

Utility Partners Forum

December 8, 2021

20 years of saving energy for
Wisconsin.



Agenda

- Welcome
- Introduce Lisa Stefanik, new Managing Director, Focus on Energy
- 2021 Program Performance
- 2022 Program Updates
 - New Offerings / Initiatives
 - Trainings
 - Future Focus – Innovation/R&D
- Marketing / Events
- Resources for Utilities



2022 Priorities

- Finish strong!
- Continue to adapt
- Meet the needs of utility and cooperative partners and YOUR customers
- Serve as a resource



PSC Quadrennial IV (2023 – 2026) Planning Timeline

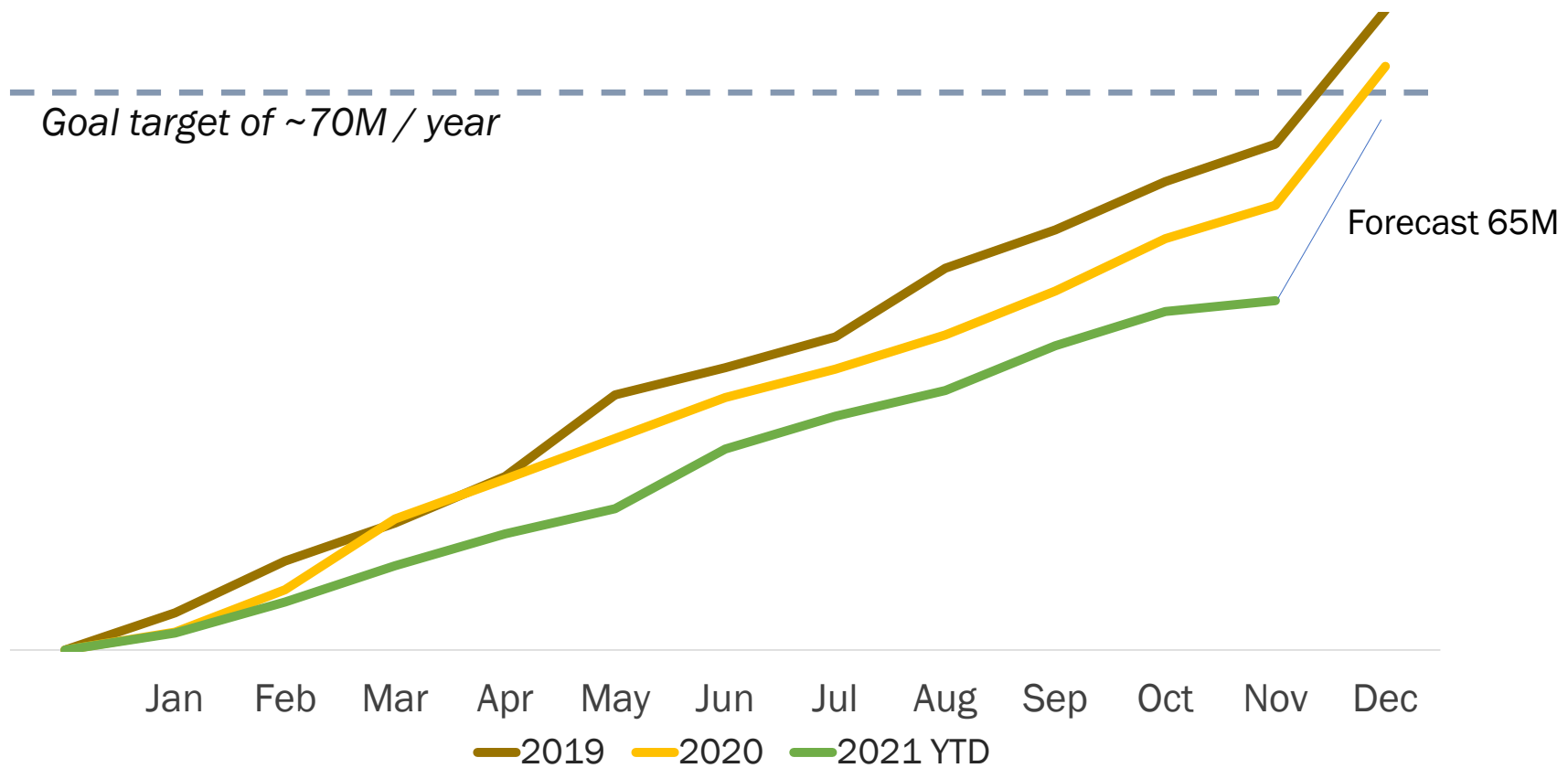
| Activity | Approximate Time Period |
|--|-------------------------------|
| Commission Decisions on Scope | December 2, 2021 |
| Phase I Memo out for Comment (3 weeks) | March 7 – March 25, 2022 |
| Commission Decisions on Phase 1 | March 31, 2022 |
| Phase II Memo out for Comment (3 weeks) | May 30 – June 17, 2022 |
| Commission Decisions on Phase II | June 23, 2022 |
| Phase III Memo (Goals and KPIs) out for Comment (3 weeks) | August 15 – September 2, 2022 |
| Commission Decisions on Phase III | September 8, 2022 |
| Program Administrator (APTIM) Begins Planning/Designing Programs Based on Commission Decisions | September – December 2022 |
| Quadrennial IV Period Begins | January 1, 2023 |



