

Mid Year Utility Partner Update

July 14, 2021

20 years of saving energy for
Wisconsin.



Agenda

- Welcome
- Staffing updates
- 2020 Program Evaluation Highlights
- 2021 Program Updates
 - YTD performance
 - Offerings / Initiatives
 - Trainings
 - Pilots / R&D
- Marketing / Events
- Resources for Utilities



Focus program administrator staffing updates

Departing 

- Erinn Monroe-Nye, Program Director

Joining 

- Ron Giordan, Media/Public Relations and Social Media
- Shauna Volkening, Marketing Communication Specialist
- Jenny LaMay, Operations Manager



2020 Program Evaluation



2020 Evaluation Results

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

Primary drivers of change between 2019 and 2020:

- Adjustments to cost/benefit calculations (T&D avoided costs)
- Adverse impacts of Covid/economic conditions, specifically large energy/industrial
- Incremental measure costs increased



2020 Evaluation Results

Cost Effectiveness with Economic Benefits

- When economic benefits are included, cost-benefit analysis finds Focus on Energy provided **\$4.32** in benefits for every dollar invested in 2020



2020 Evaluation Results

Participation

Year	Residential	Nonresidential	Midstream	Total
2019	934,911	6,992	—	941,903
2020	1,147,211	4,991	740	1,152,950

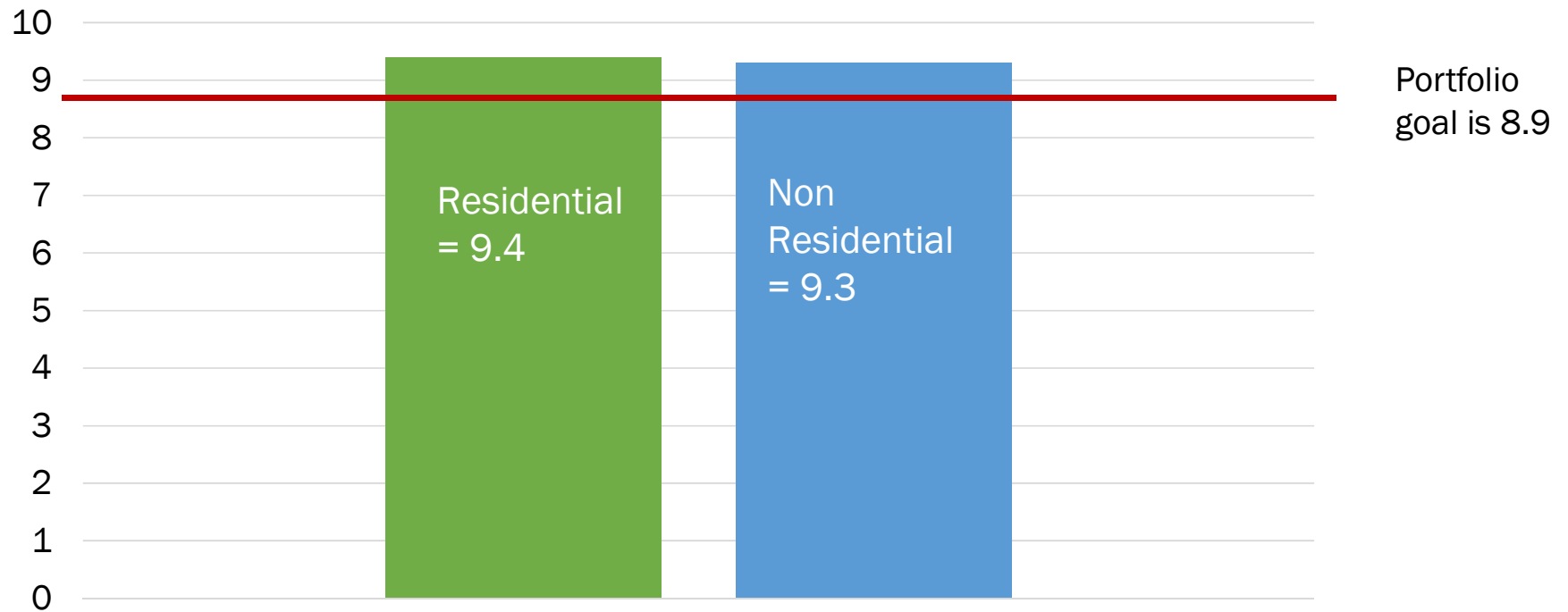
Primary drivers of change between 2019 and 2020:

