

Focus on Energy Quadrennial Achievement Report



focus on energy®

Partnering with Wisconsin utilities

ABOUT THIS REPORT

Focus on Energy is Wisconsin utilities' statewide energy efficiency and renewable resource program, funded by the state's investor-owned energy utilities and participating municipal utilities and electric cooperatives. Focus on Energy works with all customer types from participating utilities—homeowners, renters, businesses, farms, and schools—to implement cost-effective energy efficiency and renewable energy projects that meet a broad range of customer needs.

This report highlights Focus on Energy's achievements over its third quadrennial period (2019 to 2022), across all programs and measure categories. It provides a snapshot of Focus on Energy's progress in helping Wisconsin utility customers save energy and money, all while achieving greater benefits for Wisconsin's economy and environment. More information on Focus on Energy's performance is available here: <https://www.focusonenergy.com/evaluation-reports>.

PARTICIPATING UTILITIES

Adams-Columbia Electric Cooperative
Algoma Utilities
Alliant Energy (Wisconsin Power & Light)
Arcadia Electric Utility
Argyle Electric & Water Utility
Bangor Municipal Utility
Barron Light & Water
Belmont Municipal Light & Water
Benton Electric & Water Utility
Black Earth Electric Utility
Black River Falls Municipal Utilities
Bloomer Electric & Water Utility
Boscobel Utilities
Brodhead Water & Light
Cadott Light & Water Department
Cashton Light & Water
Cedarburg Light & Water
City Gas Company
Clark Electric Cooperative
Clintonville Utilities
Columbus Water & Light
Consolidated Water Power Company
Cornell Municipal Light Department
Cuba City Light & Water
Cumberland Municipal Utility
Dahlberg Light & Power Company
Eagle River Light & Water Utility

Eau Claire Energy Cooperative
Elkhorn Light & Water
Elroy Electric & Water Utility
Evansville Water & Light
Fennimore Municipal Utility
Florence Utilities
Gresham Water & Electric Plant
Hartford Electric
Hazel Green Light & Water Utility
Hustisford Utilities
Jefferson Utilities
Juneau Utilities
Kaukauna Utilities
Kiel Utilities
La Farge Municipal Utilities
Lake Mills Light & Water
Lodi Utilities
Manitowoc Public Utilities
Marshfield Utilities
Mazomanie Electric Utility
Medford Electric Utility
Menasha Utilities
Merrillan Electric & Water Utility
MGE (Madison Gas & Electric)
Midwest Natural Gas, Inc.
Mount Horeb Utilities
Muscodia Utilities

New Glarus Utilities
New Holstein Utilities
New Lisbon Municipal Light & Water
New London Utilities
New Richmond Utilities
North Central Power Co. Inc.
Northwestern Wisconsin Electric Company
Oakdale Electric Cooperative
Oconomowoc Utilities
Oconto Electric Cooperative
Oconto Falls Municipal Utilities
Pardeeville Public Utilities
Pierce Pepin Cooperative Services
Pioneer Power & Light Co.
Plymouth Utilities
Prairie du Sac Utilities
Princeton Light & Water Department
Reedsburg Utility Commission
Rice Lake Utilities
Richland Center Utilities
Richland Electric Cooperative
River Falls Municipal Utilities
Rock Energy Cooperative
Sauk City Utilities
Scenic Rivers Energy Cooperative
Shawano Municipal Utilities
Sheboygan Falls Utilities

Shullsburg Electric Utility
Slinger Utilities
Spooner Municipal Electric Utility
St. Croix Gas
Stoughton Utilities
Stratford Water & Electric Department
Sturgeon Bay Utilities
Sun Prairie Utilities
Superior Water, Light & Power
Taylor Electric Cooperative
Trempealeau Municipal Utilities
Two Rivers Water & Light
Vernon Electric Cooperative
Viola Municipal Electric Utility
Waterloo Utilities
Waunakee Utilities
Waupun Utilities
We Energies
Westby Utilities
Westfield Electric Company
Whitehall Electric Utility
Wisconsin Dells Water & Light Utility
Wisconsin Rapids Water Works & Lighting Commission
Wonewoc Water & Light Department
WPS (Wisconsin Public Service)
Xcel Energy (Northern States Power)

For more information about participating in a Focus on Energy Program, visit www.focusonenergy.com, or call 1.800.762.7077.