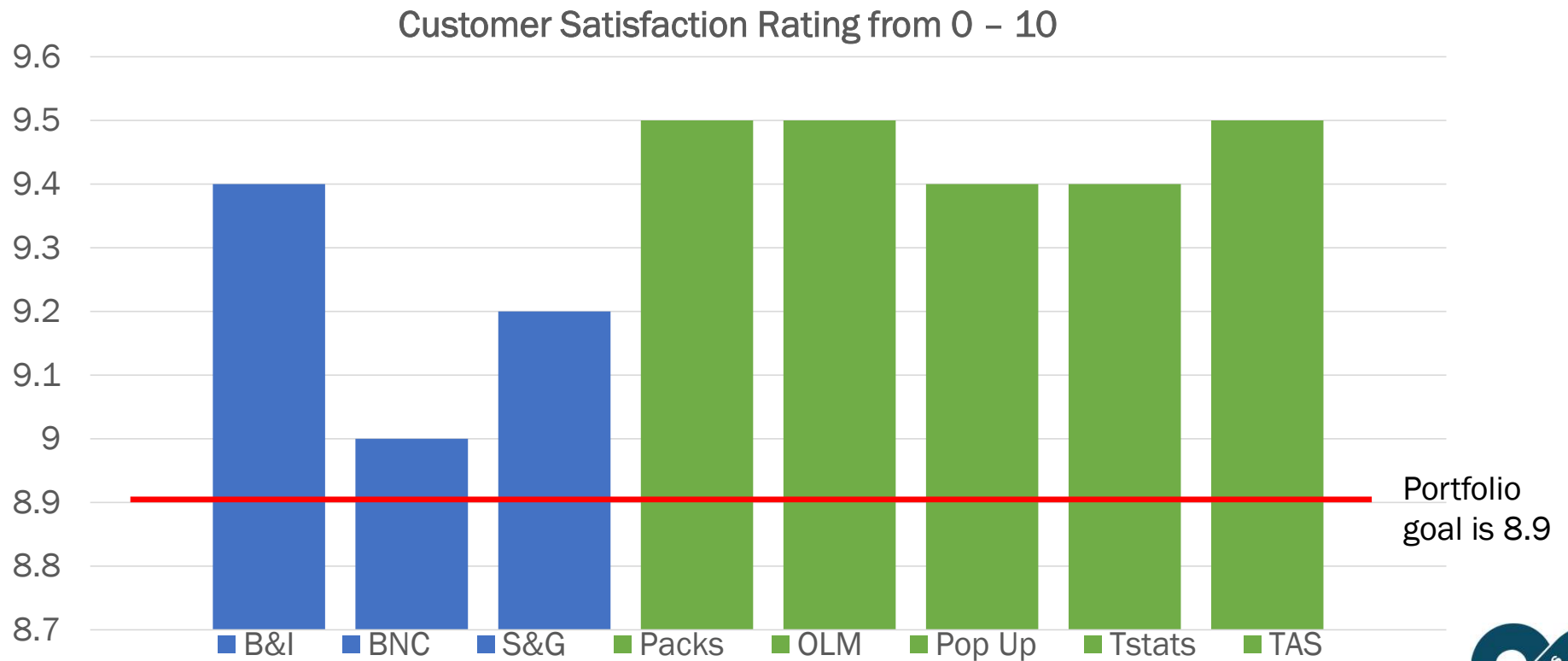
2021 Program Performance



Lifecycle MMBTU Savings



Customer Satisfaction through Q3



2022 Program Updates



2022 Residential – Core Programs



- Free Packs Updates
 - Eligibility based on calendar year
 - APS Packs are back in 2022
- Smart Thermostat \$25 bonus extended through Q1 2022
 - To support ratepayers facing higher energy costs this winter
- \$50 natural gas storage water heaters available at retail
 - Instant discount at select retailers



2022 Residential – HVAC



- New Boiler Measures
 - 90-94% AFUE natural gas boiler
 - Standard Incentive: \$300
 - Income Qualified: \$400
 - 90-94% AFUE natural gas combination boiler
 - Standard Incentive: \$400
 - Income Qualified: \$550
- Increased Boiler Incentive
 - 95%+ AFUE natural gas combination boiler
 - Income Qualified: increased to \$700



2022 Residential – New Construction

- No changes to New Homes offering
- Incentives capped at \$4,000/home

| % Better than WI UDC | 2021 – Natural Gas & Electric Heat | 2021 – Propane Heat |
|----------------------|------------------------------------|---------------------|
| Level 1: 25 – 29.9% | \$0 | \$0 |
| Level 2: 30 – 34.9% | \$150 + \$0.50/ LC MMBtu saved | \$350 |
| Level 3: 35 – 39.9% | \$200 + \$1.00/ LC MMBtu saved | \$550 |
| Level 4: 40%+ | \$200 + \$1.33/ LC MMBtu saved | \$1,000 |

- Bonus incentives will continue to be available
 - 98%+ furnace - \$150
 - +R-5 insulation - \$400
 - HPWH - \$200



2022 Residential – 2021 Pilot Updates

- Save to Give Behavioral Pilot
 - Success in Lodi
 - 138 homes (12% of community)
 - over \$12,000 to nonprofits
 - 94% pilot satisfaction rate
 - Estimated average of 4.8% electric use savings
 - Challenges in Bayfield County
