

2018 Focus on Energy Program Updates

December 7, 2017



Contents

- 2017 Recap
- Program Updates
- Training
- Marketing

2017 Recap

2017 Highlights

- **Residential Programs**
 - Home Energy Score Takes Flight
 - Appliance Recycling is Back
 - New Homes Overhaul
 - Smart Technology
 - Midstream Gains a Foothold
- **Business Programs**
 - Competition Driving Natural Gas Projects
 - Strategic Energy Management
 - Program Simplification
 - Small Business Program Relaunch
 - Focus on Communications Providers

2017 Highlights

- **Program-wide Successes**
 - Highly Satisfied Customers
 - The Return of Renewables
 - Innovation through Pilots
 - Touting our Impacts
 - Great Return on Investment
 - Program Accolades
 - Long-term Planning
 - Energy Savings Goals in Reach

Program Updates

Appliance Recycling

- No changes in 2018

Simple Energy Efficiency

- January 1, 2018, multifamily customers (4+ units) will be eligible to participate.
 - All packs available to all customers
 - Multifamily Direct Install to sunset December 31, 2017

Rural Broadband: Connected Device Kits

- Nine Rural ISPs in market...

Amherst Communications

Lakeland Communications

LaValle Telephone Cooperative

Lynxx – Lemonweir Valley Telecom

Northwoods Connect

Nsight

Reedsburg Utility Commission

Richland Grant Telephone Cooperative

Vernon Communications

- Five kit options...

Free to customer

Philips Hue/TrickleStar Tier II APS

Emerson Sensi wi-fi thermostat

Nest E

\$120 customer co-pay

Nest Learning Thermostat

ecobee4 Smart Thermostat

Retail Lighting & Appliance

- Smart thermostats: multifamily customers/tenants (4+ units) will be eligible to participate
- Smart thermostat coupon process
 - Customer pre-qualifies online to access a coupon code
 - Offered twice in 2017 – more development planned in 2018
- Potential product additions
 - LED tubes
 - Water measures (aerators, showerheads)
 - Low-E storm windows

Home Performance with ENERGY STAR

Home Energy Score

- Trainings to continue for Scorers
 - Emphasis to be placed on getting home inspectors certified
 - Utilities welcome to reach out if any staff would like to become HES certified

Changes for 2018

- Whole Home Improvements
 - No longer requiring “instant discount” from Trade Allies.

Home Performance with ENERGY STAR

Rural Home Performance

- Targeted groups of rural customers being offered a \$300 coupon toward an energy assessment
- Trade Allies offered a travel bonus for driving to more remote areas of the state

Heat Pump Water Heaters

- To be offered as a midstream incentive in 2018

HVAC & Renewables Incentives

- No changes in 2018

New Homes Program

- Updated Incentives
 - Baseline and Market Characterization Study completed
 - Wisconsin homes more efficient than previously thought
 - New program baseline
 - Level 1 – certification only – no incentive
 - Only available for 2018
 - Level 4 – Energy Neutral (Zero Net Energy)

2018 Program Incentives/Requirements		
Levels	Electric Only Homes	Natural Gas + Electric
Level 1. 25 – 29.9% Better Than Code	\$0.00	\$0.00
Level 2. 30 – 34.9% Better Than Code	\$350.00	\$1,000.00
Level 3. 35 – 99.9% Better Than Code	\$550.00	\$2,000.00
Level 4. Energy Neutral, 100% Better Than Code	\$1,000.00	\$5,000.00

Multifamily

- MF Direct Install
 - All projects to be completed by 12/31/2017
 - Tenants now eligible for Simple Energy Efficiency
- MF New Construction
 - Smart thermostats to be offered in 2018
 - Tenants eligible through the Retail program (with qualifying HVAC system)

Residential Pilots

- Lightbulb Finder Tool
 - Online tool to help consumers select the right LED bulb for their home; provides a shopping list they can take to retail
 - Launch – January 2018
- Low-E Storm Windows – Milwaukee area
 - Ran September 15 – November 1
 - Tentative plans to integrate into full retail program

Residential Training

- *Webinar Series: Residential and Commercial Sales & Marketing with Mike Rogers and John Tooley*
- Trade Ally Business Operations & Sales Conversion Seminar
 - 3/4 day session with Mike Rogers
 - Green Bay & Madison ~ September
 - Goal: Teach the sales team to up their game, close more projects and moving customer to more comprehensive energy efficiency upgrades
- Home Energy Score
 - Course locations to be announced throughout 2018

Business Training

- NEW!
 - In partnership with UW - Commercial Building Energy Use – Impacts of Building Operations & Operational Strategies to Improve Energy Efficiency
- Chillers & Variable Refrigerant Flow webinar – February
- *Webinar Series: Residential and Commercial Sales & Marketing With Mike Rogers and John Tooley*
 - 2 Commercial specific sessions – watch for details!
- BOC – Level 1
 - Focus on Energy Scholarship \$1,195
 - \$500 bonus incentive for qualifying project after course completion
 - Targeted session – Fall 2017
 - Green Bay area, Spring (April – June)
 - Milwaukee area, Fall (September – November) Winter 2018
- BOC – Level 2
 - Curriculum updates finalizing in 2018
 - Relaunch updated course in 2019

