

UTILITY PARTNERS FORUM

December 7, 2022



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AGENDA

- What's Ahead? Focus Goals and Priorities
Lisa Stefanik, Managing Director, Focus on Energy
- 2023 Program Overview
Dylan Crye, Residential Portfolio Manager, Focus on Energy
Mike Plunkett, Business Portfolio Manager, Focus on Energy
- Trainings and Future Focus
Courtney Wojcik, Energy Portfolio Manager, Focus on Energy
- Marketing Updates
Chris Schultz-Buechner, Marketing Director, Focus on Energy

AGENDA

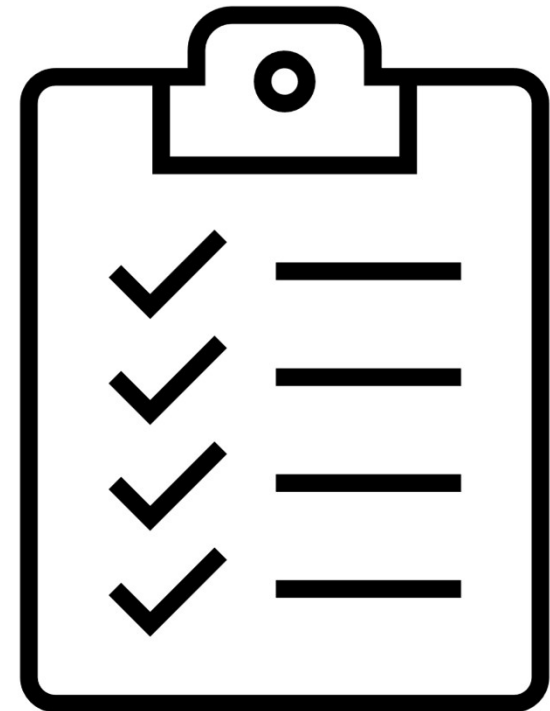
- Ask Focus – Q&A
Frank Barth, Utility Relations Manager, Focus on Energy with Focus team
- Lunch (12:00PM – 12:45PM)
- Focus/Utility Collaboration at Work
 - Smart Home Energy Monitor Pilot
Jeff Adams, Alliant Energy / Amalia Hicks, Cadmus
 - Virtual Commissioning (VCx) Pilot
Courtney Wojcik, Focus on Energy / Anna Stieve, WPPI Energy
 - Multifamily Strategic Energy Management (SEM) Pilot
Dylan Crye, Focus on Energy / Charlie Warner, MGE

WHAT'S AHEAD? GOALS AND PRIORITIES



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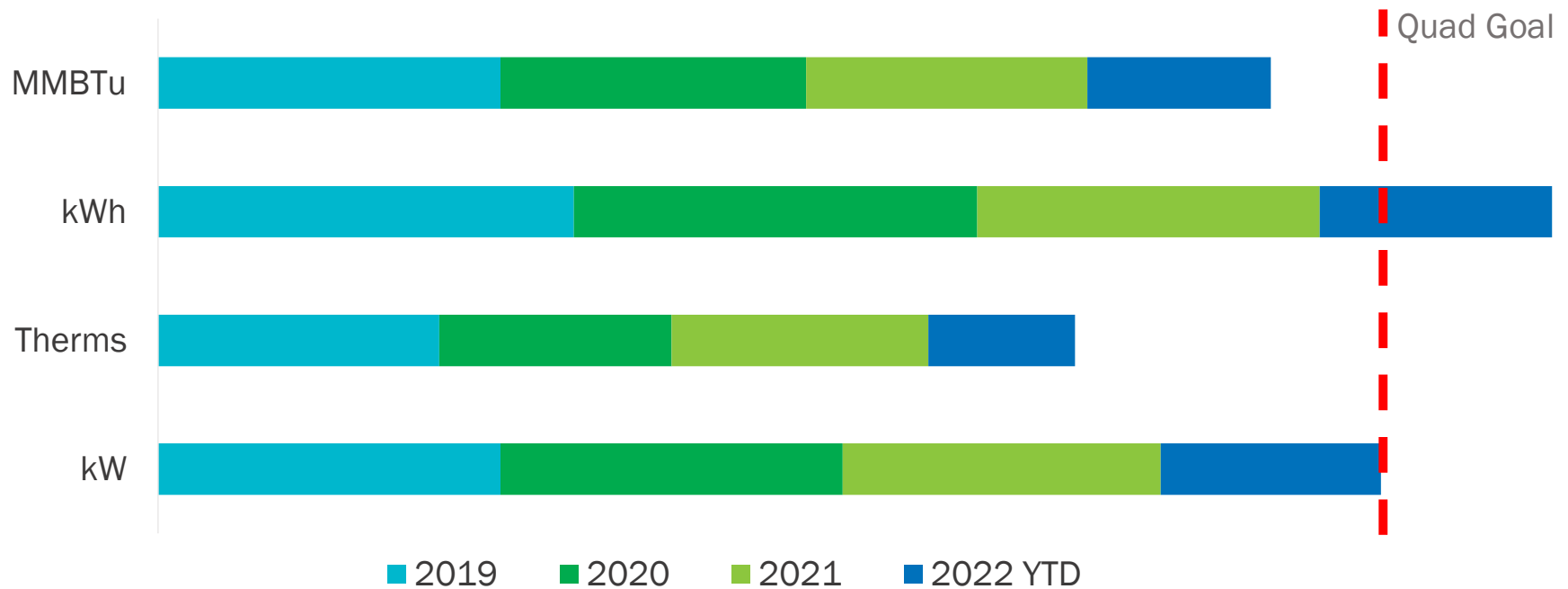
FOCUS GOALS