 - Geographically dispersed, less sense of community
 - Too many nonprofits (7) chosen to participate
 - Phase 2
 - New Richmond & Mount Horeb chosen as communities
 - 3 campaigns vs only 2 in Phase 1
 - Evolution of MyMeter



2022 Residential – 2021 Pilot Updates

- Multifamily Strategic Energy Management (MF SEM) Pilot
 - 6 property management companies in first cohort
 - Targeting traditional SEM improvements + 3,500 residential units
 - Kickoff meeting held October 2021
- Healthy Homes Pilot
 - Engaged 2 healthcare providers to date to identify and provide home improvements for families with asthmatic children
 - Pursuing promising partnerships with healthcare industry to leverage additional funding for home upgrades
 - Covid-19 has made it difficult to connect with pulmonary doctors



2022 Residential – New Construction Pilots



- Building Performance Consultant (BPCs) Training Pilot
 - Training and internship program in partnership with BPCs and Trade Allies
 - Grow the pool of certified HERS Raters in Wisconsin
 - Targeting 10 candidates for participation
- Electric New Homes Pilot
 - Designed to shift new construction in rural communities served by propane towards heat pump technologies
 - Includes technology training, energy monitoring, and enhanced incentives



2022 Residential – Potential 2022 Pilots

- Deep Weatherization & Performance Pilot
 - Comprehensive weatherization packages paired with financing
 - Working with Sealed to provide turn-key offer to customers
 - Still under development
- Pay-As-You-Save (PAYS) Pilot
 - On-bill finance structure that enables home upgrades as meter investment
 - Working with EEtility to develop Wisconsin offering
 - Interested utilities encouraged to reach out



