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focus on energy℠
Partnering with Wisconsin utilities



Planning Study
First EWG Meeting

February 8, 2024

Agenda

1. **Introductions**
   - Cadmus team
2. **Planning Study Scope**
   - Study priorities
   - Types of potential & study approach
3. **Planning Study Timeline**
   - Primary study phases and milestones
4. **EWG and Stakeholder Engagement**
   - Objectives
   - Process
5. **Engagement Timeline**



Planning Study Priorities and Scope

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Planning Study Priorities and Scope

Quad V Planning Study priorities to estimate potential impacts from Focus on Energy programs on…

energy use, avoided emissions, summer and winter peak, specific customer segments…

from…

current and future programs & expanded electrification programs & federal incentives

and…

contextualize findings to inform program goals…

To meet study priorities Cadmus will

- Focus on measure load shape development
- Align study measures with current and future program delivery
- Develop program planning scenarios
- Enhance measure adoption modeling

Compared to previous potential studies the planning study includes

- Enhancements of potential modeling capabilities
- Two tracks of stakeholder engagement
- Expanded data processing

Types of Potential Estimated

Technical Potential
Theoretical maximum energy impact from energy efficiency and fuel switching

→

Economic Potential
Economically cost-effective compared to supply side alternatives

↓

Optimized Potential
Simulates **customer adoption** of technically feasible measures for **five scenarios.** Considers **financial incentives** (Focus on Energy and federal), **codes and standards**, **technological maturity** & **human behavior**

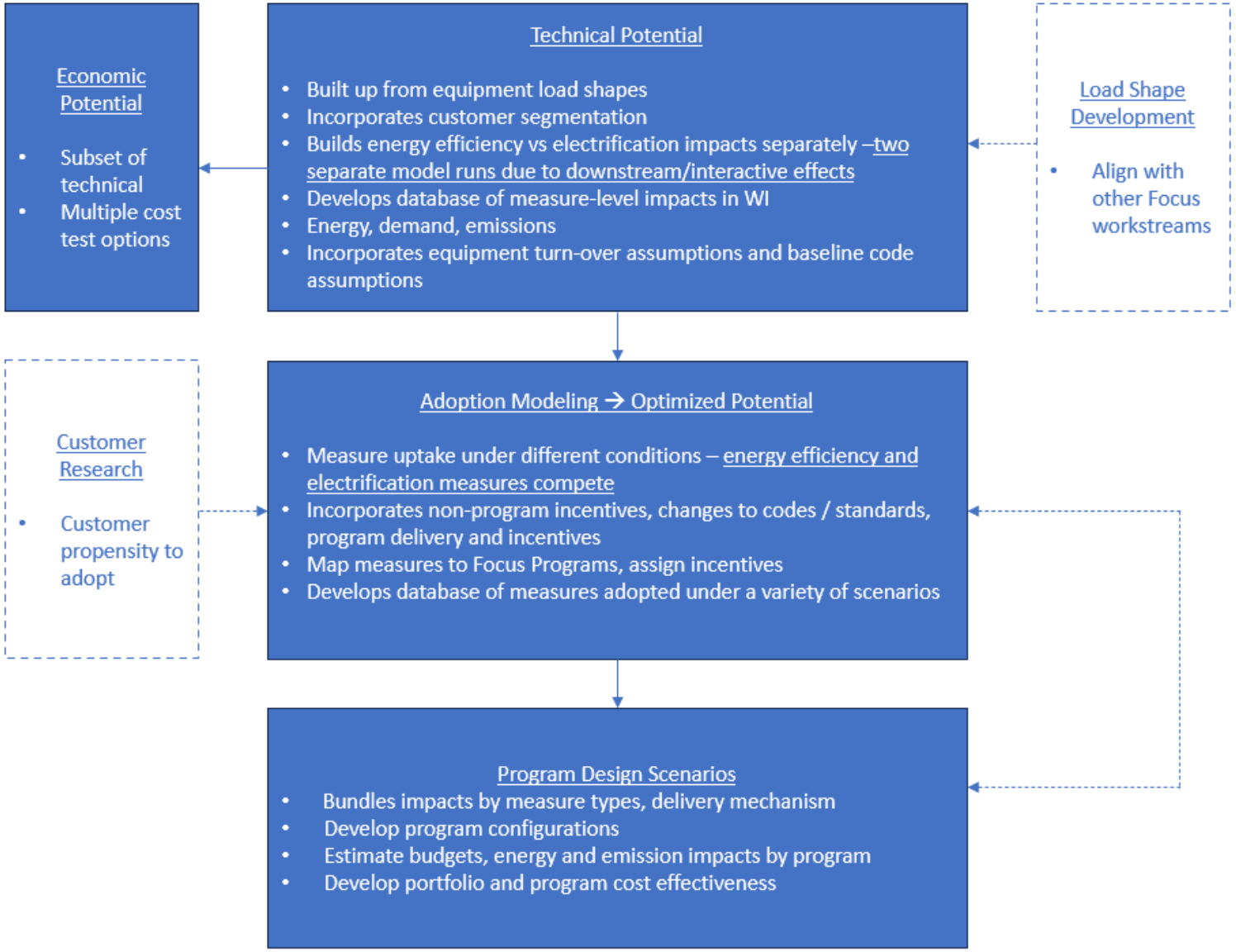
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Program Planning Scenarios
Translates optimized potential into **feasible program scenarios** leveraging program data to estimate participation

