

# ARE YOUR OPERATIONS WASTING MONEY?

LOWER YOUR ENERGY COSTS UP TO **10%**

## Your facility, systems, and people are unique.

Join us on an energy saving journey with our Strategic Energy Management (SEM) program provided through your local utility. Together we'll deep dive into understanding your operations, finding ways your facility can run more efficiently, and ultimately improving your bottom line.

## Learn new skills and tools to reach new goals.

Our SEM program focuses on people—not just projects and equipment. We motivate industrial employees to learn by doing, where they'll generate long-lasting, energy-saving change. We specialize in breaking down the roadblocks preventing companies from accomplishing their energy efficiency goals without major expenses or gaps in production.

- 1 We kick it off with gusto!** Industrial facilities are short on staff and long on priorities. We help you understand your usage and operations data to find and achieve low- and no-cost quick wins.
- 2 We build a strong energy team together.** Training individually doesn't allow momentum, collaboration and motivation to build. We help engage your own strategically diverse team to sustain and grow SEM commitment that will last even when you're ready to let us go.
- 3 We get to know you and your facility.** An assigned SEM coach and engineer will get to know your processes and existing equipment to not only find your quick wins, but will help your energy team overcome the organizational and technical barriers they face.
- 4 We share GREAT tools.** Our SEM workshop curriculum combined with our modeling and program management tools help launch your program. Our energy tracking and project management software addresses the fundamental challenges of SEM—understanding data, organizing projects, collaborating with your team, long-term engagement, and savings persistence.
- 5 We equip you for future success.** We don't give you fish; we teach you *how* to fish. Through hands-on experience, your team will learn the prioritization methods and accountability techniques that will help reel in the savings for years to come.



Earn cash incentives



Track results



Lower utility bills



Learn from your peers



Tune your systems

“ Because of our participation in SEM, we have changed the way we do business. We now consider energy use when making operational decisions, and up front, at the start of a project. ”

FRANK DICK  
Industrial Pretreatment Coordinator  
City of Vancouver

# Participant Case Study

## City of Kennewick's Wastewater Treatment Plant

Through our SEM Program, Benton Public Utility District provided the City of Kennewick with technical services, performance incentives for energy-efficient equipment, and improvements in operations and maintenance (O&M) practices. Within the first year of participation, the energy team implemented 13 low- and no-cost improvements, reducing their energy consumption by 16%.

**\$100,000**  
**SAVED IN THEIR FIRST YEAR**

That's a reduction of **1,600,000 kWh.**

“ You're saving kWh; you're saving on the total project dollars from the utility incentive you get. So, the bigger question is— why wouldn't you do it? ”

DAVE ROHRBACH, Washougal Plant Manager, Fitesa

Call now and let's see how SEM can work for you.



Reach out to your Energy Smart Industrial Partner (ESIP) or Energy Efficiency Representative (EER).

# FAQ

## What is included in SEM?

**COHORT COLLABORATION:** We typically deliver SEM as a learning cohort composed of about six to ten participants.

**6-8 WORKSHOPS:** We tackle topics like forming an energy team, finding opportunities, creating an energy model, and engaging employees in energy management. Each workshop encourages participants to engage, contribute, and work with each other.

**ON-SITE ACTIVITIES:** These include Treasure Hunts—where teams identify and evaluate specific energy opportunities—and Energy Management Assessments, which take stock of energy management practices.

**COACHING:** We also attend each site's energy team meetings and offer individualized coaching of energy leaders (champions) to support their growth and the successful implementation of SEM.

## Where do the energy savings come from?

In the short term, savings come primarily from Operations and Maintenance (O&M) projects such as shutting off idling equipment, scheduling equipment efficiently, eliminating leaks, lowering flowrates and operating pressures, and improved equipment sequencing. In the longer term, these savings are supplemented by larger capital projects.

## What range of savings is possible?

Every site is different, but a good rule of thumb is 5% O&M savings in the first year across a typical SEM cohort. Long-term savings can vary widely, but some sites that combine SEM and capital projects have achieved more than 20% total energy savings over a multi-year horizon.

## How long does an SEM engagement last?

The engagement is a minimum of two years. However, some utility programs offer continuous SEM that re-enrolls customers for an extended duration beyond that initial engagement.