For more information about Focus on Energy achievements and policy, please contact the Wisconsin PSC at 608.267.3206



CREATED BY
CADMUS

FOCUS ON ENERGY ECONOMIC AND ENVIRONMENTAL IMPACTS

Focus on Energy offers rebates, incentives, and technical assistance to help Wisconsin residential and business customers reduce their energy waste and lower their energy costs. Saving energy helps keep Wisconsin ratepayer dollars in the state economy since Wisconsin utilities are net importers of fuel and power from other states. From 2019 to 2022, Focus on Energy positively impacted Wisconsin's economy, increasing jobs and income among businesses that manufacture, sell, and install energy-efficient technologies and reducing energy bills for homes and businesses alike.



Including economic impacts, Focus on Energy generated

\$4.44 in benefits for every \$1.00 invested

in its 2019-2022 portfolio.



Residents and businesses that participated in Focus on Energy from 2019 to 2022

will save \$3.5 billion on their energy bills

over the lifetime of their installed measures.



Energy savings from 2019-2022 Focus on Energy participants

will save \$296 million in health care costs

for Wisconsin residents by reducing harmful particulate emissions from power plants.

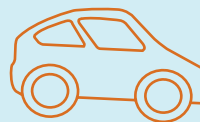


Focus on Energy's 2019 and 2020 activities will have

created nearly 8,400 jobs between 2019 and 2044.

For the 2019-2022 quadrennium, Focus on Energy solutions helped to avoid

29,241,524 tons of CO₂



That's equivalent to taking **six million cars** off the road for one year!¹

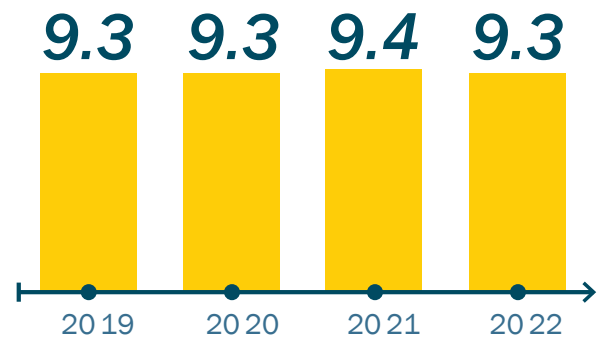
¹[Greenhouse Gas Equivalencies Calculator | US EPA](#)

PARTICIPANT EXPERIENCE: NONRESIDENTIAL CUSTOMERS

PARTICIPANT SATISFACTION



Nonresidential participant satisfaction with Focus on Energy solutions was high throughout the 2019-2022 quadrennium, averaging 9.3 or 9.4 out of 10 every year during the four-year period.



AWARENESS OF UTILITY PARTNERSHIPS



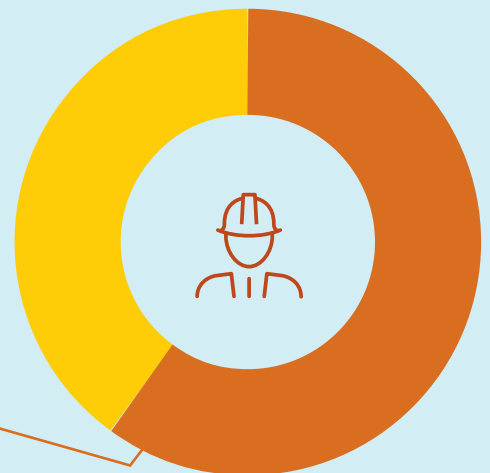
At the end of the quadrennium, 65% of participants said their opinion of their utility was *much more* or *somewhat more favorable* because of their partnership with Focus on Energy.