- Covid adverse impact on commercial and industrial participation
- Midstream program launched, full year of online marketplace (OLM)
- Digital marketing to residential – increase in free energy saving packs and OLM purchases.



Customer Satisfaction

2020 Portfolio Average



Utility favorability

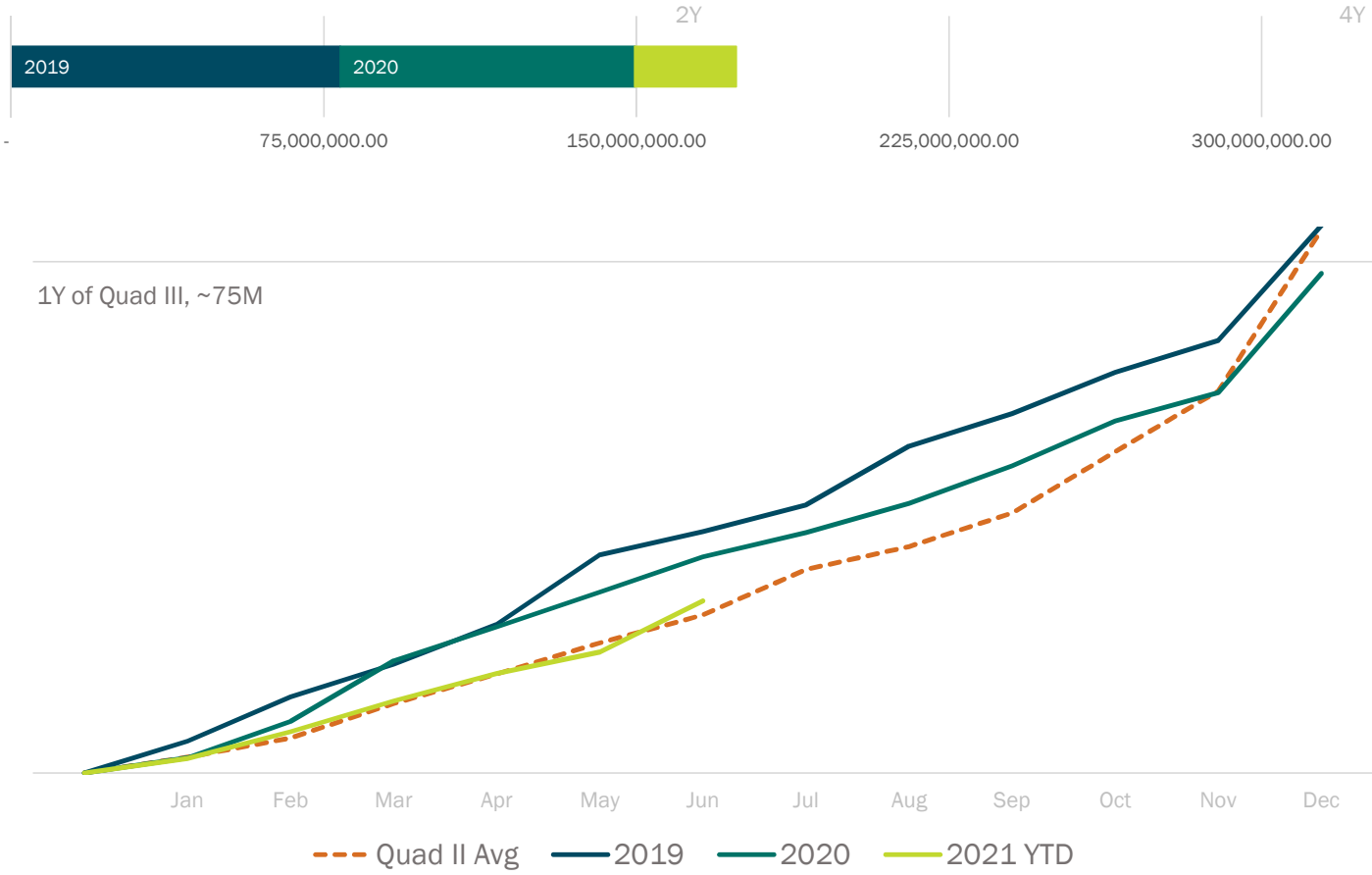
