



MID-YEAR UTILITY UPDATE

June 29, 2022



focus on energy[®]

Partnering with Wisconsin utilities

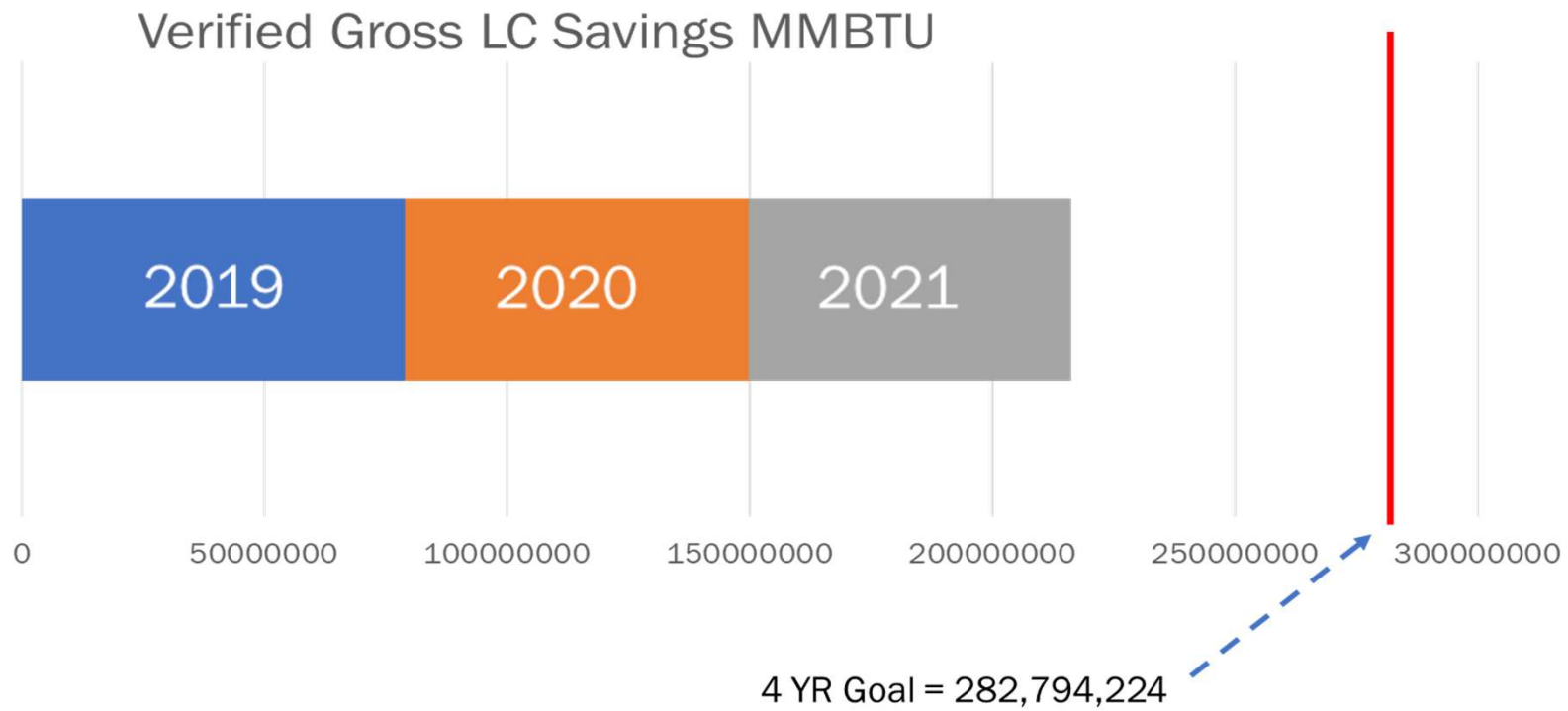
AGENDA

- Welcome
- 2021 Program Evaluation Highlights
- 2022 Program Updates
- Future Focus (Pilots, R&D)
- Trainings
- Marketing and Public Relations
- A Look Ahead