Nonresidential participants' awareness of local utility partnerships with Focus on Energy **increased from 72% in 2019 to 79% in 2022.**

RELATIONSHIP TO TRADE ALLIES

Trade allies such as contractors and vendors, were highly effective partners in marketing the nonresidential offerings throughout the quadrennium. Most nonresidential participants heard about Focus on Energy offerings from trade allies² and nonresidential customers across the state were most likely to cite installation contractors as a trusted source of information.³

Over 60% of Trade Allies reported a growth in their business after partnering with Focus on Energy

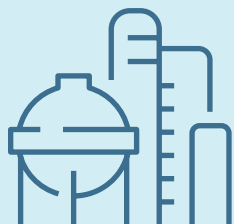
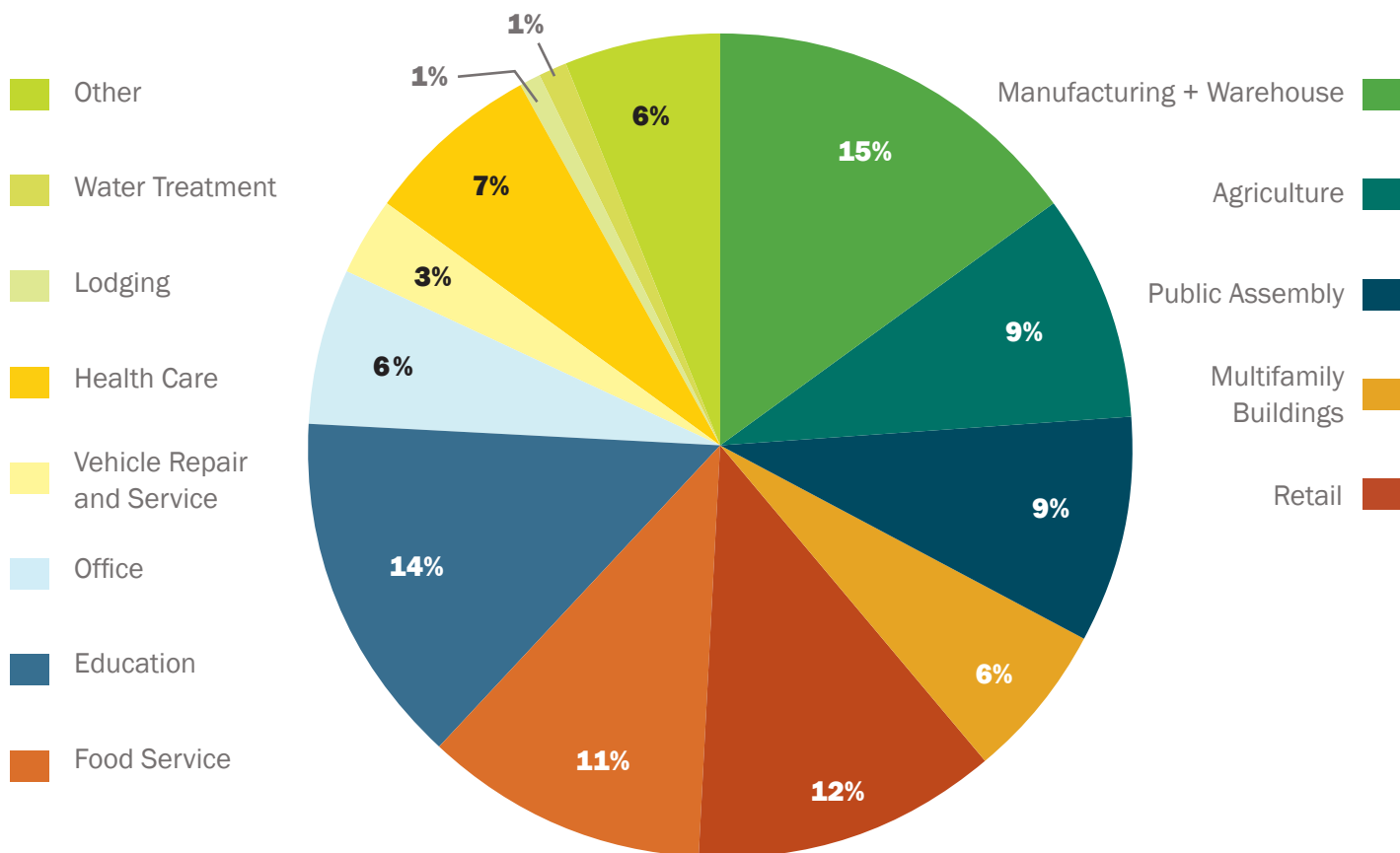


