Voluntary Energy Benchmarking Program Outline
April 6, 2015

Create a program that matches the policy of using the energy benchmarking tool to inform building owners about their building's energy performance with the incentives of state and local energy efficiency programs.

- City joins with utilities in the role of point of contact for information about and assistance with benchmarking and available financial mechanisms and incentives for energy efficiency upgrades.

- City develops educational material to identify benefits of benchmarking and energy efficiency for commercial and multi-family building sector.

- Assistance to building owners from City of Madison contingent upon building owner using energy benchmarking.

- The City of Madison provides financial incentives for energy efficiency upgrades and energy benchmarking and targets City funds for projects:
  a) Having Energy benchmarking ratings that indicate significant need for improvement.
  b) Most likely to also obtain State of Wisconsin "Focus on Energy" assistance.

- City and utilities help connect building owners with Focus on Energy and energy efficiency contractors.

- Energy benchmarking data of program participants retained as confidential information by MGE, Alliant, or third parties such as Focus on Energy, the Energy Center of Wisconsin, or Elevate Energy, and reported to City of Madison in aggregate for all voluntary program participants. Similar to data reporting MGE is undertaking for City for residential, municipal and K-12 sectors as part of Georgetown University Energy Prize competition.

- Marketing – Either by joining existing DOE Better Building Challenge, or creating a specific Madison challenge promoted jointly by the Mayor and Common Council.

- Funding for costs associated with the voluntary benchmarking program are made available by the Common Council from the 2015 Facilities Management Capital Budget Project 9 "Implement Sustainability Plan" and for future years will be included in the Requested Capital Budget for Facilities Management