- CY 2020 participants were asked if Focus on Energy offerings affected their opinion of their utilities
- 71% to 78% (by offering) reported that their opinion had become *much more favorable* or *somewhat more favorable*.
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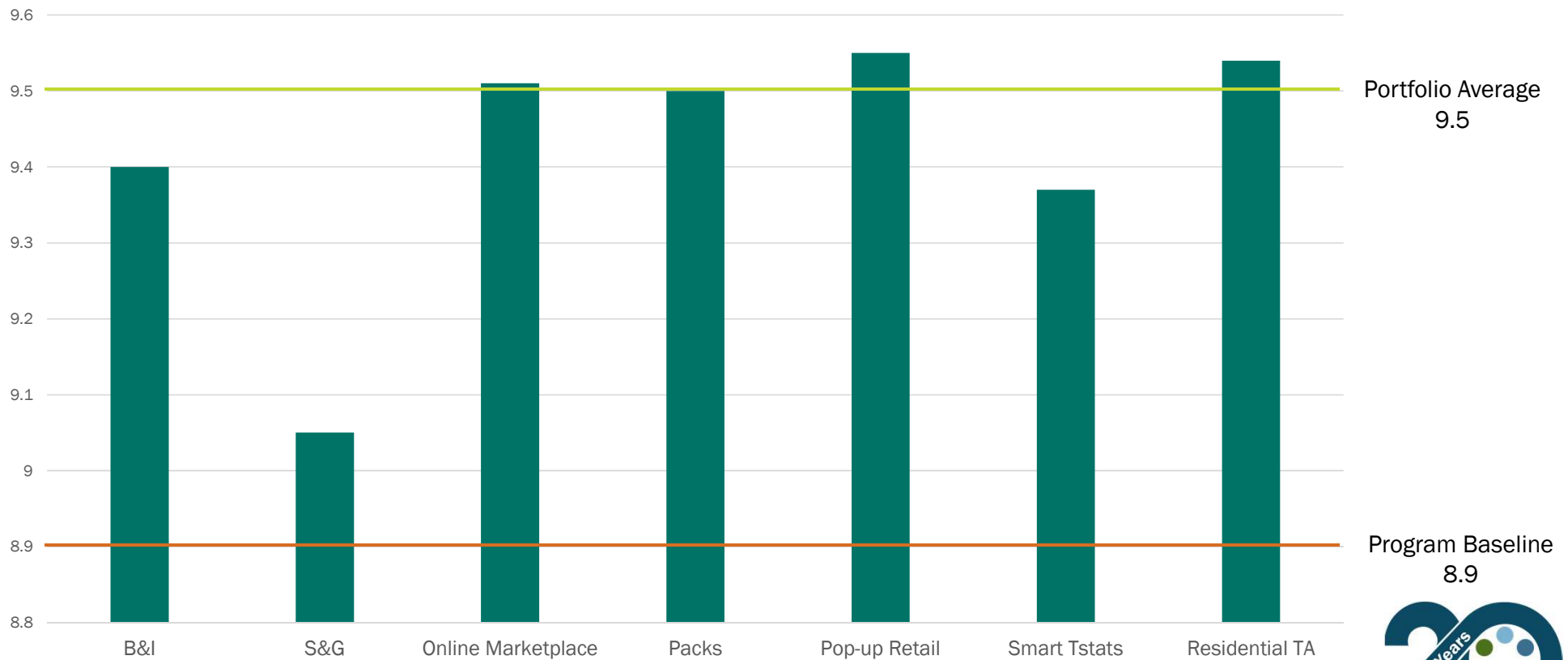
2021 Program Updates