²2022 Nonresidential Customer Satisfaction Surveys

³2021 Nonresidential General Population Survey

NONRESIDENTIAL PARTICIPANT QUADRENNIUM SNAPSHOT

Nonresidential participants represented a wide variety of industries and business types over the quadrennium.

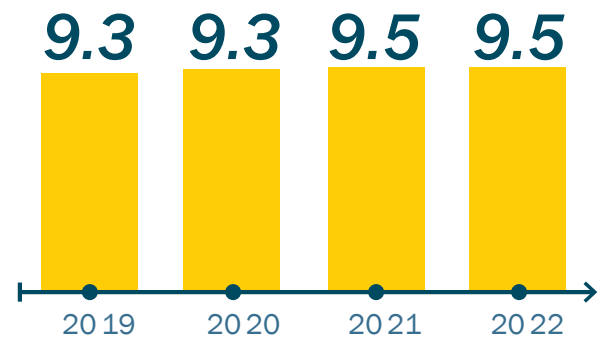


Manufacturing and warehouse facilities represented the largest share of nonresidential participants over the quadrennium, consistent with their large share of state energy use. In 2022, manufacturing and warehouse participation share was at its highest at almost 20% of total participant count.

PARTICIPANT EXPERIENCE: RESIDENTIAL CUSTOMERS

PARTICIPANT SATISFACTION

Residential participants' satisfaction with Focus on Energy offerings was high in the 2019-2022 quadrennium, averaging 9.5 out of 10 in the last two years of the four-year period. This increased from 9.3 in the first year of the period.

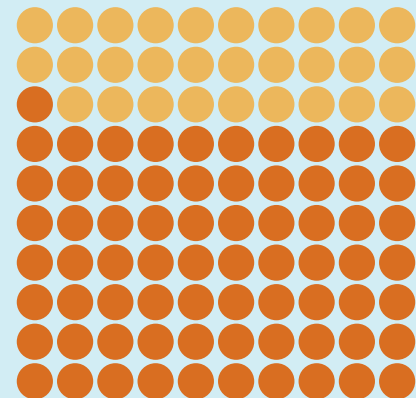


AWARENESS OF FOCUS ON ENERGY AND UTILITY PARTNERSHIPS

According to a 2021 survey, **83% of all Wisconsin residents** and **71% of residents with limited incomes** were aware of Focus on Energy.⁴ This represents a **significant increase from 2018**, when only 48% of all residents were aware of Focus on Energy.

Residential participants' awareness of their energy utility's partnership with Focus on Energy increased steadily from 63% in 2019 to 73% in 2022.

At the end of the quadrennium, **71%** of residential participants said their opinion of their utility was **much more** or **somewhat more favorable** because of their partnership with Focus on Energy.