- State law requires PSC to evaluate Focus program at least every four years (Quad)
- Finishing up Quad III (2019-2022)
- PSC's planning process for Quad IV (2023–2026) recently completed
 - Over year long, stakeholder-involved process
 - Decisions informed by Potential Study and utility/stakeholder input
 - PSC establishes program goals, priorities, and measurable targets

QUAD III – ENERGY SAVINGS

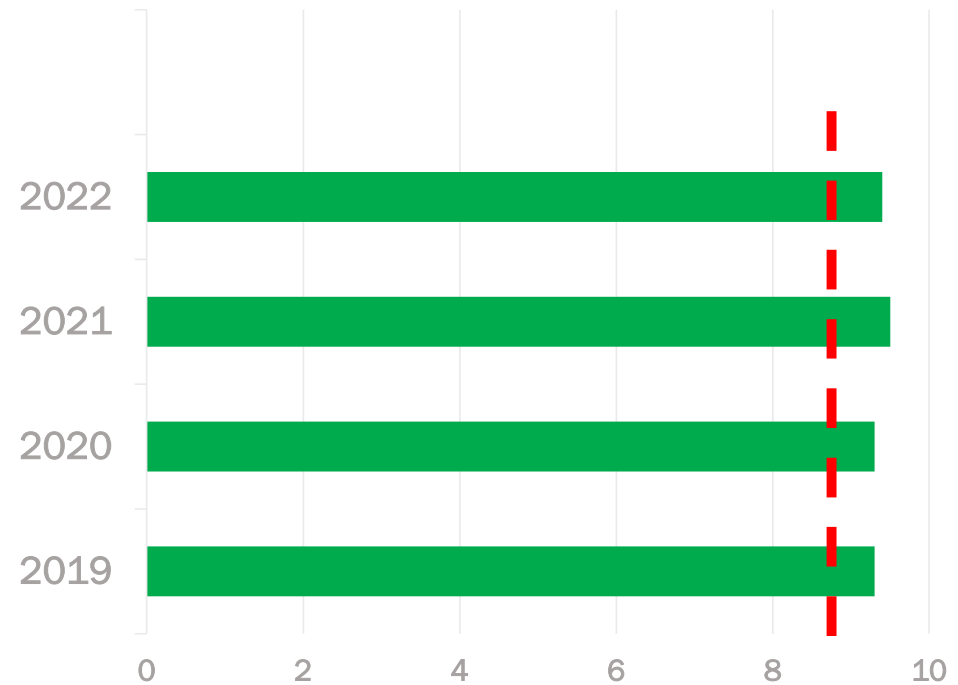
Expecting to fall just short of MMBTu Quad III goal

Gross Lifecycle Savings



QUAD III - CUSTOMER SATISFACTION

- Goal of 8.9 on 0-10 scale
- 0=extremely dissatisfied
10=extremely satisfied
- 9.5 through Q3 2022



QUAD IV (2023-26) KEY DECISIONS & GOALS

- Continue to emphasize cost-effective energy savings, but use Quad IV to position Focus in taking larger role in reducing carbon emissions and beneficial electrification
- Expand efforts to serve low-income customers
 - Coordinate with DOA's Weatherization Program to fill gaps
 - Community-based pilots in targeted communities
 - Convene stakeholder group to identify approach to reduce barriers
- Continue program spending in rural areas
- Maintain 60/40 business/residential spending

OPPORTUNITIES AHEAD

- Strengthen relationship with local communities and organizations to reach and better serve marginalized communities
- Innovate – explore new technologies / new program delivery
- Capitalize on new federal funding (Inflation Reduction Act-IRA and Bipartisan Infrastructure Law-BIL) to provide additional resources to your customers