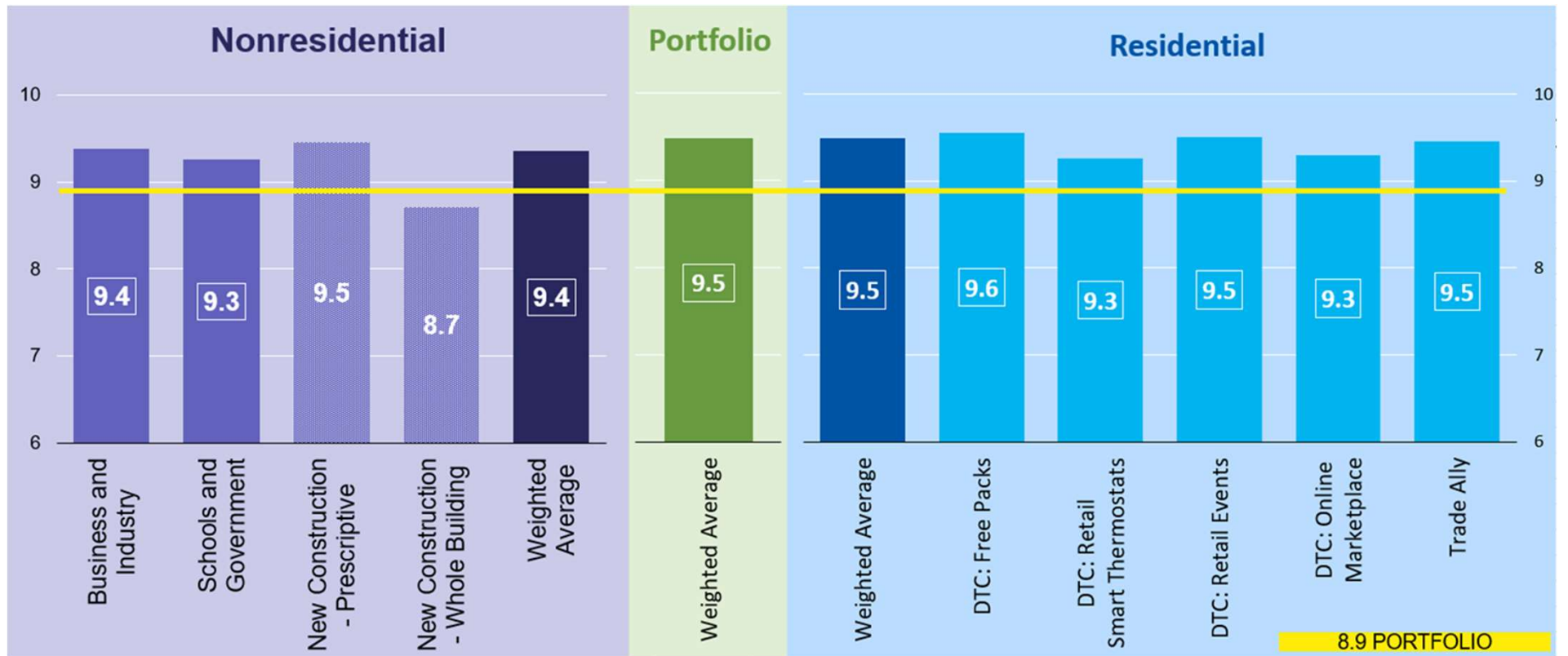
2021 EVALUATION HIGHLIGHTS



ENERGY SAVINGS



2021 CUSTOMER SATISFACTION



COST EFFECTIVENESS

Year	Residential	Nonresidential	Renewables	Midstream	Total
2019	2.52	3.11	1.51		2.58
2020	2.07	2.86	1.24	1.45	2.43
2021	1.65	2.78	1.48	1.52	2.35

