STRATEGIC ENERGY MANAGEMENT

THE POWER TO SAVE ENERGY

Improving energy efficiency at your business is one of the easiest ways to reduce operating costs. You can invest more in your business and employees, plus reduce your environmental impact and operate more sustainably.

Energy efficiency goes beyond investments in upgrades at your facilities. You can gain even more savings by engaging your staff in energy-saving practices.

Energy Trust of Oregon is here to help. Through Strategic Energy Management (SEM), you’ll gain the tools, experience and know-how to continue saving energy over time. Energy Trust will introduce you to a cohort of peers in the business world to engage with in your training, growth and support. Plus, you’ll have access to Energy Trust experts who will give you the knowledge and guidance needed to become leaders in energy management.

Dozens of Oregon’s leading businesses have already adopted SEM and seen the many benefits. Are you ready to transform how you manage energy, too? Let’s get started.
PUT ENERGY MANAGEMENT TO WORK FOR YOUR BUSINESS

More than an equipment upgrade, SEM looks at how building occupants and staff use energy by examining the procedures and behaviors of energy use. SEM focuses on no- or low-cost operations and maintenance improvements that deliver energy savings over the long term. Participants have reported energy savings of up to 20 percent in the first year. Because SEM focuses on improving energy practices and management, savings can be expected year over year for companies that integrate energy management into their standard procedures.

Energy Trust will provide you with year-long training and technical support from energy experts. Your energy coaches are specialists in helping companies improve their energy management practices and will help you identify, develop and implement energy management processes. You’ll establish energy reduction goals, an energy policy, an energy management plan and occupant engagement strategies to increase awareness about energy use.

WHAT IT’S LIKE

SEM requires a systematic, ongoing commitment to continuously improve energy efficiency—just like you do for quality, safety or productivity at your business. You’ll work with your energy coach and cohort of peers from other organizations on the following program activities during the enrollment period, which runs 12 to 15 months:

- **Energy Policy**: Develop and implement an energy policy with short- and long-term energy use reduction goals and assigned accountabilities.
- **Energy Team**: Train an energy champion and establish an energy team to promote SEM within your business.
- **Energy Management Assessment**: Conduct an organizational assessment of current practices.
- **Action Plan**: Develop and implement an action plan and make continuous improvement modifications as needed.
- **Building Opportunity Assessment**: Conduct technical assessments at your enrolled facilities to identify and prioritize energy-saving operational and capital opportunities for implementation.

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We recognized that we really needed to get our employees engaged in what we’re trying to accomplish. [SEM] helped us create good habits and better maintain our energy systems.

Mark Epling
Supervising Electrician
Washington County Facilities & Parks

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We’ve been able to put together a business case to demonstrate savings. We have a lot of tools now that we didn’t have before, and we’ve seen a difference financially.

Matt Uchtman
Director of Operations
Oregon Convention Center

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• **Models:** Develop and implement a tracking system of energy intensity data and energy targets.

• **Workshops:** Exchange ideas with other energy teams in your cohort during workshops.

**INCENTIVES**

In addition to the value of the training sessions, tools and support from energy coaches, Energy Trust also offers incentives based on energy savings that result from the implementation of your energy management improvements and behavioral changes at enrolled sites. Talk with your Energy Trust program representative or your energy coach for more details.

**Energy savings**
Energy Trust offers cash incentives for electric savings gained through SEM improvements in Portland General Electric and Pacific Power service territories ($0.02/annual kilowatt hour saved) and natural gas savings ($0.20/annual therm saved) in NW Natural, Cascade Natural Gas and Avista service territories.

**Milestones**
Participants also receive a $1,000 incentive for reaching each SEM milestone. These may include creating an energy team, an energy policy and an energy management assessment action plan, and tracking energy performance.

**Interns**
SEM participation involves a time commitment from customers that is equivalent to having a part-time employee. Energy Trust can reimburse participating businesses up to $7,000 for a portion of the cost of an intern who is at least 50-percent focused on SEM activities.