2023 PARTICIPATION OPPORTUNITIES



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RESIDENTIAL – RETAIL & POP-UP STORES


- Discontinue in 2023
- Retail Lighting & Products
 - Changes to federal baseline (EISA) end ability to claim screw-in LED savings
 - Natural gas storage water heaters will no longer be available at retail
 - Still available through Midstream
 - In-store marketing collateral will also end
- Pop-up & Virtual Pop-Up (VPU)
 - Low turnout at events and participation in kits
 - Other options for Focus presence at events under consideration


RESIDENTIAL – ONLINE MARKETPLACE & FREE PACKS

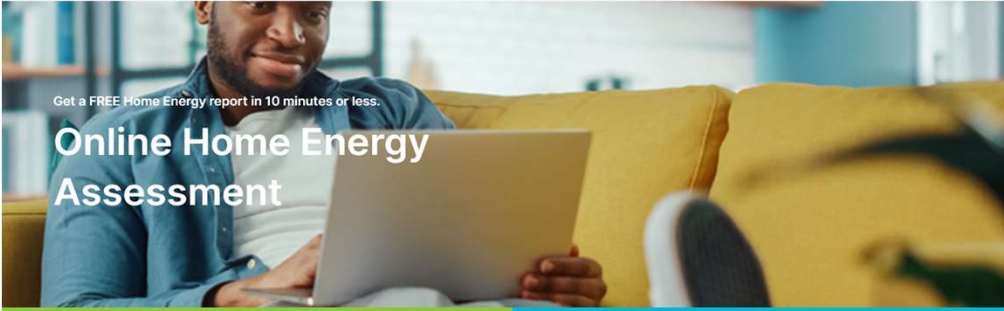
- Focus Online Marketplace
 - Plan to continue offering LEDs
 - Potential to bring other measures to the marketplace
 - Weatherstripping, gaskets, and other DIY solutions
- Free Energy-Saving Product Packs
 - Four pack configurations
 - Removal of lighting-focused packs, reduction of lighting in new packs
 - Advanced Power Strip (APS) pack to be offered for start of 2023, will be reevaluated mid-year
 - Addition of weatherization pack – should be more applicable to renters and tenants

ONLINE HOME ENERGY ASSESSMENT

[New Blog Post: Making the Most of Your Ventilation >>](#)[About](#)[News](#)[Events & Training](#)[Trade Ally Pages](#)[Contact](#)[Español](#)

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Products ▾ Services ▾ Rebates & Incentives ▾ Renewables ▾ Resources ▾ [Get Started](#) 



Get a **FREE Home Energy** report in 10 minutes or less.

Online Home Energy Assessment

Start Your Virtual Energy Review today!

Simply answer a few questions about your home and the tool will recommend energy-saving opportunities that make sense for you. It's free and only takes about 10 minutes!

[Get Started](#) [Support](#)

GET A FREE HOME ENERGY REPORT IN 10 MINUTES OR LESS.

Did you know your home and water heating systems can account for up to 75% of your energy bill? Knowing how much energy your heating systems use is a great first step to saving energy, money, and the environment. Our free virtual energy review can help you better understand your home's energy use and will give you ideas on how you can start saving.

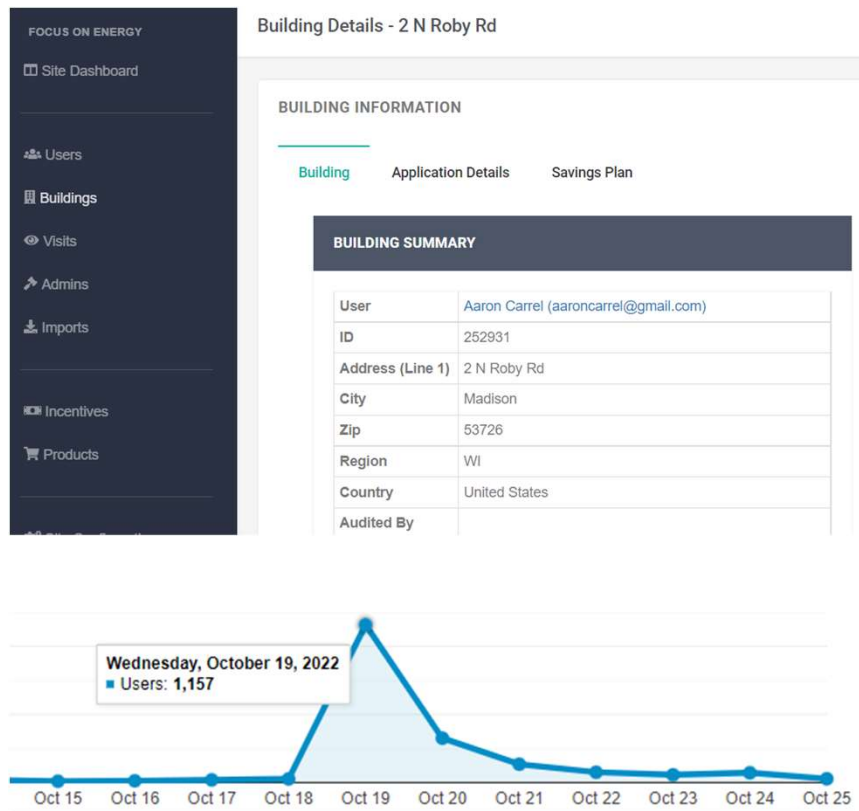
WHAT DOES IT DO?

