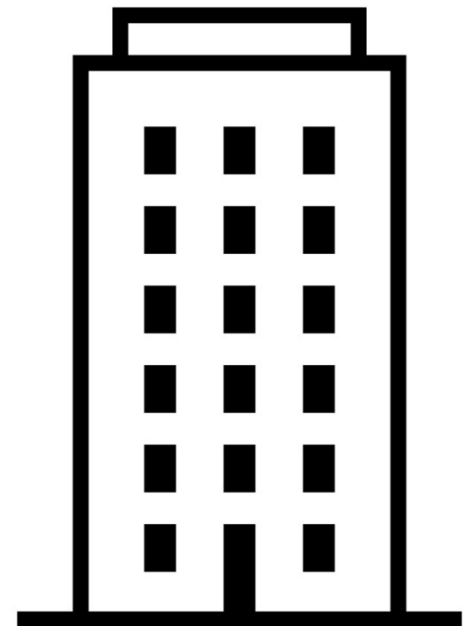


MULTIFAMILY STRATEGIC ENERGY MANAGEMENT (MF SEM) PILOT



GOALS OF MULTIFAMILY SEM PILOT

- Engage a hard-to-reach market.
- Offer multifamily organizations an innovative, low-to-no-cost approach to saving energy.
- Educate and promote action around energy use in multifamily residences.
- Build lasting relationships with multifamily property managers and/or owners.
- Achieve persistent energy savings.



STRATEGIC ENERGY MANAGEMENT



Target: Low- and No-Cost Savings Opportunities



Behavioral



Operational



Organizational

PILOT OVERVIEW

With MGE...

- Enrolled 5 property groups and over 3000 units
- Energy scan/Opportunity Assessment
- Dedicated SEM “coach” and Gameplan development
- Technical roundtables/workshops
- Resident engagement



Energy Scans

O&M Workshops



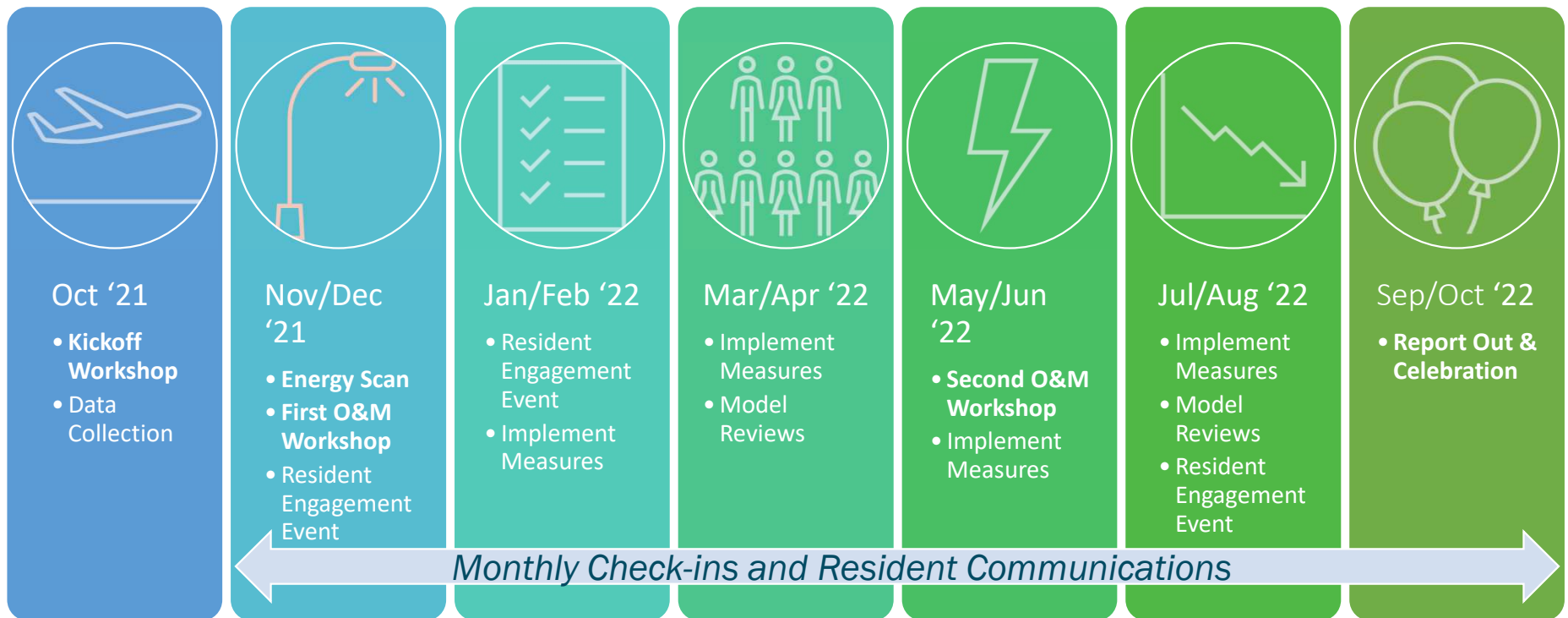
Predictive Energy Models

Financial Incentives




Resident Engagement

PILOT TIMELINE



PILOT RESULTS

- SEM's cohort approach allowed collaboration and peer-to-peer exchange.
 - Regular engagement kept efficiency improvement at the forefront.
 - Development of organized list of energy saving opportunities.
 - More awareness of Focus on Energy and MGE offerings and resources.
 - Provided Focus and MGE with insights on needs of this customer segment.
 - Energy savings results forthcoming
- 

PILOT CHALLENGES

- Consumption data availability
- Predictive energy modeling/creating historical baselines
- Property staff turnover
- Facility staff constraints
- COVID precautions
- Supply chain issues



MGE CUSTOMER ENGAGEMENT

- Led recruitment outreach to MF property owners/managers
- Participated in SEM participant meetings and workshops
- Helped develop pilot collateral
- Focus pack distribution
- Tenant-focused educational events and resources (tip sheets, videos)

HEATING EFFICIENTLY

During colder months, heating typically has the biggest impact on your energy bill. Here are a few tips for staying warm while keeping your electric bills affordable.

- Right-set your thermostat**
When you're home and awake, set it to 68°F. If you're away from home or asleep, set it to 60°F.
- Set and wait**
Cranking up the thermostat won't heat the room any faster, so set your thermostat to the desired temperature and wait for the room to heat up. It should only take about 15 minutes.
- Avoid space heaters**
Portable space heaters cost considerably more money to heat your home than your installed heating system.
- Check for drafts**
If you can feel cold air entering your home through cracks around doors and windows, submit a maintenance request.
- Use the sun**
During the day, open window coverings in rooms that get direct sunlight. The sun will help heat your home for free!
- Heat on, windows closed**
Keep your windows closed when the heat is turned on, otherwise your heat—along with your hard-earned money—will go right out the window.
- Put on an extra sweater**
Wearing warmer clothing means you don't have to turn the heat up as high and helps reduce heating costs.

For more energy-saving tips and tricks, keep an eye out for upcoming home energy workshops, and follow FOCUS ON ENERGY® on Facebook and Instagram.

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**STRATEGIC ENERGY MANAGEMENT
FOR MULTIFAMILY PROPERTIES**