2022 Residential – Upcoming Offerings

- Income Qualified (IQ)
 - Food Bank & Non-profit thru Retail offering to continue in 2022
 - Additional targeted IQ opportunities being considered
- Trade Ally Training
 - Program to connect trades directly with high school students
 - On-demand videos and recruitment materials provided to tech ed teachers
- Manufactured Homes
 - Shell and HVAC upgrades
 - Rural focus
- Tribal Offering
 - Complement to Government offering
 - Still under development



2022 Residential - Renewables

- No changes to core offering in 2022
- Affordable Housing PV Pilot
 - Targeting Income Qualified ratepayers through Affordable Housing providers
 - Based on recent Solar PV Potential study, will cover most, or all, of the cost to install system on new homes
- Coming Soon! Solar-ready incentive for New Construction (Q1)



2022 Midstream

- Natural Gas Water Heater Measures Added
 - Qualified Product List (QPL) based on ENERGY STAR
 - Storage units, \$50 wholesale incentive
 - Tankless units, \$200 incentive
- Expansion of ductless heat pump eligibility
 - Will include larger subset of AHRI 'Variable-Speed Mini-Split and Multi-Split Heat Pumps'



2022 Business - Efficiency

- General updates and trends
 - No significant changes to existing offerings
 - Additional offerings planned for 2022
 - Workforce and supply chain disruptions building strong pipeline for 2022



2022 Business - Efficiency

- Prescriptive incentive changes:
 - Increased incentives
 - Boilers ($\geq 85\%$ thermal efficiency, $\geq 90\%$ AFUE, $\geq 90\%$ thermal efficiency)
 - Linkageless boiler controls
 - HVAC and process system steam trap repair/replacement
 - ECM evaporator fan motor for cooler and freezer cases
 - Decreased incentives on select screw-in LED omnidirectional and decorative lamp
- Prescriptive measure changes:
 - Eliminated
 - Residential-type water heaters (eligible through Midstream)
 - Exterior omnidirectional, decorative, and directional LED lamps for New Construction
 - Added
 - Fitness centers eligible facility type for high use commercial water heaters
 - Networked Lighting Controls option for New Construction lighting
- Coming soon! New platform for incentive catalogs



2022 Business - Efficiency

- Custom incentives
 - No change to base incentive rates
 - Bonus remains available for projects pre-approved by June 30, 2022, and completed by October 31, 2022
 - Minimum payback requirement will remain at one year
 - Incentives caps will remain unchanged (\$300,000 per project, \$400,000 per customer a year)
- Project Assessment Incentive
 - Expand eligibility to include all schools and government customers
 - Increased incentive remains available for assessments completed by 6/30/22
 - \$15,000 up to 50% of the assessment cost or 20% of annual savings
 - Incentive will revert to previous rate for assessments completed after 6/30/22
 - \$7,500 up to 50% of the assessment cost or 20% of annual savings



2022 Business - Efficiency

- New construction
 - No changes to Energy Design Assistance (EDA) or Energy Design Review (EDR)
 - Multifamily Product and Equipment Performance (PEP)
 - Comprehensive approach to offering incentives for new construction
 - Incentive is based on overall building efficiency (shell, HVAC, DHW, lighting, etc.)
 - Discontinuation of prescriptive equipment incentives for multi-family new construction
 - Additional incentives for conditioned garages and advanced HVAC systems including ground source heat pumps and variable refrigerant flow

| Base Incentive Structure | Good | Better | Best |
|-------------------------------------|------------------------|------------------------|------------------------|
| Multifamily with conditioned garage | \$0.03/ft ² | \$0.11/ft ² | \$0.17/ft ² |
| Multifamily, no conditioned garage | \$0.03/ft ² | \$0.08/ft ² | \$0.15/ft ² |



2022 Business - Efficiency

- Rural Offerings
 - Available for industrial and healthcare customers in rural ZIP codes
 - No changes to existing offerings
 - Staffing Incentives
 - Rural Industrial Striving for Efficiency
 - New healthcare offering planned for Q1 2022
- Other offerings/opportunities
 - Retrocommissioning
 - Small Business Online Assessment
 - Renew Our Schools Challenge (January/June)
 - Pump assessment for wastewater and agribusinesses



