EPC contractor selection and project management
- Time to address transportation costs

# **Selling Points**

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- Brochure and website
- Annual conferences and meetings of target audiences
- Use of DPI officials as validators
- School district publications (costly)
- Create special meeting for facility managers
- Create a buzz about the program through a “mayor’s network” (for local government)
- Governor’s awards for excellence- consider Better Buildings Challenge, Parking Lot Lighting Challenge etc..

# Marketing Channels

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# Questions?

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