Potential Study does not provide program targets

Program targets are developed based in part on achievable potential through comprehensive planning process

Potential Modeling Approach



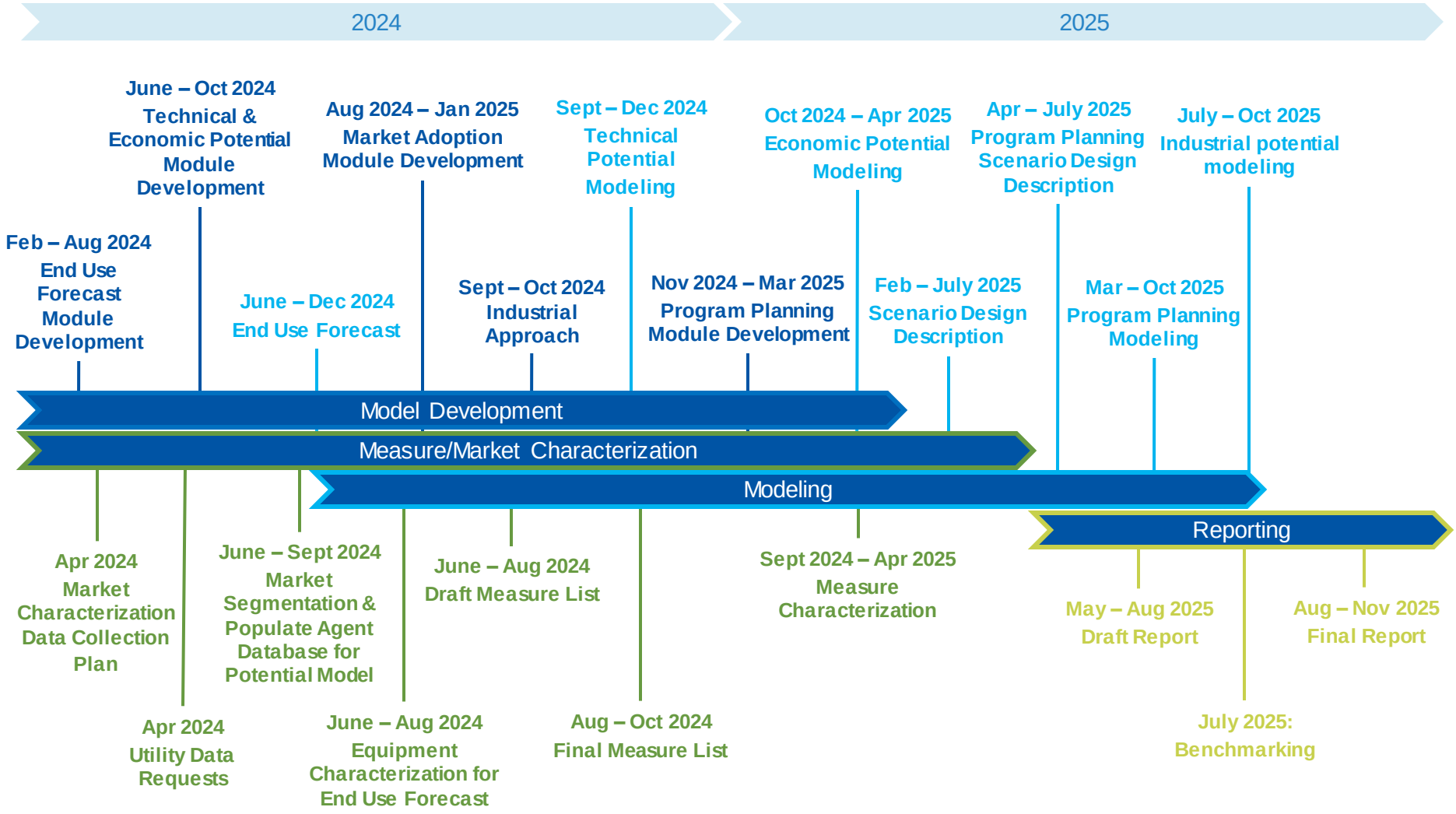
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Planning Study Timeline

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Planning Study Timeline & Key Milestones



Ongoing EWG and Stakeholder meetings

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EWG and Stakeholder Engagement

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EWG and Stakeholder Engagement