Total portfolio must pass a benefit/cost analysis (i.e. return more than \$1 in benefits for every \$1 spent)

Including economic benefits, the benefit/cost = **4.14**

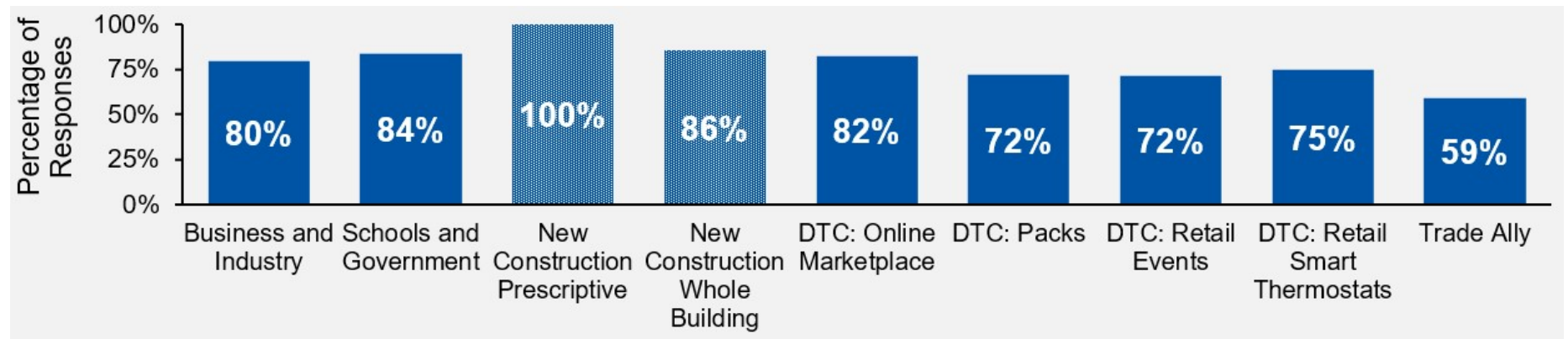
2021 PARTICIPATION

Year	Residential	Nonresidential	Midstream	Total
2019	934,911	6,992		941,903
2020	1,147,211	4,991	740	1,152,950
2021	1,112,700	4,283	1,555	1,118,538

- Business participation continues to be hampered by Covid impacts, supply chain and labor force challenges.
- Residential participation dropped a bit from 2020 – discontinued appliance recycling in 2021.
- Midstream buoyed by participation of more distributors & Trade Allies.