Our virtual energy review is an online tool that gives you a high-level overview of how much energy your heating systems are using and what you can do to take some of the load off your energy bill. Simply answer a few questions about your home and the tool will recommend energy-saving opportunities that make sense for you. It's free and only takes about 10 minutes!

WHO IS IT FOR?

- Anyone who wants to improve the efficiency of their home but isn't sure where to start
- Anyone who wants to better understand how their home uses energy

ONLINE HOME ENERGY ASSESSMENT - PERFORMANCE



- 1,500 assessment users to date
- Building profiles include gas and electric utilities
- Fall Residential Newsletter sent 10/19
 - 45% open rate!
 - 1,157 clicks and 850 assessments
 - 73% conversion rate!

RESIDENTIAL – FOOD BANK

- Will continue providing LEDs to Food Banks thru early-to-mid 2023
- New measures
 - Water-saving products well received during 2022 rural pilot
 - Weatherization products under consideration

RESIDENTIAL – HEATING & COOLING

- Heat Pump Rebates
 - Fully downstream (customer rebates) in 2023
 - Measures and minimum requirements designed with federal IRA in mind
 - Transition from SEER/EER/HSPF to SEER2/EER2/HSPF2
 - Addition of COP ≥ 1.75 @ 5 °F
 - Streamlined rebates based on participating utilities

	Electric Customer Only	Electric & NG Customer
Heat Pump (non-IRA)	\$A	\$X
Heat Pump (Cold Climate)	\$B	\$Y

- All other heating and cooling equipment rebates remain unchanged



RESIDENTIAL – INSULATION & AIR SEALING

- Increasing all rebates by 50%
- Evaluating program update with potential federal IRA opportunities:
 - Energy-modeling requirements for HOMES rebate
 - Income-qualified criteria
 - Tax credits for exterior doors, windows, and skylights
 - More details expected after federal IRA HOMES and HEEHRA program guidance is released

RESIDENTIAL – MULTIFAMILY

- Incentives and rebates will mirror business offerings
 - Custom incentives
 - Prescriptive rebates
 - Insulation and air sealing
 - HVAC (in-unit and common area)
 - Lighting
 - Multifamily catalog will be released in February 2023
 - New construction
 - Building design support
 - Energy Design Assistance/Review (EDA/EDR)
 - Product Equipment Performance (PEP)
- Continuing Multifamily Strategic Energy Management (MF SEM)

RESIDENTIAL – NEW HOMES

- Updated incentive structure to align with anticipated federal IRA opportunities
- Building Performance Consultant Training Initiative to continue with ENERGY STAR® certification component

Incentive Type	\$/MMBtu	Potential Tax Credits*
Core 30% SOC +	\$45	N/A
ENERGY STAR®	\$50	\$2,500
Zero Energy Ready	\$60	\$5,000
Low Income*	\$5 bonus	N/A

