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focus on energy℠
Partnering with Wisconsin utilities



Planning Study Second EWG Meeting

March 14, 2024

Agenda

2021 Potential Study

- Energy impacts measured
- Variables adjusted for scenarios

Planning Study Reporting Metrics

- 2021 Potential Study Metrics and Scenarios
- 2025 Planning Study Metrics and Scenario Variables
- Discussion

Follow-Up & Next Steps

- Next Steps

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2021 Potential Study Recap

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2021 Reporting Metrics and Scenarios

Changing methodologies may make it challenging to compare past results to 2025 study outcomes

Sectors

Single-family, multifamily, manufactured
Commercial, Government
Industrial
Agricultural

Reporting Metrics / Measures

Electric Energy Efficiency
MWH and MW Summer Peak

Gas Energy Efficiency
Thousand Therms (No Peak)

Adoption Drivers

Captured in scenario design

Income Strata

Standard
Income Qualified

Building Vintages

New
Existing

Timeline

4-Year Potential
12-Year Potential

Geography

Statewide

Optimized Potential Funding Scenarios

- Current Policy ($ 87.3 M annual budget)
- + 50% Budget
- + 100% Budget

Economic Potential: MTRC

In Appendix additional economic potential scenarios:

- Different cost tests, carbon cost, discount rate, T&D costs, TRC threshold, EISA scenario

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2025 Planning Study

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2025 Planning Study Reporting Metrics

Sectors

Single-family, multifamily, manufactured

Commercial, Government

Industrial

Agricultural

Timeline

4-Year Potential

12-Year Potential

Income Strata

Standard

Income Qualified

Building Vintages

New

Existing

Green text indicates changes compared to previous study

Geography

Utility service area (small utilities rolled up)

Adoption Drivers

Codes and Standards

Voluntary / incented adoption

Reporting Metrics / Measures

Electric Energy Efficiency

MWH, MW Winter / Summer Peak, GHG emissions, incentive and program budgets, units

Gas to Electric Fuel Switching

MWH, MW Peak, GHG emissions, incentive and program budgets, Thousand Therms, Therm-day Peak, units

Gas Energy Efficiency

Thousand Therms, Therm-day Peak, GHG emissions, incentive and program budgets, units

This study can include additional modeling of impacts from anticipated / potential codes and equipment standards beyond baseline assumptions (federal equipment standards and state building code). These can include local government green-building codes or statewide initiatives.

While this study can include local initiatives, time and computational constraints require a targeted approach.

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2025 Planning Study Reporting Metrics

Technical Potential

Economic Potential

Energy efficiency and fuel-switching shown/analyzed separately

Gas Energy Efficiency and Fuel-Switching DO NOT Compete

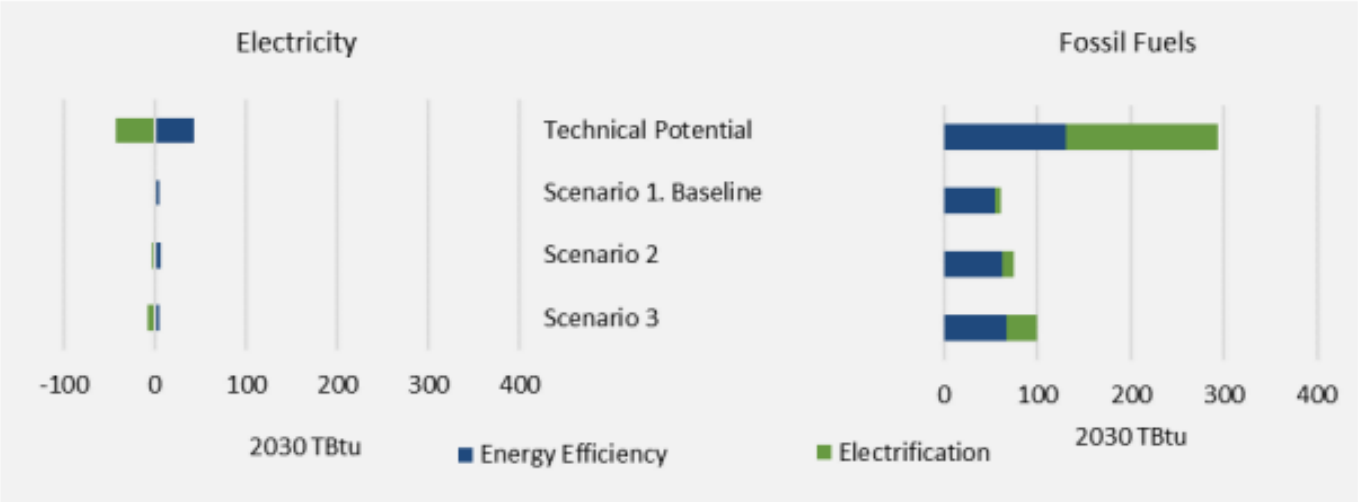
Optimized Potential

Program Scenarios

Energy efficiency and fuel switching shown/analyzed together

Gas Energy Efficiency and Fuel-Switching Compete

Reporting Example from New York*



*In the New York Study Gas Energy Efficiency and Fuel Switching Competed in Technical Potential

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2025 Planning Study Scenario Variables*

Variables to Estimate Optimized Potential through Measure Adoption

- This discussion will, to some degree, inform the modeling design.
- Individual scenarios can be configured according to “levers pulled” on variables

ECONOMIC

Incentives:

Focus on Energy & IRA planned. What types of other incentives are important (such as local government incentives)?

Focus on Energy Budget:

Can vary total, sector, and measure budgets according to scenario designs. Varying budgets impacts incentive totals and incentive levels.

NON-ECONOMIC

Changes in Market Acceptance / Marketing:

Changes in consumer attitudes and knowledge can accelerate or decelerate the rate of adoption. Do attitudes differ regionally? What, outside of changes to program marketing might affect consumer attitudes?

Changing Building Codes and Equipment Standards:

What types of building code or equipment standards might be important for scenarios? Could these vary geography, such as municipality? For example, other planning studies have considered zero-carbon emission building codes at the local and state level.

*Six scenarios planned

Questions for EWG Members

1. What other reporting metrics should this study should consider?
2. Segmentation factors are important for program design, such as income or building segmentation?
3. What other scenario design “levers” could be important? For example, technology cost changes have been considered in other studies.
4. What is the appropriate level of granularity for modeling local adoption drivers?
5. Other things to consider regarding reporting metrics?

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Thank You and Discussion

Next Steps:

- Cadmus to send out meeting notes, slides, and discussion questions to EWG
- EWG please provide written feedback by **March 21**
- Cadmus will circulate summarized EWG feedback by **March 28**
- In-person stakeholder meeting first week of June

Next EWG Meeting:

- Mid-April 2024 – Economic and Adoption Methodologies
- Written feedback will be collected after the meeting

Your input is important, please send us feedback:

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