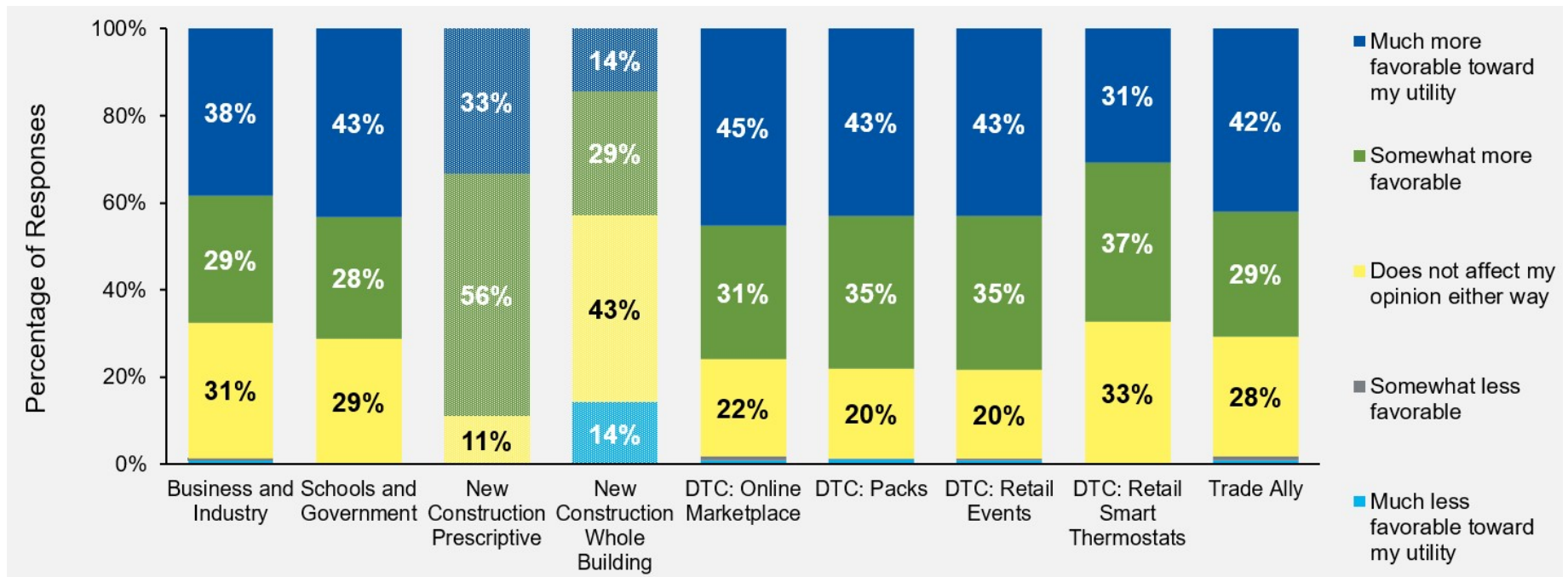
FOCUS PARTICIPANT SURVEY

Were you aware that the program you participated in is offered in partnership with your local energy utility?



FOCUS PARTICIPANT SURVEY

How have Focus offerings affected your opinion of your energy utility?



2022 MID YEAR PROGRAM UPDATES



BUSINESS UPDATES

- Welcome Mike Plunkett, new Business Portfolio Manager
- Extension of custom incentive bonus and increased project assessment incentives
- Bonus incentives launching July 5
 - Market Relief Bonus
 - Available on prescriptive incentives for existing building projects
 - 25% bonus on base incentives + 10% Plan Ahead bonus (reservation code required)
 - Projects must be complete and submitted by December 2, 2022
 - Compressed Air/Steam Trap Studies and Repairs
 - Qualify for double the incentive after receiving on-site Focus Advisor visit
 - Up to 90% of project costs covered for other opportunities implemented within 90 days

RESIDENTIAL UPDATES

- Increased incentives for geothermal heat pump (GHP) (natural gas backup only) (now \$1,000)
- Bonuses currently available
 - Natural gas dual-fuel heat pump (DFHP) - \$500
 - Geothermal heat pump, natural gas backup (GHP) - \$500
 - Multifamily insulation and air sealing - \$0.30/sq.ft. conditioned attic space
 - Available through December 2022
- New products launching
 - Connected bulbs (Pop-up Shop and Focus Online Marketplace)
 - Pin-based MR16 bulbs (Online Marketplace)
 - Air purifier limited-time offer around Labor Day (Online Marketplace)

FUTURE FOCUS

Active Pilots

- Save to Give (residential behavior)
- Virtual Commissioning
- Multifamily SEM
- Healthy Homes
- BPC Training
- HVAC, Solar, I+AS Career Exploration
- Electric new homes
- Deep weatherization and performance
- Affordable housing solar PV

Active Emerging Techs

- 120V HPWH study
- Smart switched reluctance motors (RTU application)
- Advanced reverse osmosis membranes

Upcoming Activities

- Pilot pitch week
- Ongoing investigation of additional pilots and ETs received through Future Focus online submission