*Outside of Focus on Energy's scope

RESIDENTIAL – TRIBAL NATIONS

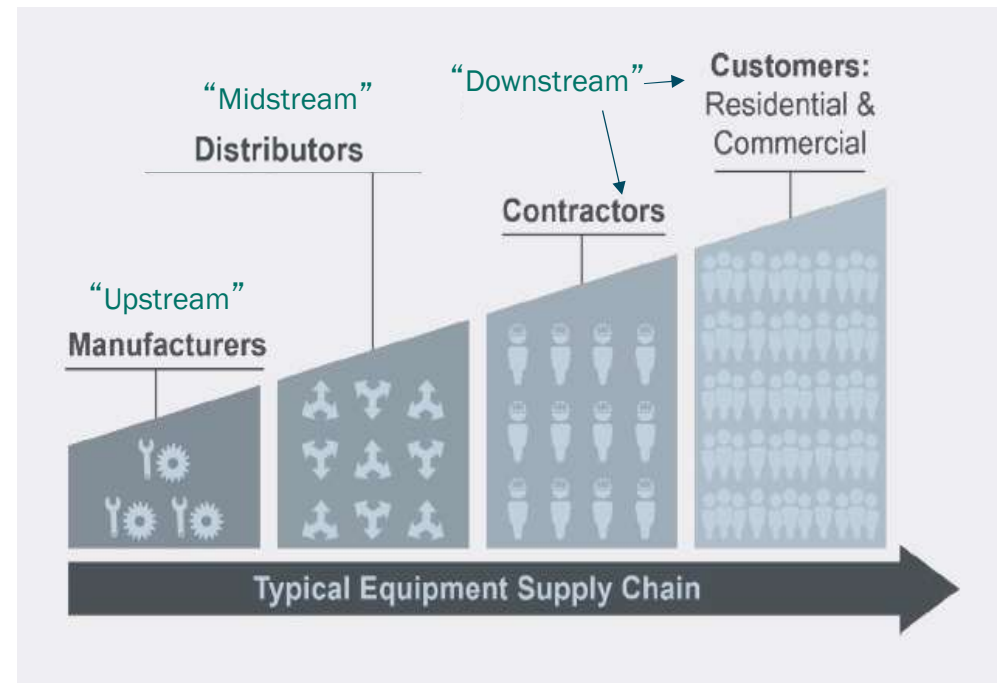
- Continue energy efficiency incentives thru Quad IV at similar levels*
- Encouraging progress in 2022
 - Four tribal nations participated; hoping to engage others in the future
 - Takes time to establish a trusting relationship
- Enhanced solar incentives will be discontinued

**Business incentives for tribal nations will continue to be available in 2023.*



MIDSTREAM

- New products
 - Commercial-grade water heaters
 - Demand control kitchen ventilation
 - Commercial hand dryers
- Continuing products
 - Residential water heaters
 - High efficiency circulator pumps
 - Commercial kitchen equipment
- All ductless heat pumps shifted downstream



BUSINESS – PRESCRIPTIVE INCENTIVES

- Prescriptive rebate changes:
 - Lighting measures consolidated and simplified
 - Commercial-grade water heaters and demand control kitchen ventilation now eligible through Midstream
 - Discontinue incentive on all omnidirectional, decorative, and directional LED lamps for existing buildings
- Increased prescriptive rebates
- New incentive catalogs available January



BUSINESS – CUSTOM INCENTIVES

- Custom incentives
 - Increased custom incentive rates
 - Minimum payback requirement remains at one year
 - Incentive caps remain unchanged (\$300,000 per project, \$400,000 per customer per year)
- No changes to Energy Design Assistance (EDA) or Energy Design Review (EDR) incentive levels

BUSINESS - EFFICIENCY

- Continuation of existing participation opportunities
 - Project Assessment Incentive
 - Retro-commissioning
 - Whole Building Tune-up
 - Renew Our Schools Challenge (March/September)
 - Pump assessment for wastewater and agribusinesses
 - Project Planning Bonus for schools and tribal nations
 - Benchmarking for local schools and government
 - Practical Energy Management (C&I)
- Discontinuation of Rural Industrial and Rural Healthcare offerings

BUSINESS – NEW PARTICIPATION OPPORTUNITIES

- Industrial Staffing Incentive
- Energy Plan (Schools & Government)
- Project Planning Bonus (Large Industrial)
- Municipal Roadway Lighting (Government)
- Utility Bill Verified Savings (Schools & Government)

** Launching Q1 2023 unless otherwise noted*

RENEWABLES

- Residential
 - Solar PV incentive remains unchanged (\$500/system)
 - Rural bonus will continue to be offered (\$500/system)
 - Affordable Housing New Construction will have a revised structure, details coming soon
 - Tribal solar offering being discontinued
- Business
 - Solar PV incentives remain unchanged (progressive incentive up to \$50,000)
 - Ag Producer Bonus will continue to be offered (match up to \$10,000)
 - Special sector solar will be discontinued, reservations honored into 2023
 - No changes to custom incentive rates for non-solar renewable measures

FUTURE FOCUS



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EMERGING TECHNOLOGY

- Continue focus on industrial technologies
 - Continue support of emerging technologies relevant to large industrial customers
 - Increase accessibility and awareness of opportunities to explore new technologies
- Dedicate additional resources to support other business and residential technologies

