

## **Statement of Project Objectives**

### *Turning Waste to Cash in Wisconsin*

#### **Introduction**

The Wisconsin State Energy Office (SEO) intends to establish a replicable action plan and best practices model for overcoming market and non-market barriers to allow easier implementation of industrial energy efficiency (IEE) and combined heat and power (CHP) projects across Wisconsin, the Midwest region, and ultimately nationally. The Wisconsin Action Plan (WAP) will be disseminated through other state energy offices, regional organizations equivalent to the Midwest Governors Association, and through US DOE.

The SEO intends to assemble an inclusive IEE and CHP stakeholder group to evaluate the current state of play in Wisconsin; identify market and non-market barriers to IEE and CHP deployment; and develop a replicable, sustainable and effective action plan to eliminate these barriers, with the ultimate goal of stimulating the economy, creating jobs and protecting the environment. The SEO has identified two specific objectives that will be accomplished through this project:

#### **Project Objectives**

The Wisconsin SEO has established the following goals and objectives for the *Turning Waste to Cash in Wisconsin* project:

**Objective 1:** Increase awareness of cost-effective IEE and CHP opportunities in Wisconsin by:

- (1) Holding public stakeholder meetings targeted for industrial, economic development and consulting representatives.
  - a. This will be accomplished by organizing and gathering key industrial, economic development, consulting representatives and other stakeholders as determined necessary at four (4) meetings to be staggered throughout the two year funding period.
- (2) Hosting seminar(s) dedicated to CHP through implementation of Anaerobic Digester (AD) systems at industrial facilities or wastewater treatment plants.
  - a. This will be accomplished by organizing and holding two seminars, one aimed at the Wisconsin Industry as the intended audience (during the first year of the funding period) and the other open to the general public (during the second year of the funding period).
- (3) Outreach including best practices, examples from select projects, the Wisconsin Action Plan (WAP), and a discussion board.

- a. This will be accomplished by first compiling best practices as a result of initial stakeholder meetings, one-page summaries of successful IEE and CHP projects, posting the Wisconsin Action Plan on various state, industry and other websites as well as speaking about the WAP at conferences, meetings and other events, and finally, establishing a discussion board on the SEO website.
- (4) Earned media and events highlighting major projects and WAP efforts.
- a. This will be accomplished through SEO press, conferences and other meetings.

**Objective 2:** Implement sustainable IEE and CHP projects in Wisconsin by:

- (1) Creating a stakeholder group to analyze and identify market/non-market barriers, develop a WAP addressing identified barriers, and assign roles for WAP implementation;
- a. This will be accomplished by compiling those stakeholders who submitted letters of support along with since identified stakeholders (within the first quarter of the funding period), gathering these members together to review existing barriers to IEE and CHP projects in Wisconsin, including legislation, policy, financial structures, etc. and identifying solutions and action items to overcome these barriers (four meetings of the entire group throughout the two-year funding period with potential sub-group meetings in between the larger group meetings), putting these solutions and action items into the WAP (this will be completed during the final quarter of the two year funding period) and determining which stakeholders would be best to carry out specific WAP activities and assigning those activities accordingly (This will be accomplished near the end of funding period with implementation to continue after the funding period).
- (2) Using the Wisconsin Public Utility Institute to increase open dialogue among utilities developing viable solutions for utility implementation barriers;
- a. The SEO and a hired consultant will work with the Wisconsin Public Utility Institute to organize a meeting and/or conference where all major Wisconsin utilities are in attendance to discuss and develop viable solutions for utility IEE and CHP project implementation barriers. (This will be accomplished during the second year of the funding period.)
- (3) Helping implement at least three CHP projects focusing on food processing, agricultural and wastewater treatment facilities; and
- a. This will be accomplished by working with entities around the state who are interested in implementing a CHP project, whether it be through project development and implementation consultation, financial assistance or another form or assistance. (This will be accomplished throughout the entire two year funding period.)

- (4) Implementing projects identified through Energy Savings Assessments conducted during the course of the WisconSEN (Better Plants) program.
- a. This will be accomplished by a hired vendor who will review previously conducted Energy Savings Assessments, conduct outreach and education to identified potential project candidates and implementing projects as deemed fit. If projects have already been implemented, the vendor will determine energy savings since project implementation. If projects were not implemented, the vendor will record barriers to implementation. This will be accomplished throughout the two year funding period.