TRAININGS

- Live Webinars
 - August 3-4: [Introduction to Motors, Fans and Pumps with Variable Frequency Drive Opportunities](#)
 - August 10: [Rethinking Energy Solutions Sales in the Wake of Market Disruption](#)
 - August 17 – November 17: [Building Operator Certification \(BOC\) Level I](#) (multi-session webinar)
 - September 13-14: [HVAC Applications for Commercial, Small Industrial, Schools and Government](#)
 - September 27: [Developing an Energy Plan](#)
- In-person trainings
 - September 21: [Optimizing BAS Control Strategies to Maximize Commercial Building Energy Savings](#)
- Full calendar at focusonenergy.com/training

MARKETING & PUBLIC RELATIONS



MARKETING

- Brand Awareness
 - Wisconsin Public Radio Sponsorship
 - *"Support for WPR comes from Focus on Energy, a statewide program partnering with utilities to bring energy efficiency and renewable energy solutions to Wisconsinites. Information is at Focus-on-Energy dot com."*
 - Statewide Digital Ad Campaign
 - Launch late August
 - Call to action visit the new website

News & Classical Network

WPR and NPR journalists offer local, national and global news with classical music during the day and overnight.



The Ideas Network

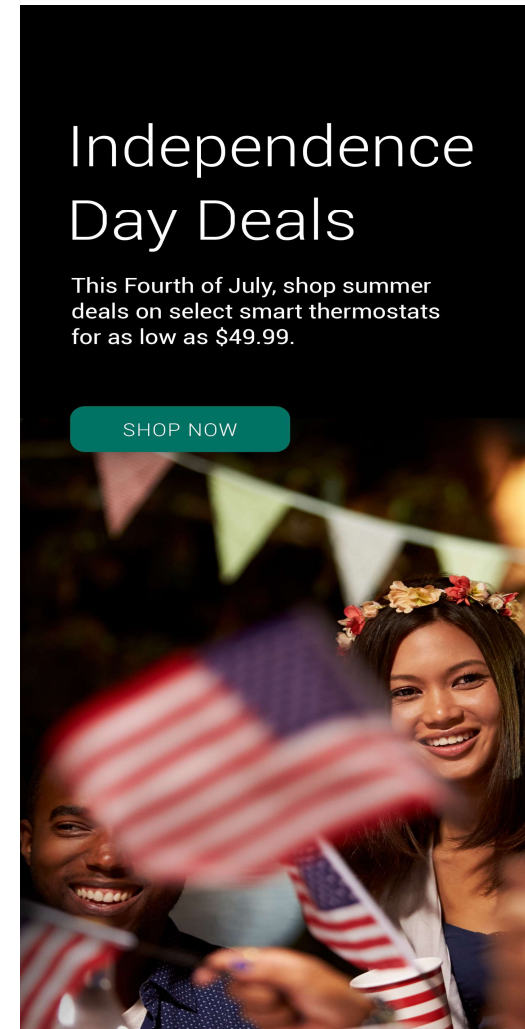
Be informed and inspired by conversation and entertainment from Wisconsin and the nation.



In central Wisconsin, the Ideas Network can also be heard on HD Radio 90.9 WISN-3, Wausau.

MARKETING

- Current Online Marketplace Promotions
 - Fourth of July Smart Thermostat Promotion mfg discounts
 - Emerson \$20-\$30 (now through July 6)
 - Nest \$30-\$50 (June 30 – July 6)
 - ecobee3 Lite \$20 (now through July 6)
 - Air Purifier Promotion – coming soon