YTD Progress



Customer Satisfaction



2021 Residential



- Efficiency
 - No major changes to 2021 offerings
 - Dual fuel heat pump added in April
 - Building envelope and HVAC measures seeing high participation
 - Improving programs for income qualified customers
 - Expecting 15% increase in new homes certified



2021 Residential

- Renewables
 - No changes to 2021 offerings
 - About 45% of budget remains
 - Rural bonus incentive available

Residential Renewable Incentives

Total Budget	\$1,500,000
Paid/Entered/Reserved	\$811,576
Remaining	\$688,424

Residential Rural Bonus

Total Budget	\$450,000
Paid/Entered/Reserved	\$250,000
Remaining	\$200,000



2021 Business



- Efficiency
 - No major changes to 2021 offerings
 - Higher education participation increasing
 - Strong BNC pipeline through 2022
 - Rural industrial customer participation increasing



2021 Business

- Renewables

- RECIP – next RFP September
- Additional solar PV funds available for 2021 projects

Multifamily and non-Residential Incentives – 0 to 100 kW

Total Budget	\$1,000,000
Paid/Entered/Reserved	\$673,811
Remaining	\$326,189

Multifamily and non-Residential Incentives – 300+ kW

Total Budget	\$1,000,000
Paid/Entered/Reserved	\$863,890
Remaining	\$136,110

Multifamily and non-Residential Incentives – 100 to 300 kW

Total Budget	\$1,000,000
Paid/Entered/Reserved	\$827,959
Remaining	\$172,041

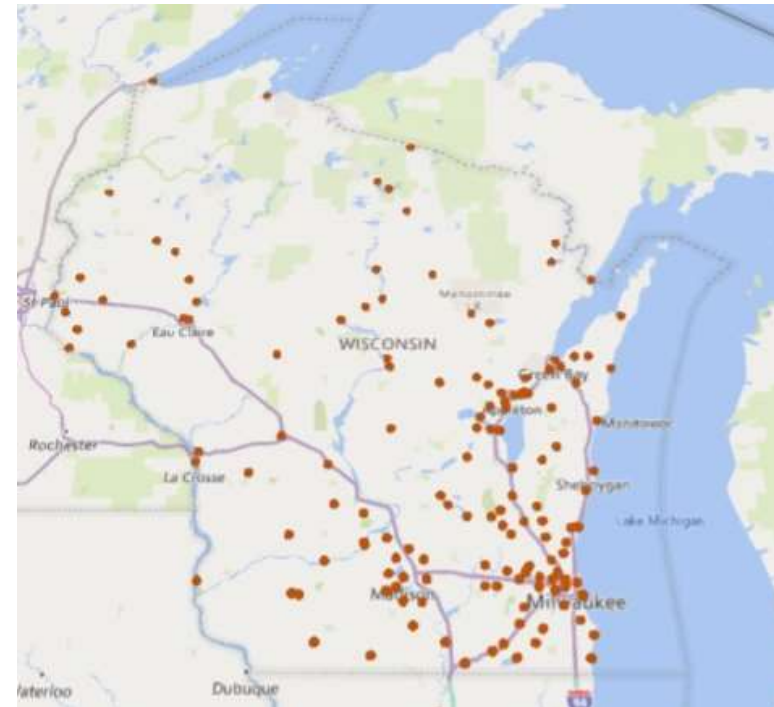
Agricultural Producer Bonus Incentives

Total Budget	\$340,000
Paid/Entered/Reserved	\$209,998
Remaining	\$130,002



2021 Midstream

- 34 participating distributors with 47 agreements
- 274 participating Trade Allies
- Participating distributor/TA list available