## Tasks

**Task 1:** Increase awareness of cost-effective IEE and CHP opportunities in WI (Months 1-24)

- **Task Summary:** This is the overall outcome of all subtasks noted below and will be accomplished through the various methods listed below. Expected outcomes include holding stakeholder meetings to develop the WAP, outreach and education on IEE, CHP and WAP including holding conferences, establishing a web discussion board and producing media.
  - **Subtask 1.1:** Holding public stakeholder meetings targeted for industrial, economic development and consulting representatives (Four times throughout the funding period; first meeting (Month 4-5); second meeting (Month 10-11); third meeting (Month 16-17); fourth meeting (Month 22-23).
    - **Subtask Summary:** The stakeholder group will be gathered to identify barriers, solutions and the WAP.
    - **Milestone 1.1.1:** First Stakeholder Group Meeting (Month 4-5)
    - **Milestone 1.1.2:** Second Stakeholder Group Meeting (Month 10-11)
    - **Milestone 1.1.3:** Third Stakeholder Group Meeting (Month 16-17)
    - **Milestone 1.1.4:** Fourth Stakeholder Group Meeting (Month 22-23)
  - **Subtask 1.2:** Hosting seminar(s) dedicated to CHP through implementation of Anaerobic Digester (AD) systems at industrial facilities or wastewater treatment plants. First meeting (Month 9-10); Second Meeting (Month 23-24).
    - **Subtask Summary:** Two seminars will be hosted; one with Wisconsin industry and one that is open to the general public.
    - **Milestone 1.2.1:** Seminar with Wisconsin Industry (Month 9-10)
    - **Milestone 1.2.2:** Seminar open to General Public (Month 23-24)

- **Subtask 1.3:** Outreach including best practices (Month 6-7), examples from select projects (Month 12-13), the WAP implementation (Month 24), and a discussion board (Month 6-7).
  - **Subtask Summary:** Conducting outreach, compiling best practices, producing one page examples of successful projects, producing WAP, creating a discussion board on SEO website for IEE/CHP
  - **Milestone 1.3.1:** CHP/IEE discussion board up on SEO website (Month 5-6)  
**Milestone 1.3.2:** Best Practices Handout completed (Month 6-7)
  - **Milestone 1.3.3:** One page project summaries completed (Month 12-13)
  - **Milestone 1.3.4:** WAP developed (Month 24)
- **Subtask 1.4:** Earned media (Months 4, 7, 12, 18, 24) and speaking at events highlighting major projects and WAP efforts (Month 24).
  - **Subtask Summary:** Press releases; speaking at events about developed Action Plans
  - **Milestone 1.4.1:** Press Releases Drafted and Published (Months 4, 7, 12, 18, 24)
  - **Milestone 1.4.2:** Speaking at Events about major projects and completed WAP (Month 24).

**Task 2:** Implement sustainable IEE (Month 24) and CHP projects (Month 24) in Wisconsin.

- **Task Summary:** Assist in implementation of 3 CHP projects and 10 IEE projects.
  - **Subtask 2.1:** Creating a stakeholder group to analyze and identify market/non-market barriers (Month 2-3), develop a WAP addressing identified barriers (Month 24), and assign roles for WAP implementation (Month 24).
    - **Subtask Summary:** Holding stakeholder group meetings to develop WAP and WAP implementation.
    - **Milestone 2.1.1:** Stakeholder Group Created (Month 2-3).
    - **Milestone 2.1.2:** WAP Developed (Month 24).
    - **Milestone 2.1.3:** Roles Assigned for WAP Implementation (Month 24).
  - **Subtask 2.2:** Using the Wisconsin Public Utility Institute to increase open dialogue among utilities developing viable solutions for utility implementation barriers (Month 24);
    - **Subtask Summary:** WPUI hosted Meeting with Utility Representatives

- **Milestone 2.2.1:** WPUI meeting complete (Month 15)
- **Milestone 2.2.2:** Utility support for IEE/CHP projects gained (Month 24).
- **Subtask 2.3:** Helping implement at least three CHP projects focusing on food processing, agricultural and wastewater treatment facilities (Month 24); and
  - **Subtask Summary:** Implement 3 CHP projects in Wisconsin
- **Subtask 2.4:** Implementing projects identified through Energy Savings Assessments conducted during the course of the WisconSEN (Better Plants) program (Month 24).
  - **Subtask Summary:** Implement 10 IEE Projects

### **Project Management**

Amanda Mott of the Wisconsin SEO will manage this project and ensure that all DOE required timelines are met, participate in DOE sponsored phone calls, all goals, objectives and milestones are met and all deliverables completed.