**Education**
Through SEM, you may become interested in other training and industry certifications to help you learn even more about improving energy efficiency and reducing energy costs in your buildings. Energy Trust may offer incentives for Building Operator Certification and Energy Management Certification, and connects you to other resources and training, such as Portland General Electric’s energy training classes.

**ORGANIZATIONS ALREADY COMMITTING TO STRATEGIC ENERGY MANAGEMENT**

- City of Bend
- City of Portland Facilities Services
- City of Portland Parks & Recreation
- Clackamas County
- Columbia Sportswear
- Concordia University
- Kaiser Permanente
- Legacy Health
- Lewis & Clark College
- Medford School District
- Mt. Hood Community College
- North Clackamas School District
- Oregon Convention Center
- Oregon Department of Administrative Services
- Oregon Department of Corrections
- Oregon Department of Transportation
- Oregon National Primate Research Center
- Pacific Continental Bank
- PacTrust
- Port of Portland
- Portland Community College
- Portland Veterans Administration
- Rogue Community College
- Tualatin Hills Park & Recreation District
- Tuality Healthcare
- University of Portland
- Washington County Facilities & Parks
HOW IT WORKS
Integrate energy management practices into your business. Reinforce energy savings with continued learning and support.

MAKE A PLAN
Energy Trust experts identify potential energy-saving improvements.

PARTICIPATE IN WORKSHOPS
Learn from energy experts and other SEM cohort members.

INCREASE EMPLOYEE PARTICIPATION
Build an energy team and get everyone working toward efficiency.

MONITOR PROGRESS
Track progress toward your goals with your energy coach.

REPEAT
Evaluate and refine your plan. Gain deeper knowledge with your cohort and energy coach.
STRATEGIC ENERGY MANAGEMENT WORKSHOPS AND ACTIVITIES

WORKSHOP 1: KICKOFF
Understand what SEM success looks like for your organization. Begin developing an energy policy. Meet other cohort members.

WORKSHOP 2: ORGANIZATION FUNDAMENTALS
Find out how to develop or enhance an energy team, create an energy action plan and promote energy efficiency initiatives.

WORKSHOP 3: ENERGY TRACKING AND PERFORMANCE MONITORING
Learn to effectively collect and analyze energy data, use tools to track progress toward efficiency goals and take action as needed.

WORKSHOP 4: WASTE AND OPPORTUNITIES
Set and refine annual site targets, introduce facility plans and learn about Energy Trust resources and potential funding mechanisms.

WORKSHOP 5: ENGAGEMENT
Learn what drives employee engagement in energy efficiency and how to implement activities and track results.

WORKSHOP 6: SUSTAINING STRATEGIC ENERGY MANAGEMENT
Find out how to maintain and continuously improve your energy management practices.

WORKSHOP 7: RECOGNITION EVENT
Together with your fellow cohort members, present your progress and accomplishments and celebrate successes.

ENERGY POLICY
ENERGY TEAM
ENERGY MANAGEMENT ASSESSMENT
ACTION PLAN
BUILDING OPPORTUNITY ASSESSMENT
MODELS
STRATEGIC ENERGY MANAGEMENT
FOR YOUR BUSINESS

Energy Trust offers support and training to help you:

- Streamline the management of a building with complex energy systems or a portfolio of buildings
- Identify ways to lower operating costs
- Develop a company-wide sustainability focus
- Start a green team or energy team that leads to real change
- Train energy-efficiency leaders at your company
- Manage energy costs more strategically within your organization

SAVE ENERGY. BRING US IN.

Learn more about Strategic Energy Management.
Visit www.energytrust.org/commercialsem, email energymanagement@energytrust.org or call 1.866.605.1676.

“Strategic Energy Management has taken the energy operations of the City’s facilities to a whole new level. Investing in energy efficiency has proven to be a great return for the City over many years.

Michael Armstrong
Senior Sustainability Manager
City of Portland

Energy Trust of Oregon is an independent nonprofit organization dedicated to helping utility customers benefit from saving energy and generating renewable power. Our services, cash incentives and energy solutions have helped participating customers of Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas and Avista save on energy bills. Our work helps keep energy costs as low as possible, creates jobs and builds a sustainable energy future. Printed on paper that contains post-consumer waste. Effective March 2017.