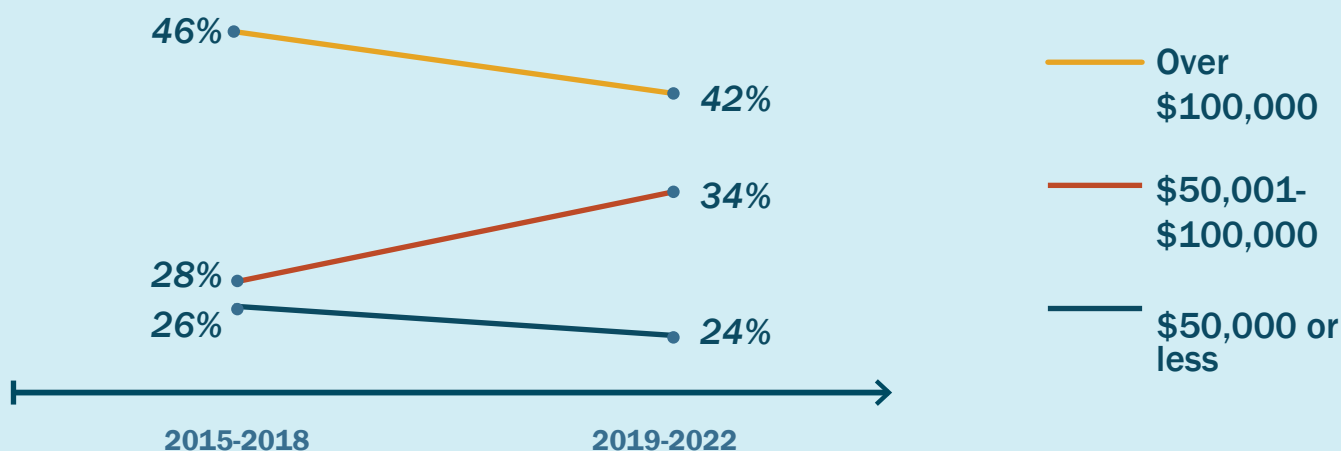
⁴2021 Residential General Population Survey

RESIDENTIAL PARTICIPANT QUADRENNIUM SNAPSHOT

From 2019 to 2022, Wisconsin residents of all income levels and ages participated in Focus on Energy offerings. Compared to the previous quadrennium, participation increased in the lower income levels and aligned with statewide demographics for that population according to the 2021 American Community Survey (36.5%). The Packs Offering provided all customers with easy, commitment-free access to free energy-efficient

products. Packs participation increased by 225% between 2019 and 2022 and drove the increased participation in lower-income households. Focus on Energy also redoubled efforts to reach hard-to-reach populations throughout the quadrennium, via pop-up retail events in rural communities, solar and whole-home bonuses for tribal nations, and a partnership to install solar PV on affordable housing projects.

RESIDENTIAL PARTICIPANT HOUSEHOLD INCOME LEVEL



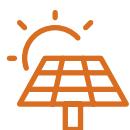
Source: 2015-2022 Program Administrator Satisfaction Survey results, aggregated across residential programs, weighted by program participation.

PROGRAM HIGHLIGHTS



COVID-19 RESPONSE

The COVID-19 pandemic created significant challenges for energy efficiency programs. The pandemic temporarily increased unemployment rates, closed businesses, increased the number of people working from home, decreased in-store shopping, and caused severe disruptions in supply chains. Focus on Energy identified these barriers and quickly adapted program design and delivery. Creative adjustments such as virtual pop-up retail events, home assessments, commissioning, and business assessments provided customers access to energy efficiency improvements while keeping participants and Focus on Energy staff safe.



SOLAR PV

Solar PV participation ballooned from 900 participants in 2019 to 2,300 in 2022. Redesigning the incentive structure and adding bonus incentives allowed more customers to take advantage of Focus on Energy support for new solar PV systems. Solar PV systems incentivized through Focus on Energy throughout the quadrennium will produce over 1.8 billion kWh throughout their lifecycle and nearly 25,000 kW—that's enough energy to power over 214,000 Wisconsin homes for one year.