PILOTS – NEW FOR 2023

- Community Impact Program
 - Two-year program designed to deliver energy makeovers at chosen small businesses within specific communities
 - Work with community-based organizations and local utilities to identify deserving small businesses
 - Support selected small businesses through the process of identifying and implementing deep energy retrofits
 - Provide larger incentives than traditional prescriptive or custom rates to cover a greater portion of the project costs
 - Engaging with community-based organizations and local utilities
 - Create Focus on Energy champions
 - 2023 community selection in process (targeting three to five)



PILOTS – NEW FOR 2023

- Affordable Housing: A Passive Building Pathway
 - Launching January 2023, available through December 2025
 - Demonstrating how Phius+2020 high-performance building standards can deepen energy reductions and make affordable housing safer and healthier
 - Benefiting limited-income residents by improving the quality, comfort, and efficiency of their homes as well as housing developers and builders who are interested in taking a more sustainable and economical approach to their business plans.
 - Targeting Phius+2020 certification for up to 60 units or two affordable housing projects

PILOTS – NEW FOR 2023

- Midstream Life Science Equipment
 - Launching January 2023, available through December 2025
 - Incentivizing the purchase of energy-efficient ultra-low temperature (ULT) freezers
 - Standard larger capacity ULT freezer models consume nearly as much energy as the average U.S. household, whereas an ENERGY STAR unit can cut this usage by more than half
 - Wisconsin fosters a dynamic biosciences growth market with 350+ biotech and pharma businesses, 150+ hospitals and medical centers, and more than 7 universities/colleges engaged in life sciences research making it an ideal market for this technology
 - Targeting the sale of over 500 units

PILOTS – CONTINUING IN 2023

- Virtual Commissioning (VCx)
 - Targets small to medium sized customers
 - Delivers energy savings through schedule optimization
 - Utility provided AMI data supports data analysis and site review
 - Customer engagement and implementation support
 - Verification of energy saving impacts
 - Launched in 2021 in partnership with Xcel
 - Partnership with WPPI in 2022, will continue in 2023
 - Looking to expand to other utilities in 2023

PILOTS – CONCLUDED

- Save to Give
 - Participation from four Wisconsin communities
 - 2021 – Bayfield County, Lodi
 - 2022 – Mount Horeb, New Richmond
 - Donation points for a local nonprofit were earned with every energy-saving action a resident took

	Participating Households	% of Eligible Households Participating	Dollars Raised for Nonprofits	Electricity Saved in Campaigns (kWh)*
Lodi	138	10%	\$10,018	21,917
Bayfield County	90	2%	\$5,519	17,421
Mount Horeb	183	8%	\$9,872	Evaluation in progress
New Richmond	394	17%	\$14,380	Evaluation in progress



PILOTS – CONCLUDED

- Healthy Homes
 - Launched during Covid
 - Was designed to engage pulmonary doctors, which was, and continues to be, difficult
 - Provided Healthy Homes Evaluator training for TAs
 - Handful of homes were treated successfully
 - Ultimately unable to secure funding from a hospital system
- Electric New Homes
 - Targeted non-NG territory
 - Additional incentives provided for high efficiency electric appliances
 - Moderate uptake, findings incorporated into New Homes program

RESEARCH PROJECTS - CONTINUING

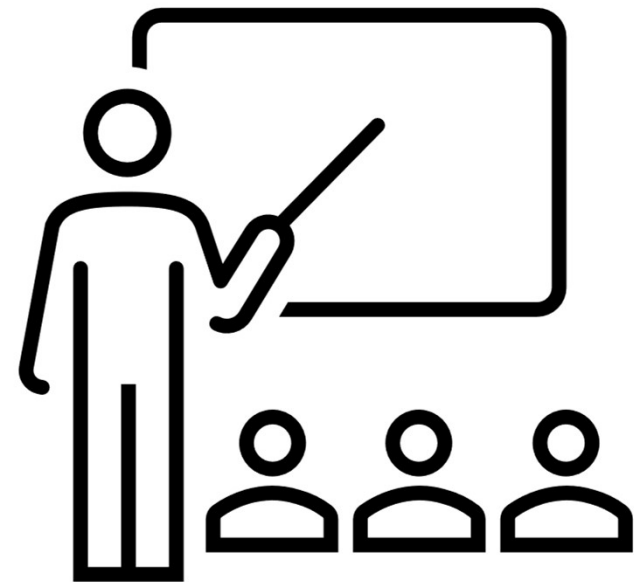
- 120V Heat Pump Water Heater Research (Phase I)
 - May 2022- December 2022
 - Researches the potential for 120-volt heat pump water heaters in the Midwest by including local market research to identify technology barriers, opportunities, and measure and market potential. If Phase I reveals a significant opportunity, field performance will be evaluated in Phase II.
- Heat Pump (Space Heating and Cooling) for Wisconsin Research
 - July 2022- June 2023
 - Two heat pump technologies (air-water heat pumps and gas absorption heat pumps) will be evaluated for feasibility for single-family residents. Utilizing insights gained, this project produces a customer-facing playbook which customers and contractors may use as a purchasing and installation best practices guide.
- Integrating Network Lighting with HVAC Controls
 - November 2022-December 2024
 - The pilot seeks to complete five demonstration projects including both full retrofits involving lighting retrofit plus HVAC control integration and integration-only projects where NLC has already been installed but the system needs to be integrated with HVAC controls.