EWG Engagement

Consultations at key study milestones during existing EWG meetings

EWG provides input on: reporting metrics & scenario needs, electrification modeling and measure adoption modeling, measure selection, scenario design, data collection

EWG input through verbal input during meetings &/or follow-up emails (received within 7 days of an EWG meeting)

Cadmus will pose specific questions during meetings (does not limit EWG input verbally or in follow-up emails) summarize EWG feedback 14 days after meetings & share final PSC/Cadmus decisions



Stakeholder Engagement

More streamlined consultations at fewer key study milestones

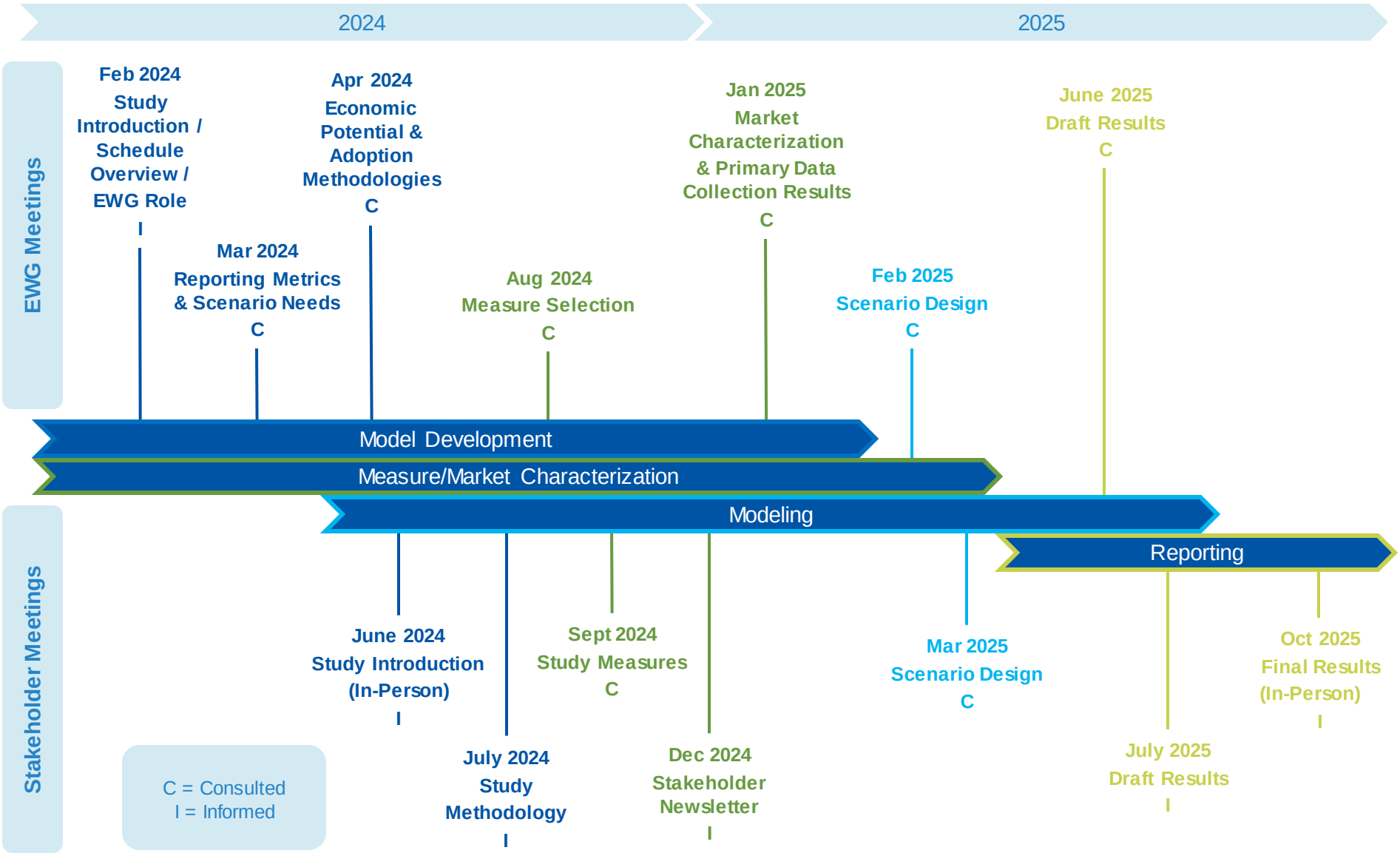
Stakeholders provide input on measure selection & scenario design

Cadmus will pose specific questions during meetings, summarize feedback & post relevant study documentation to the Focus on Energy website



Engagement Timeline

EWG and Stakeholder Meetings



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Thank You and Discussion

Next Steps:

Cadmus to send out meeting and notes to EWG

Next EWG Meeting:

Reporting Metrics & Scenario Needs (March 14)

Cadmus will present reporting metrics, approaches, and discuss measure types
Written feedback will be collected after the meeting

Your input is important, please send us feedback

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