RESIDENTIAL LIGHTING

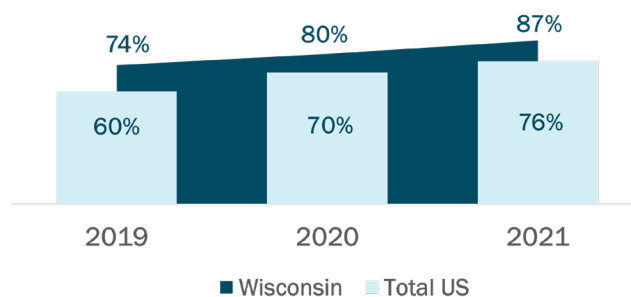
Throughout the quadrennium, Focus on Energy maintained an edge on a rapidly evolving lighting market, ensuring that Wisconsin residents could easily obtain the most efficient and cost-effective LEDs. The national LED market share increased from 60% in 2019 to 76% in 2021. During the same period, Wisconsin's LED market share grew from 74% to 87%.

Through its consistent, longstanding support, the residential lighting offering has moved the Wisconsin lighting market toward more efficient lighting technologies. According to lighting sales data modeling efforts, the cumulative impact of the past 18 years of program support **increased the number of LEDs sold in Wisconsin by more than 5.5 million bulbs** between 2019 and 2022. These LEDs were not directly incentivized but represent sales that occurred because of Focus on Energy's longstanding presence in the market.

New national lighting standards will eliminate the need for further residential lighting market support. Thanks to the historical success of the Focus on Energy lighting offering pushing for higher LED market shares, Wisconsinites should experience a relatively seamless transition to the new standards.



LED Market Share
2019-2021



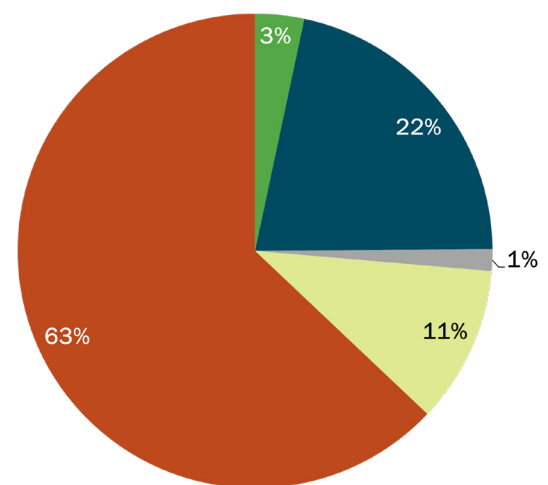
RESIDENTIAL NEW CONSTRUCTION

Focus on Energy continued to encourage homebuilders to construct safe and energy efficient homes for Wisconsin residents. When 2019 research revealed that nonprogram homes were constructed similarly to program homes, Focus on Energy redesigned incentives to encourage participating builders to construct even more efficient homes. As a result, the offering successfully increased the percentage of program savings from new homes meeting the program's highest efficiency tier from 36% of total MMBtu savings in 2019 to 57% in 2022. **On average, program homes built in 2022 saved almost twice as many kWh as those built in 2019.**

Focus on Energy significantly influenced Wisconsin's residential new construction market through its longstanding training and support provided to builders and contractors through the building performance consultant network. Research conducted during the quadrennium led to the Focus on Energy Evaluator attributing **over 6 million MMBtu in lifecycle savings** to the Residential New Construction Offering.

ONLINE MARKETPLACE

Focus on Energy launched the Online Marketplace in September 2019 to provide a new delivery channel for customers to purchase efficient products. More than 80,000 Wisconsin customers used the Online Marketplace throughout the quadrennium, purchasing more than 880,000 items, including smart thermostats, LEDs, and showerheads. In total, customers who purchased from the Online Marketplace saved almost 4 million MMBtu over the lifetime of the products they purchased.