2023 TRAININGS



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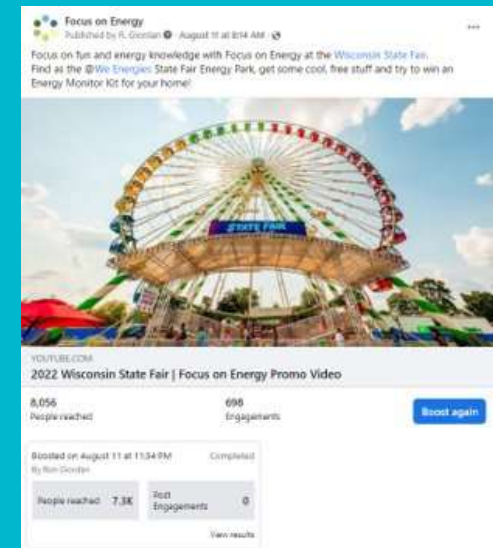
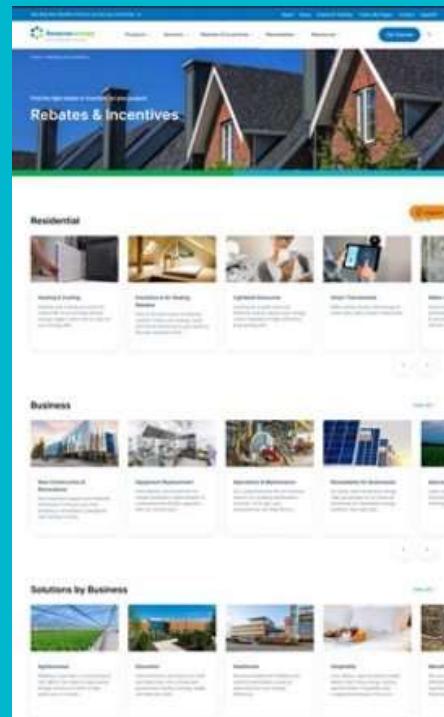
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TRAINING

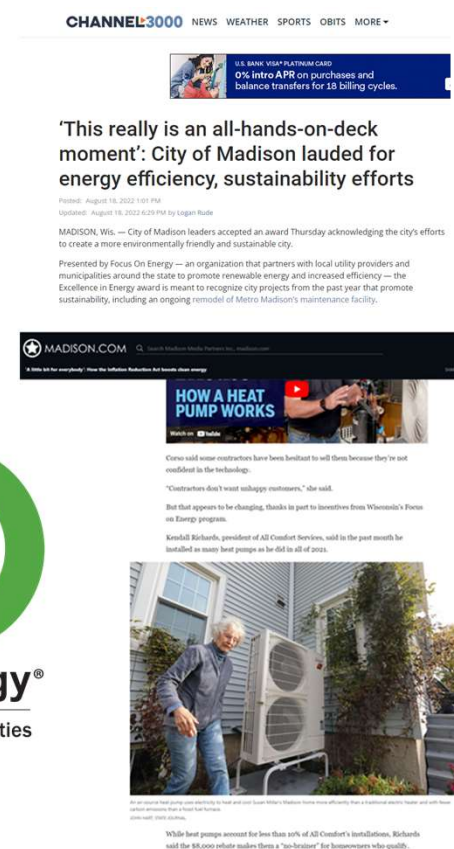
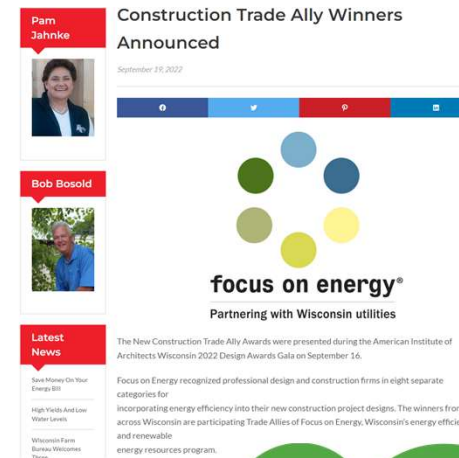
- 2022
 - Participant feedback continues to support both online and in-person training courses
- 2023
 - Compressed Air Challenge
 - On-going webinar series (15 one-hour session series)
 - Photovoltaic Series and O&M
 - BOC Scholarships
 - Training Schedule on website 12/8 [Events & Training | Focus on Energy](#)