Milestone Table

| <b>Milestone Summary Table</b>                           |   |                       |                         |                                     |   |                          |                            |
|--|---|-----------------------|-------------------------|-------------------------------------|---|--------------------------|----------------------------|
| <b>Recipient: Wisconsin</b>                              |   |                       |                         |                                     |   |                          |                            |
| <b>Project Title: Turning Waste to Cash in Wisconsin</b> |   |                       |                         |                                     |   |                          |                            |
| <b>Task Number</b>                                       | <b>Task or Subtask Title</b>  | <b>Milestone Type</b> | <b>Milestone Number</b> | <b>Milestone Description</b>        | <b>Milestone Verification Process</b>                                       | <b>Anticipated Month</b> | <b>Anticipated Quarter</b> |
| <b>1.0</b>   | <b>Increase Awareness of Cost-effective IEE and CHP opportunities in WI</b> |                       |                         |                                     |   |                          |                            |
| 1.1  | Stakeholder Meetings  | Milestone             | 1.1.1                   | First Stakeholder Meeting Complete  | Send Agenda & Meeting Minutes to DOE  | 4-5                      | 2                          |
| 1.1  | Stakeholder Meetings  | Milestone             | 1.1.2                   | Second Stakeholder Meeting Complete | Send Agenda & Meeting Minutes to DOE  | 10-11                    | 4                          |
| 1.1  | Stakeholder Meetings  | Milestone             | 1.1.3                   | Third Stakeholder Meeting Complete  | Send Agenda & Meeting Minutes to DOE  | 16-17                    | 6                          |
| 1.1  | Stakeholder Meetings  | Milestone             | 1.1.4                   | Fourth Stakeholder Meeting Complete | Send Agenda & Meeting Minutes to DOE  | 22-23                    | 8                          |
| 1.2  | Seminars  | Milestone             | 1.2.1                   | Wisconsin Industry Seminar          | Send Agenda, Speaker Presentations, Attendance List & Feedback Forms to DOE | 9-10                     | 3-4                        |
| 1.2  | Seminars  | Milestone             | 1.2.2                   | Seminar Open to General Public      | Send Agenda, Speaker Presentations, Attendance List & Feedback Forms to DOE | 23-24                    | 8                          |
| 1.3  | Education & Outreach  | Milestone             | 1.3.1                   | CHP/IEE Discussion Portal           | Send Best Practices Document to DOE   | 5-6                      | 2                          |
| 1.3  | Education & Outreach  | Milestone             | 1.3.2                   | Best Practices Document Completed   | Send WAP to DOE   | 6-7                      | 2-3                        |
| 1.3  | Education & Outreach  | Milestone             | 1.3.3                   | One Page Project Summaries          | Send website to DOE   | 12-13                    | 4-5                        |

|     |  |           |       |   |   |                                       |                                      |
|-----|--|-----------|-------|---|---|---------------------------------------|--------------------------------------|
| 1.3 | Education & Outreach                             | Milestone | 1.3.4 | WAP Completed                             | Send Project Summaries to DOE   | 24                                    | 8                                    |
| 1.4 | Media & Events                                   | Milestone | 1.4.1 | Press Releases Drafted                    | Send Press Releases to DOE  | 4, 7, 12, 18, 24                      | 2, 3, 4, 6, 8                        |
| 1.4 | Media & Events                                   | Milestone | 1.4.2 | Speaking at Events about WAP              | Send Agenda to DOE  | 24                                    | 8                                    |
| 2.0 | Implement 10 IEE and 3 CHP projects in Wisconsin |           |       |   |   |                                       |                                      |
| 2.1 | WAP Development                                  | Milestone | 2.1.1 | Stakeholder Group Meetings Held           | Send agendas, attendee list and minutes to DOE                                      | 2-3                                   | 1                                    |
| 2.1 | WAP Development                                  | Milestone | 2.1.2 | WAP Developed                             | Send Completed WAP to DOE, including drafts   | 24                                    | 8                                    |
| 2.1 | WAP Development                                  | Milestone | 2.1.3 | WAP Implemented                           | Inform DOE whether recommended actions worked.                                      | 24, ongoing after 24 month completion | 8, ongoing after 24 month completion |
| 2.2 | WPUI Meeting                                     | Milestone | 2.2.1 | WPUI Meeting Complete                     | Send Agenda, Meeting Attendees and Meeting Minutes to DOE                           | 15                                    | 5                                    |
| 2.2 | WPUI Meeting                                     | Milestone | 2.2.2 | Gain Utility Support for IEE/CHP Projects | Send DOE what the Utilities have decided to support with regard to IEE/CHP projects | 24                                    | 8                                    |