2022 Business - Pilots

- Virtual Commissioning Pilot (VCx)
 - Targets small to medium sized customers
 - Delivers energy saving through schedule optimization
 - Utility provided AMI data supports data analysis and site review
 - Customer engagement and implementation support
 - Verification of energy saving impacts



Upcoming Offerings - Business

- All Customers
 - Competitive Incentive RFP (December 2021)
 - Whole Building Tune-up
 - Laboratory Energy Efficiency Offering
 - Natural Disaster Bonus
- Schools & Government
 - Project Planning Bonus for Schools
 - Enhanced Project Planning Bonus for Tribes
 - Project Development Incentive for Tribes
 - Benchmarking for local schools and government

* Launching Q1 2022 unless otherwise noted



2022 Business - Renewables

- RECIP
 - Applicable to biogas, biomass, wind, solar thermal
 - Transition to custom incentive structure on January 1
 - Established incentive rates - \$125/kW, \$0.10/kWh, \$1.25/Therm
 - Maximum payback of 20 years
 - Limited to 50% of project cost
 - Incentive cap of \$300,000 per project
- Solar PV
 - Prescriptive incentives remain the same
 - Incentive up to \$50,000
 - Agricultural producers match
 - Match up to \$10,000
 - Special sector enhanced incentives
 - Nonprofits, schools, government and Native American tribes and nations
 - Incentive up to \$81,000
- Coming Soon! Solar-ready incentive for New Construction (Q1)



Training

- On-line webinar delivery saw increased participation in 2021
- Live instructor-led webinars to continue in 2022
 - Many sessions recorded and available through the year
- In-person sessions targeted
 - Advanced Network Lighting Controls with Design Lights Consortium – May
 - Building Automation Systems with UW - September
 - Industrial Refrigeration with UW– November
- Learning Management System
 - On-demand (24/7) trainings available
- BOC (Building Operator Certification) begins late Q1
 - \$1,695 Scholarships again available
 - Refunded after successful completion of the series



Future Focus

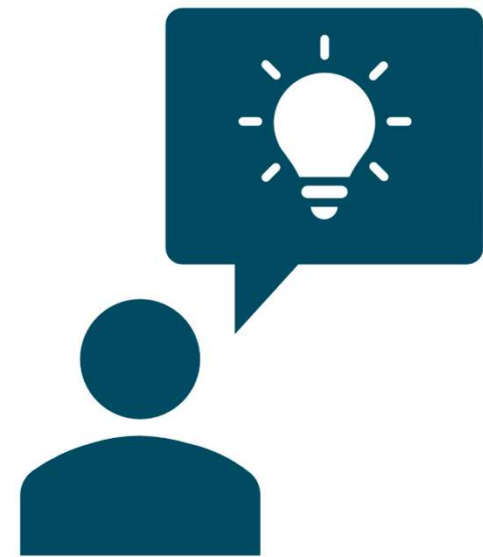


Future Focus Initiatives

Completed EERD Research and Reports

- Opportunities for load shaping in Wisconsin
- Energy management information systems
- Variable refrigerant flow systems
- Single- and multi-family air source heat pumps
- Residential stand-alone dehumidification

Final reports and presentations available
at: www.focusonenergy.com/about/research



Future Focus Initiatives

“Crowd Source” approach to solicit and evaluate ideas, innovation.

Submit ideas for research, pilots, or new measures:

www.focusonenergy.com/about/future-focus

Examples:

- Virtual home energy assessments
- Smart Homes / HEMS
- Smart water heater controller



Marketing and Events



Focus on Campaign



EMAIL HEADERS



Focus on...