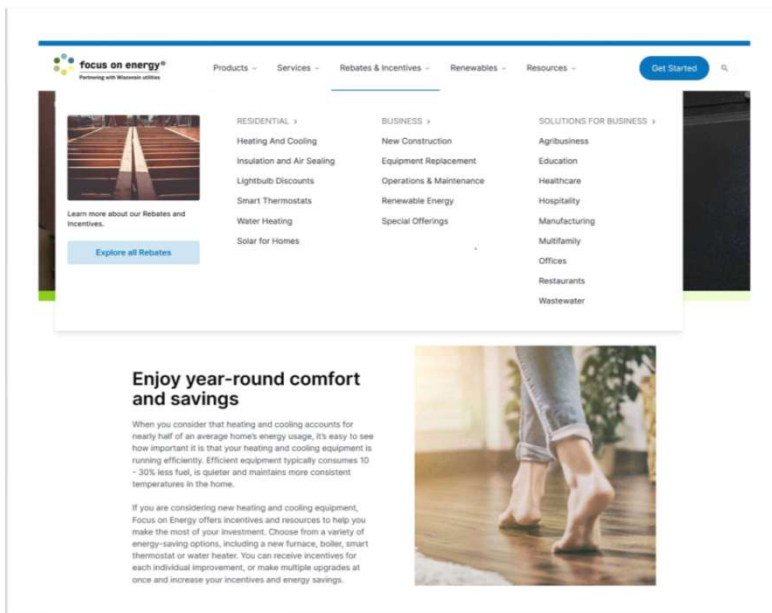


2022 FOCUS EXCELLENCE AWARDS

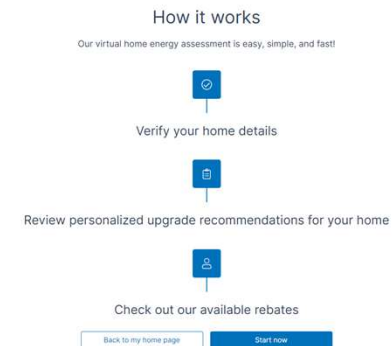
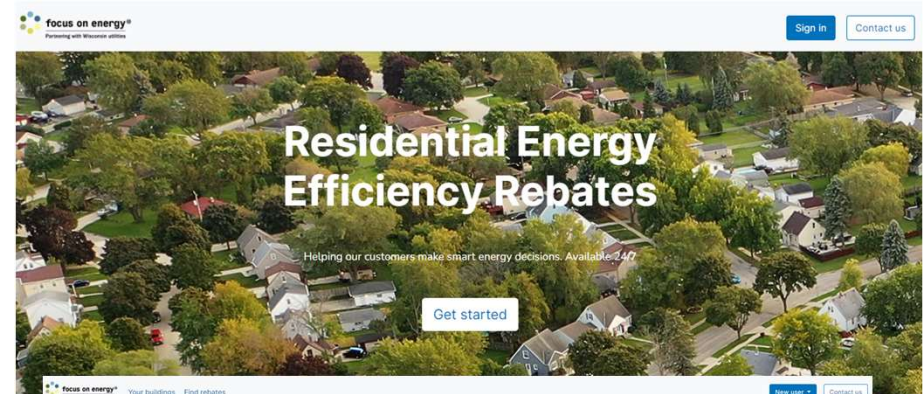
Energy Efficiency Excellence Awards	Trade Ally Excellence Awards
Ball Corp. Fort Atkinson	Contemporary Energy Solutions, Manitowoc – 9/14
Cedarburg Schools	Driftless HomeWrights, Viroqua
City of Madison	Hurlburt Heating AC & Plumbing, Durand – 7/20
Maple Ridge Dairy, Stratford	North Central Irrigation, Plainfield
Milwaukee Veteran Medical Center – 8/2	Rhode Bros., Plymouth
Molson Coors, Milwaukee – 9/13	
Toro Company, Tomah – 9/15	
Roundy's Supermarket, Menomonee Falls – 7/19	
UW- Superior – 7/26	
Waukesha Foundry, Waukesha	

DIGITAL TRANSFORMATION

Website Redesign



New Home Assessment Tool



LOOKING AHEAD




PROGRAM PLANNING UNDERWAY

PSC Quadrennial (2023-2026) Planning Process for Focus on Energy

- Docket 5-FE-104 – Opportunities for public/stakeholder comment
- Sets goals and priorities
- Final decision expected in Fall 2022
- Program administrator contract will follow

Program Administrator-led planning

- Offering level program design / changes for 2023 and beyond
 - Informed by PSC goals, budget, market factors
 - Utility input is important
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QUESTIONS ?