Category	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Course Delivery Calendar												
Introduction to Energy Management (full-day session)		Madison				Fox Valley			Eau Claire			
Strategic Energy Management (3/4 day session)				Eau Claire						Madison		
Operations & Maintenance (1/2 day session)				GB				Racine / Kenosha		WI Dells		
HVAC (1/2 day session)				GB				Racine / Kenosha		WI Dells		
Compressed Air (1/2 day session)		Fond du Lac				MIL						
Industrial Ventilation (1/2 day session)											MIL	
Process Heat (1/2 day session)										Fox Valley		
UW - Commercial Building Energy Use -Impacts of Building Operations and Operational Strategies to Improve Energy Efficiency (full-day session)			Madison									
Res TA-Biz Ops/Sales Conversion/Mktg (3/4 day session)									Madison / GB			
Residential and Commercial Sales/Mktg Webinar Series		7 part series every 2 weeks Feb - April										
Comm Sales/Mktg Webinar Series (2 Commercial targeted sessions as part of the 7 part series)			2 Sessions									
Home Energy Score (full-day session)	x	x	x					x	x	x	x	
Chillers/Var. Refrigerant Flow Webinar (45 min approx)		Webinar										
Air Sealing			Pewaukee	Eau Claire								
Public Session BOC - Level 1				Green Bay Series (April through June)					Milwaukee Series (September - November)			



Business Portfolio Updates

- Catalog PDF's available January 1 – print in February
- Fluorescent lighting no longer eligible for prescriptive incentives
- Custom project therm rate increased to \$0.80/therm
- Networked Lighting Controls added as standard offering
- Third party incentive assignment language added

Midstream Lighting Pilot

- Pilot throughout 2018 for select LED measures in limited geography (Green Bay area)
- Green Bay distributors eligible
- Participation is optional
- Incentives set consistent at BIP levels
- Mid-Q1 launch anticipated

Retrocommissioning (RCx)

- Reducing total incentive rate for kWh and Therm
 - \$0.08/kWh, \$0.80/Therm – current
 - \$0.05/kWh, \$0.70/Therm – 2018
- Cap limitations
 - 75% of audit cost – current
 - 50% of audit cost – 2018
 - Total incentive cap NTE 75% of all costs → moving to 50%

Agriculture, School & Government Program

- Customer-owned street lighting now a standard offering
- Street lighting Application will integrate into Lighting Catalog
- Boiler tune-ups eligible

Business Incentive Program

- No major program changes
- Measures added
 - Synchronous motors for freezer/cooler case
 - Variable speed drive vacuum pump
 - Dew point demand controls for desiccant dryer
- Smart thermostat measure replaces programmable thermostat

Design Assistance Program

- Get a quick summary of the DA Program here:
 - <https://www.focusonenergy.com/business/efficient-facilities/design-assistance>
 - (a 90-second video explaining how the program works)
- Looking for buildings with construction completion dates into 2019 (Business only), 2020 and beyond (Business and Residential)
- Ideal time frame is when project is still in design (Schematic Design, Design Development phases)
- Updates to the online modeling tool allow the program to serve even more building types and systems in a time efficient manner

Large Energy Users Program

- Custom Incentives:
 - Custom incentive rates:
 - \$0.03/kWh (\$0.02/kWh for lighting)
 - \$100 peak kW
 - \$0.80/therm (NEW)
- New/reinstated:
 - New Construction incentives for all catalog measures.
 - Chiller and process specialty equipment for retrofit and new construction (HVAC and Process Catalog).
 - Vacuum pumps up to 30Hp can apply for VFD incentives.
 - New Construction lighting will have a watts reduced option as well as the usual catalog measure options.
 - Retrocommissioning

Small Business Program

- Complementary Products & Services discontinued due to very limited participation
- More robust number of measures and increased incentives offered – lighting, HVAC equipment (furnaces and boilers), and commercial refrigeration
- Customer caps increased
 - \$15k per project/site
 - \$30k per customer

Rural Small Business (Community Small Business Offering)

- 15+ communities in rural areas
- Simple walkthrough assessments provided by program for free
- Kit options being developed by customer type
 - Self-installed, available for free after assessment
 - 4-5 targeted markets
 - LEDs, exit light retrofits, aerators, and advance power strips

Communications Provider Initiative

- Prescriptive incentives realize 50% increase
 - Alignment with other rural broadband offerings
- Deliver on early success of projects within WSTA and WSTCA membership

Business Program Pilots

- Midstream commercial kitchen equipment
 - Continuing in CY '18 with modifications
 - Inclusion of national distributors
- Networked lighting controls standard offering

Marketing & Communications

Website

- Launch week of December 18
- Will provide information week of 11th for review
- Send all questions/comments to marketing@focusonenergy.com

Reduce energy waste in your home, and save money

In partnership with 108 WI utilities, Focus on Energy helps single-family homeowners, renters, and property owners (3 units or less) make energy related improvements to their homes. See if your electric and or natural gas utility partners with Focus on Energy.

Find out if you are qualified

2018 Energy Excellence Awards

- Now accepting nominations through January 31, 2018
- <https://focusonenergy.com/about/2018-awards>



Trade Ally Communication



focus on energySM

Partnering with Wisconsin utilities

- Year-end and quarterly performance summaries
- Trade Ally Advisory Group
- Recognition and events

Rural Marketing

- 2 agencies have been selected following RFQ Response/Interview period
- APTIM team working with agencies to enhance Focus on Energy's brand positioning & messaging for rural customers as well as a variety of marketing tactics

Questions?

- Fill out our online form:
www.focusonenergy.com/about/2018UpdateQuestions
- Post FAQ document next week
- Follow up individually, as necessary

Thank you!!

Marketing@focusonenergy.com

800.762.7077