Health

Safety

Lighter Side

The Warm and Cuddly

Community Name

Savings

Early Energy Design

Collaboration

Heat Pump Water Heaters

Quality

Insulation and Air Sealing

Learning

Home Comfort

Comfort

The Future

Bright Side

Business Growth

Education

Economic Growth

Healthcare

Building Science

Energy Efficient New Homes

Ice Dams

Energy Assessments

Income-based Incentives

Controlling Costs

Community

Dairy

Your Comfort

Efficiency

Economic Development

Choosing an HVAC Contractor

Appreciation

Insulation

Financial Incentives

Peace of Mind

Rooftop Solar

Indoor Air Quality

Completing your
Incentive Application



Q1 and Q2 Focus Marketing Campaigns

| Promotional Topic | Marketing Assets Available |
|---|--|
| Program changes: new products (OLM) and updated eligibility (Packs) | Bill inserts/digital content |
| Ice dams | Bill insert/direct mail/email/social |
| Insulation and air sealing/home comfort | Bill insert/direct mail/email/social |
| DIY insulation and air sealing | Bill insert/direct mail/email/social |
| Multifamily insulation and air sealing/tenant retention | Direct mail/email/available for custom collaboration on this topic |
| Packs | Bill inserts and/or mailers |
| World Water Day | Digital content/possible mailer |
| Earth Day | Digital content/possible mailer |
| Solar | Bill insert/direct mail/email/social |
| Summer cooling/Father's Day/4th of July | Digital content |
| Dual-fuel heat pump education | Bill insert/direct mail/email/social |
| Heat-pump water heater education | Bill insert/direct mail/email/social |



Q3 and Q4 Focus Marketing Campaigns

| Promotional Topic | Marketing Assets Available |
|---|---|
| Public Power Week & Energy Efficiency Day | Digital content, possible mailer |
| Daylight Savings & LED 101 | Bill insert and digital content |
| Black Friday & Cyber Monday | Digital content |
| Holidays | Digital content |
| Ice dams | Bill insert/direct mail/email/social |
| Insulation and air sealing/home comfort | Bill insert/direct mail/email/social |
| DIY insulation and air sealing | Bill insert/direct mail/email/social |
| Multifamily insulation and air sealing/tenant retention | Direct mail/email available for custom collaboration on this topic |
| Prep your HVAC equipment for winter/ peace of mind | Bill insert/direct mail/email/social |
| Dual-fuel heat pump education | Bill insert/direct mail/email/social |
| Heat-pump water heater education | Bill insert/direct mail/email/social |



20th Anniversary Celebration

New date: Wed., May 11, 2022

Johnsonville Tailgate Village (next to Lambeau Field)

Agenda and more details coming

Utility / Cooperative Partners encouraged to attend



Focus Energy Efficiency Excellence Awards

2021 Energy Efficiency Excellence Awards

- 12 Award Winners
- Interactive Map highlighting winners
- Presentations attended by elected officials, PSC Commissioners, Lt. Governor, and the Governor!

New for 2022 – Trade Ally Contractor Excellence Awards



Focus on Energy Video Series



Focus on Energy Video Series

- In partnership with Discover Wisconsin
- Campaign: Blog Posts, Podcast, Social, Connected TV
- Full Series to air on broadcast television in Feb. 2022



Resources for Utilities



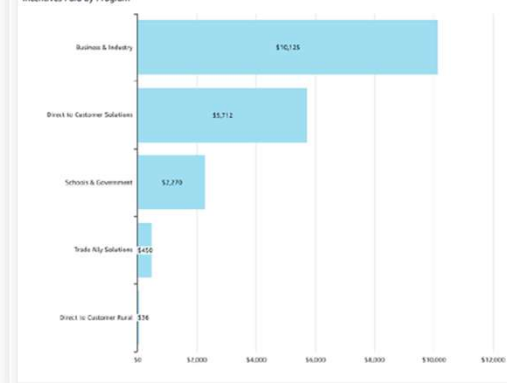
QuickSight Reports

- 2021 Year end reports
 - Some D2C backdating – should be completed by February
 - kWh tab (graph) added to “Front Page” report
 - Column totals added to “By Program” report
 - Contact Frank Barth if you need an account set up
frank.barth@focusonenergy.com