MARKETING



2022 MARKETING AND PR HIGHLIGHTS

- “FOCUS ON” messaging and marketing campaigns
- Energy Efficiency Excellence Awards
- 20th Anniversary event at Lambeau Field
- Online home assessment tool
- More video and educational content for blog, Focus YouTube
- Website redesign



WEBSITE REDESIGN INSIGHTS

2022 vs 2021 Performance Highlights

- Total visits up 68%
- Blog visits up 454 %
- Smart Thermostats up 110%
- Solar up 137%

Get Started

- 150 users per day

Rebates & Incentives Page

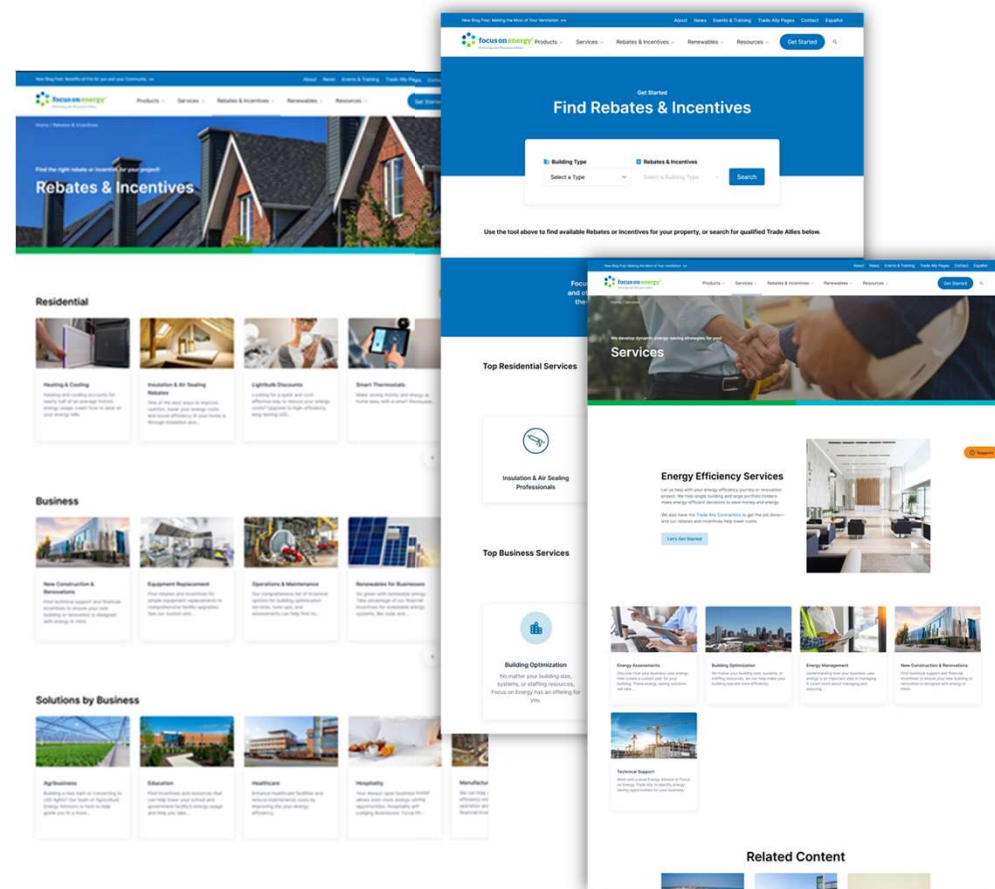
- 150 users per day

Services

- 60 users per day

Equipment (Educational)

- 50 users per day



NEW FOCUS ON ENERGY LOGO



Utility partners can download new logos at [Utility Resources | Focus on Energy](#)

2023 Q1 MARKETING CALENDAR*

Month / Season	Topic	Tactic
January - March	Focus on Energy brand awareness	Wisconsin Public Radio sponsorship
January - March	Focus on Energy brand awareness	Digital ads / Search words
End of January – Early February	Big game promotion (Advanced power strip)	Email / social ads and content / utility coordination assets
January - March	Moisture in home – how to fix	Educational video / blog
March	Renew Your Schools competition	News release / social / blog
Early March	Room air cleaner promotion	Email / social ads and content / utility coordination assets
End of March	World Water Day	Email

**Additional 2023 marketing and promotional topics and campaigns will be added as they are finalized.*

Ask Focus



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