Upcoming Offerings - Residential

- Statewide
 - Non-profit lighting - August/September
- Pilots
 - Deep energy retrofit – Q4
 - Electric new home construction – January 2022
 - On-bill financing – September utility partnership; Q1 2022
- Training
 - Insulation and HVAC trade allies – Q4
 - Building Performance Consultants (BPC) – September



Upcoming Offerings - Business

- Statewide
 - Pump assessment – July 19
 - Custom incentive bonus – August 2
 - Lab Energy Efficiency – Q1 2022
 - School district energy challenge – enrollment August; competitions 2022
 - Emerging tech demo projects – as technology identified
 - Online marketplace – 2022
- Rural
 - Healthcare staffing incentive – August 2
 - Tribes – October



Upcoming Offerings - Renewables

- Increased incentives for non-res customers ineligible for federal ITC
– September launch
- Considering additional program offerings targeting income qualified customers in partnership with CAP agencies and tribal nations



Upcoming Training

- Building off 2020 success with online live delivery approach
 - Record attendance
- In-person sessions will resume in Fall!
 - Advanced Network Lighting Controls – hands on
 - Advanced Compressed Air – 2 day
- Online webinars to continue
- Learning Management System
 - On-demand trainings available
- BOC (Building Operator Certification) begins Aug 17
 - \$1,695 Scholarships available
 - Refunded after successful completion of the series




Pilots / R&D



2021 Future Focus Initiatives

- Pilots
 - Save to Give – Lodi and Bayfield County
 - Application open for new communities
 - Virtual Commissioning (VCx) – Xcel SMB customers
 - Multifamily SEM - MGE
- Emerging Tech
 - Smart switched-reluctance motors (RTU applications)
 - Rooftop unit advanced rooftop controls strategy
 - Duct sealing to reduce leakage in subsidized housing
 - Window attachments film



Track & compare your usage
Track your usage against weather conditions and see how you compare to your own usage from previous years.

Benchmark
Access your energy usage, billing information and view historical trends - all in one place online



save **ENERGY**
give **BIG**
Lodi Save to Give Challenge



EERD (Research & Development)

ILLUME



PROJECT:

Load Shaping
Research:

Case Studies
FINAL

PROJECT SPONSOR:

Focus on Energy

- Current Projects

- 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



Marketing and Events



Marketing & Events

Awards – 2021 Energy Efficiency Excellence

Award Winner	Time	Venue
Aurora BayCare Medical Center	Thursday, July 15 @ 10 AM	Virtual
On Site Performance Testing, LLC	Tuesday, July 20 @ 1 PM Chippewa Falls	In person
Neenah Inc.	Thursday, July 29 @ 2 PM Stevens Point	In person
Mule-Hide Manufacturing Co. Inc	Wednesday, August 18 @ 1 PM Cornell	In person
Mellenthin Farms	Thursday, August 19 @ 1 PM Eau Galle	In person
Quad	Wednesday, August 25 @ 1 PM Sussex	In person
Northland Pines School District	Tuesday, September 21 @ 3 PM Eagle River	In person



Marketing & Events

- Discover Wisconsin
(Energy Efficiency Video Series)
 - Blog, Podcast, Social, "Know Your Wisconsin"
- 20th Anniversary Celebration
Lambeau Oct. 8th 10:30 - 3:30
 - Ahman Green - Speaker
 - Expedition Trailer

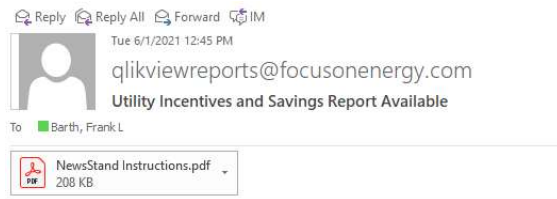


Resources for Utilities



Monthly Utility Incentives/Savings Reports

- Transition from Newstand to QuickSight took place on July 1, 2021
- Former monthly report notification email:



Dear Utility Partner,

The latest Utility Details Excel file and Utility Incentive and Savings PDF file reports are available for viewing through your **Newstand** portal. Please see the attached instructions for accessing **NewsStand**. If you have any issues accessing **NewsStand** or if you have any questions regarding your reports, please contact Frank Barth at frank_barth@focusonenergy.com.