Savings by Program Offering

| Program | Offering | Customer Count | Project Count | kW Savings | kWh Savi... | Therm Savi... | kWh Savings (Lifec... | Therm Savings (Lifec... | Total Incentive |
|-------------------------------|-----------------------|----------------|---------------|------------|-------------|---------------|-----------------------|-------------------------|-----------------|
| Ag Propane | Ag Propane | 2 | 2 | 0 | 0 | 0 | 0 | 0 | \$750 |
| Business & Industry | C&I | 7 | 7 | 5 | 68,511 | 0 | 979,292 | 0 | \$2,494 |
| Business & Industry | Large Industrial | 1 | 1 | 12 | 74,256 | 0 | 1,113,840 | 0 | \$2,600 |
| Business & Industry - Rural | Ag | 9 | 14 | 175 | 769,937 | 0 | 14,815,140 | 0 | \$67,388 |
| Direct to Customer Rural | Farmhouse kits | 3 | 3 | 0 | 983 | 48 | 8,254 | 528 | \$109 |
| Direct to Customer Soluti... | Income Qualified | 3 | 52 | 3 | 35,982 | 0 | 395,806 | 0 | \$1,961 |
| Direct to Customer Soluti... | OLM | 48 | 78 | 2 | 25,961 | 478 | 216,134 | 4,780 | \$2,035 |
| Direct to Customer Soluti... | OLM Limited Tim... | 58 | 58 | 2 | 20,664 | 1,210 | 192,240 | 11,952 | \$1,964 |
| Direct to Customer Soluti... | Packs | 189 | 244 | 3 | 36,872 | 1,689 | 339,511 | 19,143 | \$3,301 |
| Direct to Customer Soluti... | Retail | 3 | 3 | 0 | 1,317 | 90 | 13,170 | 900 | \$150 |
| Direct to Customer Soluti... | Retail Lighting | 8 | 239 | 25 | 209,623 | 0 | 1,610,956 | 0 | \$5,613 |
| Direct to Customer Soluti... | Retail Products | 2 | 2 | 0 | 879 | 30 | 8,790 | 300 | \$100 |
| Midstream | Business Midstream | 1 | 1 | 0 | 3,196 | 0 | 31,960 | 0 | \$100 |
| Midstream | Residential Midstr... | 6 | 6 | 1 | 36,765 | 466 | 661,770 | 8,388 | \$3,000 |
| Residential New Construc... | Residential New C... | 1 | 1 | 1 | 1,782 | 0 | 53,459 | 0 | \$1,000 |
| Trade Ally Solutions | Building shell | 3 | 3 | 1 | 5,571 | 150 | 111,420 | 3,000 | \$2,000 |
| Trade Ally Solutions | Heating and cooling | 46 | 46 | 0 | 13,575 | 2,544 | 167,778 | 45,414 | \$8,350 |
| Trade Ally Solutions - Ren... | Residential | 12 | 12 | 43 | 125,772 | 0 | 3,144,301 | 0 | \$6,500 |
| Trade Ally Solutions - Ren... | Residential | 6 | 6 | 0 | 0 | 0 | 0 | 0 | \$5,000 |

Incentives Paid by Program



Utility Marketing Resources

- No charge to order materials
- Order quantity minimum 50 to maximum 1,000
- Add logo to account for co-branding
- May request custom pieces or quantities
- Updated materials – Feb 2022
- Care packages late Jan/early Feb
- Contact Frank or Matt to set up an account

The screenshot displays the 'UTILITY MARKETING RESOURCES' website. At the top, there is a navigation bar with links for 'Home', 'Open Catalog', and 'Login'. Below the navigation bar is a search input field and a 'Help' button. The main content area features a welcome message: 'Welcome to the Focus on Energy Utilities Store' and a link to 'Follow this step by step process on how to order products from this site.' A video player is embedded, showing a video titled 'How to Order a Custom Product' with a duration of 2 minutes and 11 views. The video player includes a play button and playback speed controls (1x, 1.2x, 1.5x, 1.7x, 2x). On the right side of the page, there is a 'Please login' form with fields for 'Email' and 'Password', a 'Login...' button, and a link for 'FORGOTTEN PASSWORD? >>>'.