Online Marketplace Measure Distribution by Gross Lifecycle MMBtu



Note: Other Measures include Advanced Power Strip, DHW Temperature Turn Down, Pipe Insulation, and Room Air Cleaner

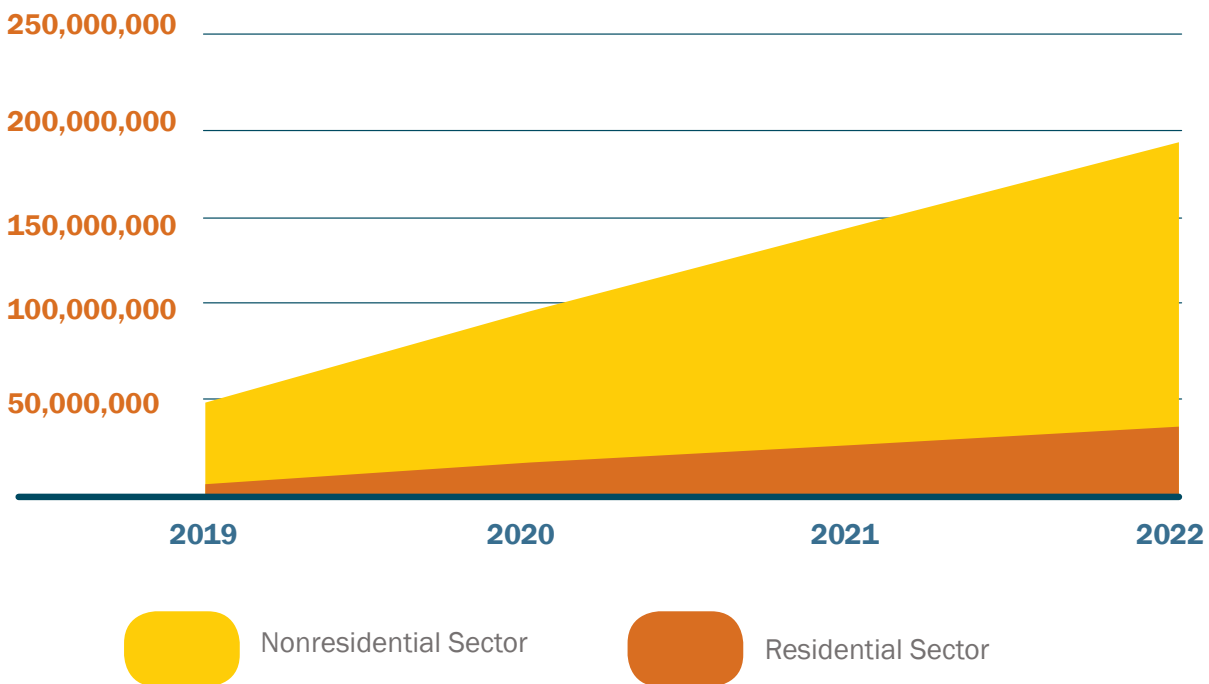
PILOTS

Pilot offerings played an important role in advancing technical and program design innovation in the 2019-2022 quadrennium. Through pilots offered in the quadrennium, Focus on Energy achieved the following:

- Developed and launched Future Focus, Focus on Energy's innovation initiative
- Expanded trade ally networks and trade ally expertise by training 6 Residential New Construction Building Performance Consultants and 220 HVAC students
- Donated nearly \$40,000 to local nonprofits through the Save to Give behavioral pilot
- Launched Focus' first renewable energy effort targeted to low-to-moderate income participants.

PORTFOLIO ENERGY IMPACTS

Cumulative Lifecycle Total Net MMBtu



MEASURE MIX



Nonresidential savings were primarily driven by a mix of heating and cooling, lighting and control measures.



Custom industrial projects represented the largest and most complex projects in the nonresidential portfolio. Focus on Energy addresses customers' unique energy efficiency needs by providing technical support from trained energy advisors.



Residential savings were driven largely by efficient lighting, delivered through Direct to Customer offerings. Across all residential offerings, residential lighting made up 56% of the total residential first-year MMBtu savings.



Smart thermostats, natural gas furnaces, and solar PV were also large contributors, each accounting for between 5% and 10% of the residential savings.