Focus on Energy

Partnering with Wisconsin Utilities

- New monthly report notification email:



EXTERNAL SENDER

 **Quicksight**

Open in **Quicksight** →

Focus on Energy Utility Report Available at **Quicksight**

Toggle Start/End dates, program, and utility filters above. Data can be exported by clicking on an individual graph, selecting the down arrow in the top right hand corner of that graph, and selecting 'export to CSV'.



QuickSight

Utility Report – Front Page

Front Page

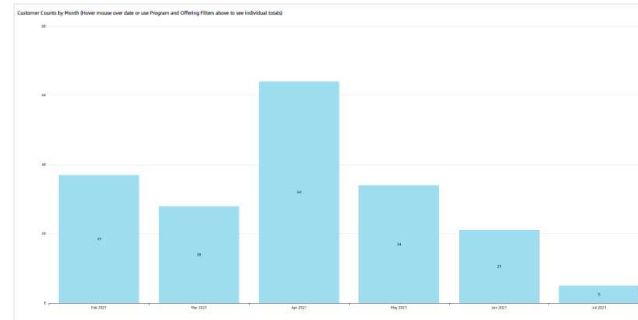


By Program

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	CBI	7	7	5	68,311	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	216,154	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	\$3,000

Monthly Heartbeat

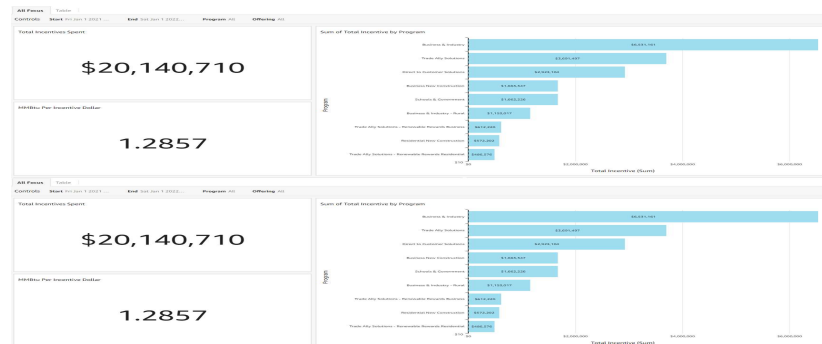


QuickSight

Utility Report – Front Page

- Graphs can be exported in pdf format
- Data can be exported in Excel or CSV formats
- Historical data back to 2012
- Other dashboards
 - Utility Report – Full Downloader
 - All Focus Performance
- QuickSight Webinar - TBA

Program	Offering	Measure Master Name
Direct to Customer Solutions	Retail Lighting	LED, Omnidirectional, 310-749 Lumens, Re...
Direct to Customer Solutions	Packs	DHW Temperature Turn Down, Pack-based
Direct to Customer Solutions	Packs	Faucet Aerator; Bathroom, 1.0 GPM, Pack-b...
Direct to Customer Solutions	Packs	Insulation, DHW Pipe, Pack-based
Direct to Customer Solutions	Packs	LED, Pack-Based, 9 Watt
Direct to Customer Solutions	Packs	LED, Pack-based, 5 Watt, G25
Direct to Customer Solutions	Packs	Showerhead, Upgraded, 1.5 GPM, Pack-based
Direct to Customer Solutions	Packs	LED, Pack-Based, 5 Watt, B11
Direct to Customer Solutions	Packs	LED, Pack-Based, 9 Watt
Direct to Customer Solutions	Packs	DHW Temperature Turn Down, Pack-based
Direct to Customer Solutions	Packs	Faucet Aerator; Bathroom, 1.0 GPM, Pack-b...
Direct to Customer Solutions	Packs	Insulation, DHW Pipe, Pack-based
Direct to Customer Solutions	Packs	LED, Pack-Based, 9 Watt