Virtual Pop-up (VPU) Events

- Booking VPU events for:
 - commercial or industrial customers to host VPU event for their employees
 - Utility/Co-op customer appreciation events
- Marketing content provided
- No cost to host event
- Event runs for two weeks or more
- View sample site at: https://techniartpopup.com/focusenergy_demo
- Contact Jake Dixon (jake.dixon@focusonenergy.com) for more info or to schedule an event

Set up a virtual pop-up shop and help your employees save at home!

Virtual pop-up shops help organizations introduce energy-efficient products to their employees through an online sales promotion that lasts up to two weeks. Your employees will have access to exclusive energy-saving products at deep discounts, all thanks to the incentives FOCUS ON ENERGY™ provides. TechniArt works directly with you and Focus on Energy to set up a co-branded storefront, develop all marketing materials, conduct the sale, and fulfill orders.



No heavy lifting required.

We like making things easy.

1. Pick a date and send us your logo.
2. Review your online shop and marketing materials
3. Market to your employees

We will send you a post-event report in case you want to use any of the metrics for corporate social responsibility reporting, or just to share with your employees.

Companies big or small; we help them all.

No matter if you have 25 employees or 25,000, we are able to help you get your shop's set up. Here's a few organizations we have popped up at recently.



95% host satisfaction rate.

Enough from us. See what others are saying about the virtual pop-up experience.

“It was a great event and opportunities for our employees, and it was easy to administer. Thank you for the opportunity to participate!”
- National Paper & Pulp Manufacturer

“Great program. Easy to use. Easy to pay. Very simple process.”
- Midwestern Utility

“The whole experience was effortless! We had a record year this year and many employees liked the delivery to their home option. Many thanks!”
- National Dairy



Free Packs

- Eligibility now 1 free pack per calendar year
- Advanced power strip pack is back for 2022
- New full page co-brandable bill insert or 1/3 page available for packs promotion
- Newsletter/Ad content also available



GET IN ON SIMPLE SAVINGS.

FREE energy-saving packs* from FOCUS ON ENERGY® are shipped directly to you and include a variety of products designed to reduce energy waste. Our packs include high-efficiency LEDs, efficient showerheads, faucet aerators and more!

Order your free pack now at focusenergymarketplace.com/free or give us a call at **800.762.7077**. Before ordering your pack, please have your electric and gas utility account numbers handy.

*Limit of one pack per eligible household per calendar year. Pack contents may vary.



FOCUS ON FREE ENERGY SAVINGS

You heard right, energy-saving packs from FOCUS ON ENERGY® are free, seriously free. Our packs are shipped directly to you and include a variety of products designed to help you focus on reducing energy waste. Choose from packs that include energy-efficient LEDs, showerheads, and more!

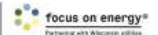
Ready to save for free?

Order your free pack now at focusenergymarketplace.com/free or give us a call at **800.762.7077**.

Before ordering your pack, please have your electric and gas (if applicable) utility account numbers handy. Limit of one pack per eligible household year. Pack contents may vary.



Already ordered your free pack this year? Visit focusenergymarketplace.com to find discounts on more energy-saving products.



Free Packs Promotion

- Worked with utilities to target customers via direct mail, e-mail and social media channels
- Effective collaborative marketing efforts resulted in above average response rate

Customer Counts by Month (Hover mouse over date or use Program and Offering Filters above to see individual totals)



B&I Utility Key Account Engagement

- Developed utility key account engagement plan
- Tested pilot plan with municipal utility
- Pilot goals:
 - Promote collaboration between utilities and Focus staff.
 - Reinforce/enhance the idea of Focus as “a service” for utilities.
 - Identify utility key accounts.
 - Cultivate/enhance relationships with B&I customers.
 - Increase participation in B&I programs.



B&I Utility Key Account Engagement

- Pilot results
 - Utility Key Account Manager met with Focus EAs to discuss engagement strategies
 - Key accounts were identified and targeted for engagement
 - Utility Key Account Manager led initial outreach communications
 - On-site visits were arranged with 12 C&I customers
 - Visits resulted in improved communications with customers and led to discoveries/improvements that will reduce customer energy bills
 - Looking to continue/expand engagement efforts in 2022



Questions?

Thank You.

20 years of saving energy for
Wisconsin.

