

# TDS makes the right call with Franklin Energy



## TDS Challenges

TDS actively makes the decision to improve its facilities to be more efficient. Due to its bevy of private data, the company is highly selective about whom it works with for proper equipment upgrades.

**24/7/365**

TDS's facilities need to be operating reliably all day every day - so there's no room for down time when it comes to replacing critical equipment.

## Our Solution

Franklin Energy's team showcased its technical expertise, and as one option suggested the reduction of HVAC utilization and reducing the load on HVAC equipment to extend the life of their equipment while saving energy and money.

## Across Wisconsin and NE Illinois

Franklin Energy performed energy assessments and site visits for a total of 62 TDS facilities across the area.

## Collaboration

In collaborations with TDS, Franklin Energy provided assessments for 62 sites in total, between TDS Corp., TDS Telecom, and US Cellular Corp. to identify potential energy savings, operational and facility improvements while also providing incentive opportunities.

**11,923,887 kWh**  
(first year)

Total amount of kilowatt hours estimated TDS could save across all sites during the first year.

**\$1,041,396.00**

The potential savings TDS could see on its energy bill each year.

## Achievements

As a result of the engagement with TDS and its facilities, utilizing our expertise and incentive funding, the company realized a new opportunity pipeline to save money and add to its bottom line year over year. TDS has the potential to save \$1,041,396.00, the equivalent of adding 10,414 new customers.

**\$995,197.00**  
in potential incentives

The proposed total cash incentives TDS could realize for completing all potential energy efficiency enhancements.



Annual Electric Utility Spend of Sites Assesed	\$3,703,607.43
Estimated Incentives Identified	\$995,197.00
Estimated Annual Electric Utility Savings Identified	\$1,041,396.00
Estimated First-Year Savings Identified	11,923,887 kWh
Estimated Lifecycle Savings Identified	154,048,760 kWh