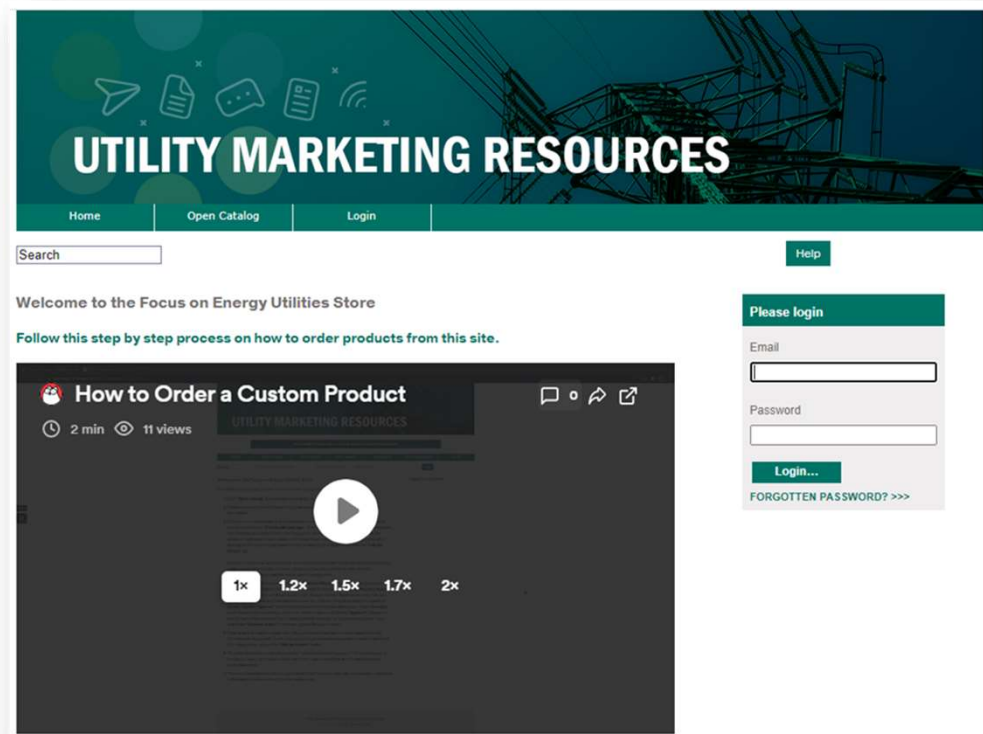
QuickSight

- Need an account? (Utility representatives only)
- Trouble logging in?
- Need help with data?
- Other?
- Contact Frank Barth (frank.barth@focusonenergy.com) or Matt Bromley (matt.Bromley@focusonenergy.com)



