



# Rural Energy Efficiency Outreach in Wisconsin

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## What is Focus on Energy?

- Wisconsin utilities' statewide program for energy efficiency and renewable resources since 2001
- Focus partners with 108 utilities across Wisconsin to offer utility customers (business and residential) opportunities to reduce energy waste and save money
- Current governing legislation is 2005 Wisconsin Act 141, which became effective July 1, 2007
- Funding is approximately \$100 million annually
  - 1.2% of investor owned utility (IOU) revenues
  - \$8/meter for municipal and cooperative electric utilities



## Focus on Energy by the numbers for 2017

- For every \$1.00 in costs, Focus on Energy delivered \$4.07 in benefits to the state
  - \$5.93 when economic benefits are included
- Wisconsin residents and businesses saved 714 million kilowatt hours and 20 million therms
- Participants included over 5,100 businesses and 113,000 residential customers
  - Plus hundreds of thousands more used retail incentives
- Customer satisfaction score: 9 out of 10
- Over 2,500 Trade Allies (contractors) partnered with Focus on Energy
- Over 1,000 retailers participated in the lighting program



## Focus on Energy Structure: Utility Responsibilities

- Creating and funding statewide energy efficiency and renewable energy programs
- Selecting a program administrator(s) using a competitive bidding process
- Contracting with the program administrator(s) (currently APTIM) to operate the statewide energy efficiency and renewable programs
- Utilities created the Statewide Energy Efficiency and Renewables Administration (SEERA) to fulfill their obligations under Act 141
- Non-profit board with 9 utility members
- Utilities deposit funds in a private sector account protected from diversions



# Focus on Energy Structure: PSC Responsibilities

- General Focus oversight, including:
  - independent program evaluation
  - Financial and contract compliance audits
  - Approval of SEERA's contract with administrator
- Every four years the Commission is required by law to set or revise goals, priorities, and measurable targets for the programs- "Quad Planning"
- Currently Focus is in the second Quadrennium (2015-2018)
- Just finished the third (2019-2022) Quad Planning Process for programs beginning on January 1, 2019



## 2017-2018 Rural Broadband Programs

- In 2016, the Commission opened docket 5-FE-102 to investigate whether rural customers were receiving an equal opportunity to receive Focus benefits, as required by Act 141
  - Customers in 582 zip codes defined as rural by Commission have historically received fewer Focus benefits- and have less broadband access
- \$16 Million for Connected Device Kits for Residential Customers
  - Focus is partnering with Internet Service Providers (ISP) and utilities to offer customers enrolling in new service or upgrading service their choice of 3 energy savings kits and a \$50 incentive off service
  - As of July 12, 1,662 kits delivered through ISPs
  - Select utilities have delivered 24,573 since January 2018.



## 2017-2018 Rural Broadband Programs

- \$4 Million earmarked for Internet Service Provider Infrastructure upgrade projects
  - Uninterruptible Power Supply Systems
  - Soft switch retrofits
  - Dedicated Energy Advisor assistance with specialized expertise for ISPs
  - 15 projects to date with more in the pipeline
  - Will continue as a sector in the BIP in next Quad
- \$6 Million earmarked for various other rural (non-broadband) initiatives including:
  - Targeted Community Small Business Program
    - Has been popular using existing, trusted sources (like utilities and chamber of commerce) and word of mouth to market
      - 203 participants
      - Successful components may continue into 2019



# 2017-2018 Rural Broadband Programs

- Direct Mail Home Energy Assessment
  - Response Rate of 18% - used to identify projects in homes
  
- Home Performance with ENERGY STAR
  - Includes \$300 towards assessment
  - Access to standard program incentives
  - Trade Ally Travel Bonus for travel
  - 19 projects completed but many more in the pipeline.
  - Contractors are challenged to keep up with demand
  
- Outreach and Communication Plan
  - Specific plans for Residential & Business Sectors
  - Using more traditional media – radio, t.v., local newspapers

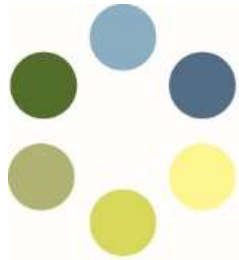




## Focus on Energy: PSC Quad Planning III Decisions on Rural/Ag Programs

- Ordered APTIM and PSC staff to work with various entities to develop a new set of alternatives for a rural/agricultural initiative by July 1, 2018 using a combination of funding sources.
- Funding in the range of \$7 - \$11 million annually and will depend on carryover from the rural broadband pilot which ends in December 2018.
- One option includes using federal State Energy Program money to fund propane measures on farms since Focus can only fund electric and natural gas measures
- Commission is expected to discuss and make decisions on the program scope at it's July 26 meeting later this week





**focus on energy<sup>sm</sup>**

Partnering with Wisconsin utilities

## Contact Information

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