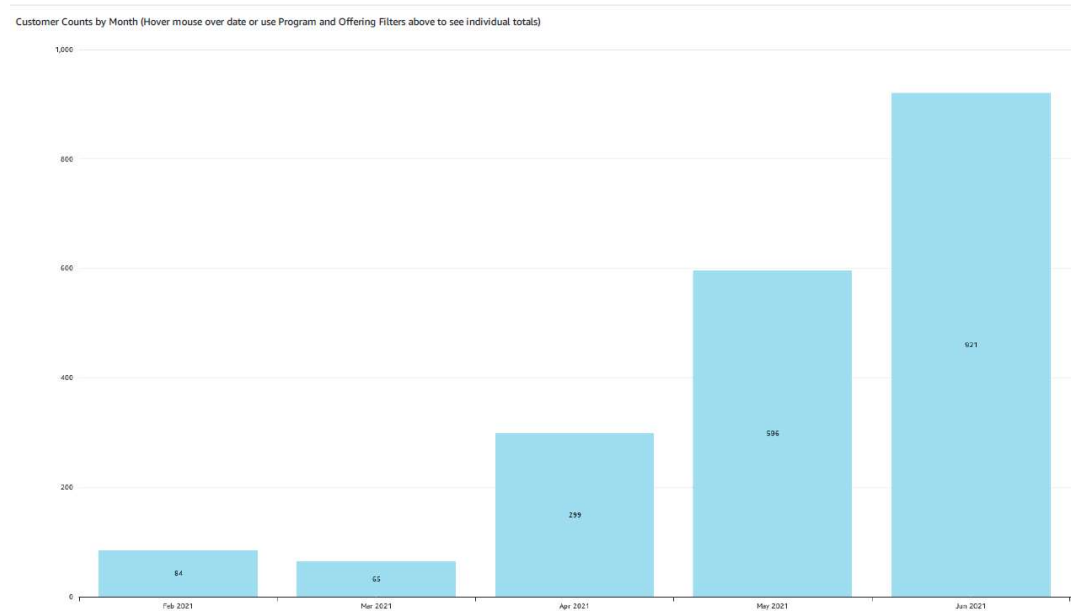
Marketing Resources

- Easy to use
- No charge to order materials (limited Qty)
- Need name and e-mail to set up account
- Add logo to account for co-branding
- Order quantity minimum 50 to maximum 1000
- May request custom pieces or quantities



Marketing Resources

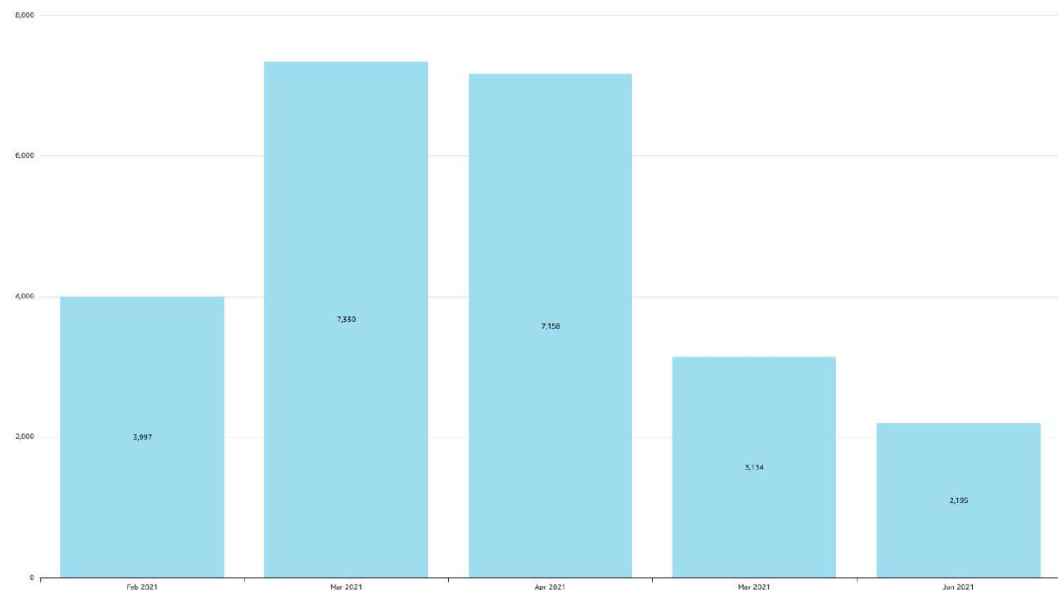
- 8 utilities used bill inserts to promote free packs April – June.
- 50 packs orders per month prior to campaign
- Over 600 packs orders per month from April to June
- Never too late to promote packs!



Marketing Resources

- 3 utilities used bill inserts to promote free packs late Feb through April (4th utility - July campaign)
- 2400 packs orders per month prior to and after campaign
- Over 7200 packs orders per month from March through April

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



Virtual Pop-up (VPU) Events

- D2C looking for commercial or industrial customers to host VPU event for their employees
- Marketing content provided
- No cost to host event
- Event runs for two weeks
- 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



Questions?

Thank You.

20 years of saving energy for
Wisconsin.

